

CITY OF LOS ANGELES
CALIFORNIA

SILVER LAKE
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SILVER LAKE
NEIGHBORHOOD COUNCIL

2658 Griffith Park Blvd #377
Los Angeles, CA 90039

Serving the Silver Lake
Community Since 2003

TELEPHONE: (323) 661-SLNC (7562)
FAX: (323) 661-7564

Silver Lake Neighborhood Council Governing Board
Meeting Agenda
December 1st, 2010 7:00pm
Micheltorena School Auditorium 1511 Micheltorena St

Our meetings rely on input from the stakeholders of Silver Lake. Stakeholders are requested to fill out a “**Speaker Card**” to address the Board on any item of the agenda prior to the Board taking action on that item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda, but which are within the Board’s subject matter jurisdiction, will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker, unless waived by the presiding co-chair of the Board.

Agenda is posted for public review at City Council District 13 Field Office and throughout Silver Lake. Internet users can sign up to receive agendas and minutes via the city’s Early Notification System at <http://parc3.lacity.org/ens/index.cfm?dept=ensnc>.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. Interpreters are also available in seven languages. To ensure availability of services, please make your request at least 3 business days prior to the meeting you wish to attend by contacting the SLNC via email at Amandabromberg@mac.com Si necesita un interprete en español, favor de comunicarse con o por correo electronico, tres dias antes de la junta que se lleva a cabo cada mes.

**TIMES ARE FOR REFERENCE ONLY. ITEMS MAY BE ADDRESSED OUT OF THE ORDER LISTED.
ALL ITEMS MAY BE ACTED UPON WHETHER SPECIFICALLY LISTED FOR ACTION OR NOT.**

- | | |
|--|------|
| I. Call to Order | 7:00 |
| II. Roll Call | 7:02 |
| III. Approval of Nov. 3, 2010 Minutes | 7:04 |
| IV. Public Comment on Non-Agenda Items | 7:10 |
| V. Correspondence | 7:18 |
| VI. Special Reports & Presentations | 7:20 |
| a. Mary Rodriguez Council District 4 | 7:25 |
| b. Ryan Carpio, Council District 13 | 7:30 |
| c. Gracie Lui, Department of Neighborhood Empowerment | 7:35 |
| VII. Consent Agenda | 7:40 |
| a. Senator Liu Thank You Letter | |
| b. Senator Price Thank You Letter | |
| VIII. New Business | |
| a. Motion: Mayberry Provide \$10,000 for 15 computers | 7:45 |
| b. Motion: UD & PAC Support of remodel of 2531 Silver Lake Terrace | 7:50 |
| c. Motion: Gov Affairs Oppose Commercial Ads in Parks | 7:55 |
| d. Motion: Executive Comm Authorize spending up to \$50 per GB meeting for Food | 8:00 |

IX. Committee Reports

8:05

- a. Parks and Green Spaces (Cunningham)
- b. Beautification (Cunningham)
- c. Outreach (Wurmfeld)
- d. Friends of Animals (Nahum)
- e. Urban Design & Preservation (Bougart-Sharkov)
- f. History Collective (Herzog)
- g. Arts & Culture (Vasquez)
- h. Community Liaison (Jaffe)
- i. Public Safety (Dakin/Berne)
- j. Governmental Affairs (Neuman)
- k. Budget & Finance (Crump)
- l. Youth & Families
- m. Transportation and Public Works (Millar)

XII Agenda Items for next meeting

XIII Announcements: All items not acted upon by 10:00 p.m. will be carried over to the next meeting

XIV Adjourn by 10:00 p.m.

Process for Reconsideration – *The Board may reconsider and amend actions listed on the agenda if that reconsideration takes place immediately following the original action or at the next regular meeting. The Board, on either of these two days, shall: 1) make a Motion to Reconsider and, if approved, 2) hear the matter and take an action. If the Motion to Reconsider is to be scheduled at the next meeting following the original action, then two items shall be placed on the agenda for that meeting: 1) a Motion to Reconsider on the described matter and, 2) a [Proposed] Action should the Motion to Reconsider be approved. A Motion to Reconsider can only be made by a Board Member who has previously voted on the prevailing side of the original action. If a Motion to Reconsider is not made on the date the action was taken, then a Board Member on the prevailing side of the action must submit a memorandum to the Secretary identifying the matter to be reconsidered and a brief description of the reason(s) for requesting reconsideration at the next regular meeting. The aforesaid shall be in compliance with the Brown Act.*

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Silver Lake Neighborhood Council Governing Board
Meeting Minutes

November 3rd, 2010 7:00pm

Micheltorena School Auditorium 1511 Micheltorena St

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- | | | |
|-------|---|------|
| X. | Call to Order | 7:00 |
| XI. | Roll Call | 7:02 |
| | Clint Lukens (Region 1/Co-Chair – Chair of this meeting) | |
| | Paul Neuman (At-Large) | |
| | Adam Marvel (Region 2) | |
| | Faisal Alserri (Region 3) | |
| | Annemarie Ralph (Region 6) | |
| | Charles Herman-Wurmfeld (At-Large) | |
| | Leonardo Chalupowicz (At-Large) | |
| | Claudia Vasquez (At-Large Secretary) | |
| | Anthony Crump (Region 3/Treasurer) | |
| | Rusty Millar (Region 4/Co-Chair) | |
| | Elizabeth Bougart-Sharkov (At-Large) | |
| | Gale Jaffe (Region 4) | |
| | Scott Crawford (Region 1) | |
| | Renee Nahum (Region 7) | |
| | Michael Masterson (Region 7) | |
| | Janet Cunningham (At-large) | |
| | Dale Benson (Region 5) | |
| | Amanda Berman (Region 5/Vice-Chair) | |
| | <u>CAME IN AFTER VOTE TO APPROVE MINUTES</u> | |
| | Susan Hutchinson (Region 6) | |
| | <u>ABSENT</u> | |
| | Sara Dale (At-Large) | |
| XII. | Approval of October 2010 Minutes | 7:04 |
| | Janet Cunningham was not here. Correct “Jonelle” to “Genelle” on page 3.e. Millar did not abstain; he was Chari of meeting and cannot vote. | |
| | M/S/P “Motion to approve minutes of October 6, 2010.” Carries by unanimous voice vote. | |
| XIII. | Public Comment on Non-Agenda Items | 7:10 |

- a. Bernard Fuchs – Public comment.
Greg Bartz (greg.bartz@ladwp.com) - neighborhood council liaison with DWP – Distributes informational packets to council members. Requests phone number and e-mail address of new board members. Community meeting held about the project on W. Silver Lake Drive (river supply conduit.) Construction supervisor is Ross Jimenez – 916-343-9276. Another contact is Marco Ruis is 213-792-7027. DWP reform measures are being prepared for the March ballot. Representative on the election panel is Chuck Ray.
Provides information about Solar Incentive Program. (Concern from council members out whether they have to pay more when they save water.)
Clint – Please send update e-mail to board@silverlakenc.org to reach all council members.
- b. Leonardo Chalupowicz – Update on Micheltorena School garden.
- c. Casey Liu – rep. for Senator Carol Liu – Seeking non-profits interested in distributing turkeys for Thanksgiving. Senator passed 5 bills dedicated to improving foster care system, community colleges, and cost of prisons.
Clint Lukens asks her to e-mail the board so that they have a contact information.
- d. Scott Crawford – Let's write a thank you letter to Lark thanking them for the contribution to the voters at 11/2/2010.
- e. Philip Iglauer – Northeast LA Coalition. Organizing NE LA Coalition – Group consists of improvement associations as well as neighborhood councils. Workshops on running effective meetings. Tuesday, Nov. 9 at 6 p.m. at Glassell Park Community Center. Lukens asks Mr. Iglauer to send an e-mail to board@silverlakenc.org.
- f. Paul Neuman – Would like the Silver Lake Reservoir update from DWP to be put on the NC website.

- XIV. **Correspondence** 7:15
E-mail from Leni Fleming in support of UD&PAC membership motion on agenda.
- XV. **Special Reports & Presentations** - *No one present. Items skipped.* 7:20
- a. Mary Rodriguez Council District 4 7:25
 - b. Ryan Carpio, Council District 13 7:30
 - c. Gracie Lui, Department of Neighborhood Empowerment 7:35

XVI. **Consent Agenda**

- a. Treasurer's Report –
For period ending October 22, 2010, the transactions were:
 1. FuseMail - \$25.71
 2. Public storage – \$252.95
 3. AT&T voice mail – \$43.43
 4. Another FuseMail charge - \$41.03
 5. GoDaddy - \$143.76;
 6. Pagelines, Wordpress template - \$149
DONE has not updated their financial website. Cannot provide check transactions that took place. Website has not been updated for the last two months.
Budget update for fiscal year 2010-11. Remaining funds of \$43,907.13.
M/S/P "Motion to approve treasurer's report." Carries by unanimous voice vote.

XVII. **New Business**

- a. **Motion: UDP Membership Motion** 7:45
"Move that the SLNC Governing Board amend item # 39 of the SLNC Standing Rules (a.k.a. Definition of Committee "Member") by placing the following additional text to the existing rule:
"The SLNC-Urban Design & Preservation Committee shall establish specifically defined process of its membership, based on the committee subject and extended responsibilities it holds on behalf of the community.

In order to become an eligible UD&PAC "Voting Member", a stakeholder shall have attended and signed in at three (3) consecutive committee meetings.

UD&PAC "Voting Membership" lapses after three (3) consecutive absences.
In order to encourage stakeholders' participation in the decision making process, a straw poll of all stakeholders in attendance, who do not have direct conflict of interest, will be taken prior to a final vote on a given motion. The outcome of the straw poll shall be recorded into the meeting minutes, published Citywide."
Summary of Committee Discussion: Concern among some stakeholders about possible removal of democratic rights of stakeholders. Objections to the motion include the following:
 1. Minutes can reflect if a vote is hijacked.
 2. Elitism, not everyone has the opportunity to attend three meetings
 3. Goes against the role of the NC as a community advocate

Bougart-Sharkov explains that the straw poll gives everyone the right to provide input and influences the final vote of the committee. It is recorded in the minutes. The items in the agenda have irreversible consequences to the future of Silver Lake. The precise details of urban planning and specific projects require attendance at least three consecutive meetings. Also, not restricting the voting rights gives applicants or community members the ability to stack the vote by bringing in supporters who are not stakeholders.

Point of order that the statements are heard through the Chair, not in a dialogue with Ms. Bougart-Sharkov.

CALL THE QUESTION.

AYES: Elizabeth Bougart-Sharkov, Claudia Vasquez, Leonardo Chalupowicz, Scott Crawford, Susan Hutchinson, Annemarie Ralph, Michael Masterson, Dale Benson, Gale Jaffe, Rusty Millar, Amanda Berman, Anthony Crump

NAYS: Faisal Alserri, Paul Neuman, Adam Marvel, Renee Nahum

ABSTAINING: Janet Cunningham, Charles Herman-Wurmfeld
(12-4-2) Motion carries.

b. Motion: Electric Box

7:55

M/S (Vazquez/Bougart-Sharkov) Motion to allocate up to \$1,000 to be used for supplies and other event needs for the Electrical Box Art.

Suggested amendment: “*Within the SLNC boundaries to be scheduled upon approval from CD13 and CD4.*”

VOTE ON AMENDMENT:

AYES: Renee Nahum, Janet Cunningham, Paul Neuman, Adam Marvel, Faisal Alserri, Annemarie Ralph, Charles Herman-Wurmfeld, Leonardo Chalupowicz, Claudia Vasquez, Rusty Millar, Elizabeth Bougart-Sharkov, Gale Jaffe, Scott Crawford, Michael Masterson, Janet Cunningham, Dale Benson, Amanda Berman, Susan Hutchinson

NAYS:

ABSTAINING: Anthony Crump

(18-0-1) Motion carries.

Summary of Committee Discussion

Council District Office 13 will allow artists to paint boxes on condition that they get to approve final art proposals. Will seek donations, but supplies need to be purchased. Dept. of Street Services can provide advice for protecting art from tagging. Arts & Culture Committee members will be going to neighbors of electrical boxes for their feedback before moving ahead with painting.

Concern from some committee members that public art can cause visual clutter and be poorly executed. Would like clarification on whether it’s a community beautification or outreach event. Request to use money allocated for water bottles on reusable bottles.

AMENDED MOTION: “**Motion to allocate up to \$1,000 to be used for supplies and other event needs for the Electrical Box Art, within SLNC boundaries to be schedule up approval from CD13 and CD4.**”

AYES: Paul Neuman, Adam Marvel, Faisal Alserri, Annemarie Ralph, Charles Herman-Wurmfeld, Leonardo Chalupowicz, Claudia Vasquez, Anthony Crump, Rusty Millar, Elizabeth Bougart-Sharkov, Gale Jaffe, Scott Crawford, Michael Masterson, Janet Cunningham, Dale Benson, Amanda Berman, Susan Hutchinson

NAYS: Renee Nahum, Janet Cunningham

ABSTAINING:

(17-2-0)

c. Motion: Newsletter

8:05

M/S (Vasquez/Herman-Wurmfeld) I, Claudia Vasquez, move to approve the creation and distribution of a monthly SLNC Newsletter via the new Mailing List Manager to organize and distribute all important information and news to our community.

Summary of Committee Discussion: Conversation about the kind of content distributed in the newsletter. Must be neutral, informational, and, especially in the case of safety notifications, timely. Millar would like to run idea past City Attorney in case it would be seen as propaganda device. In response to request to have items approved each month, Claudia says that time-sensitive items would need to go out quickly. She can send newsletter to board 24 hours prior to distribution. Other concerns about possible conflicts between free speech rights of stakeholders and the need to edit/reject in appropriate messages. Translation options should be offered via links to translation sites. Editor can receive e-mails from board members and stakeholders. As editor, she can decide what items to include.

M/S/P I, Claudia Vasquez, the SLNC appointed Secretary, move to approve the creation and distribution of a monthly SLNC newsletter in the new Mailing List Manager to organize and distribute all important information and news to our community. Furthermore, the secretary will

distribute a draft of said newsletter to the SLNC Governing Board at least 24 hours prior to distribution.

Vote on Amendment (in italics): Passes by unanimous voice vote.

Amended motion carries by unanimous voice vote.

- d. **Motion: Free Trees** **8:15**
M/S/P “Requesting that the SLNC support a motion to support the Northeast Trees tree giveaway to be scheduled in November to be held at the CitiBank parking lot.”
Motion passes unanimously.
[Gale Jaffe leaves meeting.]
- e. **Website Presentation/Update** **8:25**
Claudia Vasquez – The old mail client has to be reconfigured in order to be transferred. As soon as we can transfer the e mail, we can transfer the site. We definitely won’t lose the sight. We’re going to launch soon and be able to train everyone. We all still have to learn how to post agendas and minutes. Board members will be able to post news.
Website includes event features, regional maps committees, and space for community forum. You can subscribe to the mailing list for different committees from the webpage. It’s connected through facebook and RSS feeds. Calendar is connected through Google calendar. Stakeholders can submit a motion through the website. Will likely be launched in the next two weeks.

XVIII. Committee Reports

8:50

- a. Parks and Green Spaces (Cunningham) – No update.
- b. Beautification (Cunningham) – Fruit trees coming from Parks & Beautification
- c. Outreach (~~Wurmfeld~~) – No current chair of Outreach Committee. Secretary position or Exec Committee could function as outreach. Charles Herman-Wurmfeld would like to issue a challenge to each committee member to bring a stakeholder to the next GB meeting. Renee Nahum encourages committees to do outreach through events.
- d. Friends of Animals (Nahum) - Howl-o-Ween was a hit.
- e. Urban Design & Preservation (Bougart-Sharkov) – New plan. People who participate in committee take pride and ownership. Affordable housing, environmental practices, rubberized asphalt. Next Wednesday two applications.
- f. History Collective (Herzog) – No update.
- g. Arts & Culture (Vasquez) – No update.
- h. Community Liaison (Jaffe) – No update.
- i. Public Safety (Dakin/Berne) – Friends of Animals Committee is joining public safety in education on preparedness for disaster for pets. Nov 8 at Russian Church.
- j. Governmental Affairs (Neuman) – NE central alliance of NC is planning to meet at 6 p.m. Discussion on code enforcement training. Time is probably Nov. 17th at 6 p.m.
- k. Budget & Finance (Crump) – Huge budget deficit coming up next year. City depleted all of its reserves handling this year’s problems. Committee will meet later this month.
- l. Youth & Families
- m. Transportation and Public Works (Millar) - Looking at rubberized asphalt. Reminds board member who have not done so to take the ethics test. Our bylaws require it within six months of your being seated.

XII Agenda Items for next meeting

XIII Announcements: No announcements.

XIV Adjourn

10:01 p.m.

Process for Reconsideration – *The Board may reconsider and amend actions listed on the agenda if that reconsideration takes place immediately following the original action or at the next regular meeting. The Board, on either of these two days, shall: 1) make a Motion to Reconsider and, if approved, 2) hear the matter and take an action. If the Motion to Reconsider is to be scheduled at the next meeting following the original action, then two items shall be placed on the agenda for that meeting: 1) a Motion to Reconsider on the described matter and, 2) a [Proposed] Action should the Motion to Reconsider be approved. A Motion to Reconsider can only be made by a Board Member who has previously voted on the prevailing side of the original action. If a Motion to Reconsider is not made on the date the action was taken, then a Board Member on the prevailing side of the action must submit a memorandum to the Secretary identifying the matter to be reconsidered and a brief description of the reason(s) for requesting reconsideration at the next regular meeting. The aforesaid shall be in compliance with the Brown Act.*

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El Consejo Vecinal
Silver Lake

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**REQUEST FOR AGENDA ITEM SEEKING
APPROVAL OF FUNDING, PROGRAMS, OR EVENTS**

Date June, 2011

Name/Committee Mayberry St. School – Scott Crawford and Clint Lukens

Text of Motion on the Agenda*:

The Silver Lake Neighborhood Council approves \$10,000 for the purchase of 15 laptop computers to be matched by Mayberry's Parent and Teacher Organization (PTO) with an additional 15, for a total of 30.

Describe the event/project in detail. Include as much supplemental information as possible (background information; supporting and opposing viewpoints, if available, etc.) Attach additional sheets as necessary.

The project will entail the purchase of 30 laptops to be used in the classroom on a rotating basis, housed in a rolling cart which is has programmable locks. Currently the school only possesses 10 computers in a small lab that services Kindergarten through 2nd grade students only. Providing this opportunity to our students can only help improve the level of engagement within the curriculum. Students would be able to work on projects by doing research on the internet and raising the level of awareness of the world around them. The school has a total of 400 students, most of which are Title I students, come from low socioeconomic background, which includes % of students whose language is not English, (Spanish, Tagalog and Korean Speaking families) We also service % of students who are homeless and with serious medical conditions, including HIV. The goal is for ALL our students who transition to King Middle School to be technologically educated and be able to compete with other students from other elementary schools. Ivanhoe is totally computerized and these students transition quite easily to the middle school. At the present most of our students are at a disadvantage and many times never catch up.

What is the perceived/potential impact on the community if we adopt the motion (pro and con)?

Pro: Students will be computer literate and transitioning to Middle School will be much smoother and easier. Students will be at an equal footing. Mayberry Street School's main objective is for ALL our students to reach university level and we feel that by providing equal access to all the resources that our community can provide, is of the utmost importance. Since computerized, King Middle School has improved their API score by 109 points in three years for a total of 737. The goal for California schools is for each school to be at 800 by 2012. We want all our students to improve by such numbers every year. Currently we are in discussion with King Middle School to provide some technological support personnel who would install and maintain our computers.

Con: To computerize an entire school is very expensive. You must have technical support staff and you have to have space to store the carts. You must provide security.

What is the total budget for the project? How much is the SLNC asked to commit? Are there alternate funding sources? (Please attach itemized budget.)

The total budget is \$10,000.

What is the timeline for the project? (Be sure to include deadline for Board action, major dates, etc.)

It is estimated that by the end of June 2010.

From which budget line(s) are the funds to be drawn?

How will this motion be implemented, and by whom?

As soon as PTO raises funds the Silver Lake Neighborhood Council will match the funds. The project will be implemented by Scott Crawford and will be the liaison between the school and the council.

*If motion is approved, please be sure to see the Treasurer to fill out a Demand Warrant so that payment may be issued promptly.

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**REQUEST FOR AGENDA ITEM SEEKING
APPROVAL OF FUNDING, PROGRAMS, OR EVENTS**

Date: November 03, 2010

Name/Committee: Urban Design & Preservation

Text of Motion on the Agenda*:

“Move that the SLNC Governing Board adopts the UD&PAC support for proposed 1969.9 sq. ft. residential addition to a Single Family Dwelling on 2531 Silver Lake Terrace, 90039 in SLNC Region 7 and Council District 4, subject to the following conditions:

- 1. Provided additional parking space within the front setback to utilize modular concrete grass crates as paving material**
- 2. Provide for concealed storage area for all trash bins of the household on the subject property”**

Describe the event/project in detail. Include as much supplemental information as possible (background information; supporting and opposing viewpoints, if available, etc.) Attach additional sheets as necessary.

Proposed 1,969.9 sq. ft. Residential Addition to an Existing Single Family Dwelling in R1 Zone.
Application for Variance: ZA- 2009-3080-ZAD; CEQA-ENV-2009-3081-EAF
Applicant: Cathy Immondino

The site has significant down slope from the street. The Applicant is proposing to add a master suite, staircase to enter proposed lower level, patio and proposed upper level of the addition. Asking for side setback variance. The Applicant would like to follow the existing garage setback of 4feet, instead of the current code asking for 5 feet setback. A big portion of the proposed addition is tucked under the existing building and thus utilizing the site's natural slope.

Answers to Questions from Committee: Using gray water recycling system is not considered at this point due to high cost. All mechanics will be concealed on ground level. No exterior entrance proposed to new bedroom (i.e. no indication for creation of separate unit to the existing SFD). Massing will not impact neighbors' views. Proposed use of solar panels installed on flat portion of the roof and concealed by parapet. Solar power will supply a solar water heater and will provide about ½ of dwelling heating energy. The applicant has contacted the 6 immediate neighboring property owners (requirement by the DCP/ZA). Five of them are in support of the proposed project. The sixth neighbor is not living currently in Silver Lake and did not reply to the invitation to provide an input. The property site is on a cul-de-sac (dead end) type of street and no major traffic disturbances are to be imposed.

Straw poll conducted - Unanimous support.
M/S/P (Rusty Millar/Wes Joe) - To support the current application.
Motion carries by unanimous raised hand vote.

What is the perceived/potential impact on the community if we adopt the motion (pro and con)?

Pro: Support for an extended family of this applicant-stakeholder. Young family with a small child will live together with their parents.

Con: Some usual construction disturbance to the neighborhood within the few months of construction phase.

What is the total budget for the project? How much is the SLNC asked to commit? Are there alternate funding sources? (Please attach itemized budget.)

None

What is the timeline for the project? (Be sure to include deadline for Board action, major dates, etc.)

December 1st SLNC Gov. Board meeting

From which budget line(s) are the funds to be drawn?

N/A

How will this motion be implemented, and by whom?

The UD&PAC Chair will send correspondence to the DCP/Office of ZA on behalf of the SLNC re: the case application.

*If motion is approved, please be sure to see the Treasurer to fill out a Demand Warrant so that payment may be issued promptly.

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December 1, 2010

Senator Carol Liu
Senate District 21
State Capitol Room 5061
Sacramento, CA 95814

Dear Senator Liu:

On behalf of the entire Silver Lake Neighborhood Council we thank you for your donation of 25 turkeys which helped 25 families in Silver Lake have a better Thanksgiving celebration with their families. Members of the Governing Board distributed them to many grateful residents. We appreciate your support.

Best Regards,

Clint Lukens and Rusty Millar
Co Chairs Silver Lake Neighborhood Council

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December 1, 2010

Senator Curren Price
Senate District 26
State Capitol Room 2052
Sacramento, CA 95814

Dear Senator Price:

On behalf of the entire Silver Lake Neighborhood Council we thank you for your donation of 10 turkeys which helped 10 families in Silver Lake have a better Thanksgiving celebration with their families. Members of the Governing Board distributed them to many grateful residents. We appreciate your support.

Best Regards,

Clint Lukens and Rusty Millar
Co Chairs Silver Lake Neighborhood Council

CITY OF LOS ANGELES
CALIFORNIA

SILVER LAKE
NEIGHBORHOOD COUNCIL
OFFICERS

Clint Lukens
Rusty Millar
CO-CHAIRS
Amanda Bromberg
VICE-CHAIR
Anthony Crump
TREASURER
Claudia Vazquez
SECRETARY



SILVER LAKE
NEIGHBORHOOD COUNCIL

Serving the Silver Lake
Community Since 2003

TELEPHONE: (323) 661-SLNC (7562)
FAX: (323) 661-7564
2658 Griffith Park Blvd #377
Los Angeles, CA 90039

**REQUEST FOR AGENDA ITEM SEEKING
APPROVAL OF FUNDING, PROGRAMS, OR EVENTS**

Date November 21, 2010

Name/Committee Governmental Affairs

Text of Motion on the Agenda*:

The governmental affairs committee moves that the Silver Lake Neighborhood Council oppose the use of commercial advertising in city parks, a potential form of revenue to the city. In addition, the committee recommends that if, despite public consternation over the prospect of public advertising in our parks, such commercial advertising is ever approved, that neighborhood councils be allowed significant input in the code and regulation of such advertisements, and any potential manifestation of said advertising in the neighborhood and community park spaces that these councils represent. City parks are precious in part because they are a place where people, including families with their young children, are not bombarded by the commercial messages and noise that surround us in the rest of our daily existence.

Describe the event/project in detail. Include as much supplemental information as possible (background information; supporting and opposing viewpoints, if available, etc.) Attach additional sheets as necessary:

In October 2010, the Board of Recreation and Parks Commissioners voted to allow signs advertising an upcoming Warner Bros. film in three city parks. Following an outcry from neighborhood groups, the board reversed itself. Seeing that further efforts to impose commercial advertising on our local parks might transpire in the future, the City Council agreed to explore whether or not such advertising should be deemed acceptable, and that the Council might therefore develop guidelines for sponsorships, naming rights, and other activities providing financial support for public facilities. Neighborhood Councils should have an invited, key role in any such discussions, if and when they occur. Furthermore, if commercial advertising is ever to be deemed acceptable for our parks, and guidelines are to be established, such guidelines should stipulate that neighborhood councils have an ongoing presence and vital role regarding parks in their purview, if and when commercial advertising is under contemplation for possible implementation in a park it that neighborhood council's area of service. City parks are among the most important neighborhood resources, and neighborhood stakeholders should have a definite voice in how these resources are used or left unexploited.

Silver Lake Celebrates Our Traditions of
Diversity, Innovation & Harmony

Diversidad, Innovación y Harmonía Pagiging, Mapanlikha at Pagkakaisa

What is the perceived/potential impact on the community if we adopt the motion (pro and con)?

Pro: A ban on advertising in city parks will keep our parks free from the commercialism and promotion exposed to residents in almost every other aspect of their neighborhood and city. Parks should be a place for recreation, exercise, and free thought unencumbered by marketing.

Con: Loss of potential funds to the city provided by advertisers.

What is the total budget for the project? How much is the SLNC asked to commit? Are there alternate funding sources? (Please attach itemized budget.)

N/A

What is the timeline for the project? (Be sure to include deadline for Board action, major dates, etc.)

If this motion is approved, a copy of this motion and word of its passage will be transmitted to the offices of all city council members and to the Board of Recreation and Parks Commissioners.

From which budget line(s) are the funds to be drawn?

N/A

How will this motion be implemented, and by whom?

A governmental affairs committee co-chair will transmit the motion and word of its passage to the designated recipients.

*If motion is approved, please be sure to see the Treasurer to fill out a Demand Warrant so that payment may be issued promptly.

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SLNC Gov. Food Motion

Date

Name/Committee Executive Committee

Text of Motion on the Agenda*:

The SLNC Governing Board hereby moves that the Vice Chair may spend up to \$50 to purchase food and non-alcoholic beverages from retail stores within the Silver Lake area to be consumed during SLNC Governing Board meetings for both the public and board members. In the event there are any left over items, said items if applicable will be brought to the following SLNC Governing Board meeting or donated to members of the public at the end of each meeting

Describe the event/project in detail. Include as much supplemental information as possible (background information; supporting and opposing viewpoints, if available, etc.) Attach additional sheets as necessary:

It has been brought up at previous board meetings and committee meetings the need for food/drinks at SLNC Governing Board meetings. In our current cultural where many people work late and are coming directly from work to our meetings to volunteer their time, providing some minimal food/drinks are beneficial to overall well-being of each board meeting. We can use local Silver Lake vendors which helps put our funds directly into our stakeholder's hands when we purchase from local stores - plus, by consuming their goods, we are promoting their goods to others as well.

It should also be noted several other neighborhood councils, city council meetings and various government related events provide some food/drinks to the public and volunteers.

What is the perceived/potential impact on the community if we adopt the motion (pro and con)?

Pro: Promotes local businesses and their products while providing a basic necessity to running an effective meeting.

Con: There's some minimal cost to this process. Waste would need to be dealt with in the most "green" manure possible.

What is the total budget for the project? How much is the SLNC asked to commit? Are there alternate funding sources? (Please attach itemized budget.) N.A.

Up to \$50 to provide all food.

What is the timeline for the project? (Be sure to include deadline for Board action, major dates, etc.)

December 1st SLNC Gov. Board. Mtg.

From which budget line(s) are the funds to be drawn?

Operational/Admin

How will this motion be implemented, and by whom?

Vice Chair will purchase with debit card before each meeting and be responsible to set up and take down.

*If motion is approved, please be sure to see the Treasurer to fill out a Demand Warrant so that payment may be issued promptly.

