

Silver Lake Neighborhood Council
GOVERNING BOARD MEETING
(Draft) Minutes
Wednesday, August 2, 2017,
7:00 p.m.
Ivanhoe Elementary School
2828 Herkimer St
Los Angeles, CA 90039

1.Call to Order

The meeting began at 7:00pm

2. Roll Call

Attending Board Members:

Anne Marie Johnson, Co-Chair
Scott Plante, Co-Chair
Jerome Courshon, Vice Chair
Terrence Jackson, Treasurer
Betsy Smith Isroelit, Secretary
Hanna Anderson, Assistant Secretary (arrived late)
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben (arrived late)
Lee Sherman
Caroline Pham (arrived late)
Antonio Stifano (arrived late)

Non-Attending Board Members:

Elizabeth Torres
Tracey Woolfolk

There were 15 board members present. 8 votes are required to carry.

3. Welcome and rules for actions on agenda

4. Public Comment on Non-Agenda Items

Kate Hudson:

I'm really disappointed about the block party held on Sunday. There was no notice to neighbors. They started blaring music at 11:20am. I asked if they would turn it down. They said I could join. They had a permit. I resent this. I work hard. The music was so loud it rattled my windows. This was inappropriate and unneighborly for businesses to impose their will on the neighborhood. We live here. We were disregarded in our request to simply turn the music down.

Dr. Ron Birnbaum, candidate for state assembly, District 51, (310) 570-7827, ron@birnbaumforassembly.com:

He said that he lives on Lucille. His parents are from Argentina. He is a Navy vet. He cares about immigration and has a desire for universal health care in CA with the single payer. He wants to represent us in Sacramento.

He mentioned the homelessness problem and many other issues. As a progressive, I look at Sacramento, he said. The majority of politicians there are democrats but we still fracture the earth and have many other problems.

Our campaign takes no money from corporations. The political process needs to be reformed. We're having the grand opening of our headquarters in Highland Park on Saturday. The election will be in October. If necessary, the run-off election will be December 5.

Alex:

I run a lot in the neighborhood. I'm a comedian too. I notice 2 things: our streets are really dirty. I run from occidental to Citibank. The trash is everywhere. There are ways to involve people who need community service to clean the streets. He volunteered to organize this.

He also expressed concerns about the homeless at Silver Lake and Sunset. Where else are they going to go? Why not make it better for us as citizens? Silver Lake Neighborhood Council Co-Chair Anne-Marie Johnson recommended that he talk to the committees. He should look on website to determine which ones might be best for him.

Mark Vargas, Candidate for 51st State Assembly District:

He said that his parents moved to America into this district. He said I was lucky that my mother from Mexico and my father from Colombia. They worked multiple jobs to put us through college and put a roof over their heads. This is becoming harder and harder. He wants to keep the American dream alive.

He's served in public service for over 20 years. He 's worked for former Governor Gray Davis as a Special Assistant to the Governor. He is a business owner and member of various environmental organizations including the California Coastal Commission. He is active with Ciclavia. He said that he wants to have coffee with board members, individually.

John Darnell, Department of Neighborhood Empowerment (DONE):

Many people feel unconnected with government. We will create an office of civil engagement to address this. He congratulated Barbara Ringuette for being reelected as Budget Advocate. Their next meeting will be August 7 at City Hall. He also mentioned that the Congress of Neighborhood Councils will happen September. 9.

(Note: Rebecca Ruben arrived at 7:14pm)

He discussed homelessness. The next meeting about this will be August 30 at 6pm.

He said there is a new City Council Health, Education, and Neighborhoods Committee that is chaired by Council Member David Ryu. City Council President Herb Wesson is also a member of that committee. This will provide neighborhood councils with a greater prominence.

He also mentioned the City's Planning 101 courses about planning and zoning. The first one will be held tonight in South Los Angeles.

Alex asked about the City's goals with homelessness. Darnell said that the voters voted for Measure HHH. The City wants to create 10,000 new units for the homeless in Los Angeles. We're trying to find neighborhoods where we can do this. Some of the homeless have criminal backgrounds. This would give them a start.

(Note: Antonio Stifano arrived at 7:05pm. There are 17 board members present. It takes 9 votes to carry.)

Rusty Millar said that two things are missing on the website: there is no item for attendance of board members. Johnson said it's there. Millar also pointed out a fictitious statement that the governing board will meet at

the church. We will never be meeting there. You need to change that statement.

Scott Plante said the statement is incorrect, not a falsehood. Johnson said that she met with the church people on July 24. The next day, DONE and the City Clerk decided that the church was non-ADA (Americans With Disabilities Act) compliant. So, we can't meet there. Also, there are religious artifacts visible. There is a concern for the separation of church and state. We could not change our standing rules until we received that determination. We will do so at the next Standing Rules Committee meeting.

Darnell said that it was really nice room. However, in the corner there were two things bolted to the wall. We can cover them but the bath rooms are not ADA compliant. There is no ramp. The church is a beautiful location with lots of parking but it wasn't going to work. Plante said I hope this ends the conversation about this.

Barbara Ringuette:

I was also elected as Vice Chair of Administration. It's going to be interesting. I'm in charge of training. Regarding Planning 101, 9 Board members said they would be interested in this. Everyone here should attend. It is essential to do research and understand how the City works. We must follow the General Plan and the Community Plan.

Our first meeting is next Monday at 7pm at Glassell Park. You'll learn a lot. Actually it's at 6:30pm, she corrected.

Patty Jausoro said that committee meetings are not allowed at religious buildings.

6. Administration:

6.1. Treasurer Report and 2017-2018 Proposed Budget.

Terry Jackson said it's all about transparency, accountability, and simplicity. This is the new neighborhood council website. They have simplified things. Many neighborhood councils found the previous system unmanageable. Over \$500,000 of neighborhood council funding was not spent last year as a result. By contrast, our neighborhood council only had \$34 left last year.

There are only 3 categories in the budget: general and operations; Community Improvement Projects (CIPs) and Neighborhood Purposes Grants (NPGs).

He looked at other neighborhood councils. Our operations and outreach us budgeted at \$31,800. We spent \$32,000 last year. Looking at most other neighborhood councils, about 75% of funds go to operations and outreach.

There has been a lack of clarity about what goes into what category. NPGs are only for 501c3 organizations, CIPs can be for things like meetings, clean up, kits for the homeless. We spent \$2,500 for children, \$2,500 for library, \$1,000 for lunches.

With our basic situation now we've allocated \$31,800 for operations and outreach, \$7,200 for CIPs, and \$3,000 for PNGs.

Johnson said that before September, we need to post this general budget, approve it and submit it. You're requesting this motion.

Jerome Courshon made the motion. Glenn Harrell seconded.

Johnson stated that a desire to alter the budget could take a 2/3 vote.

(Note: Hannah Anderson arrived at 7:30pm, 10 votes required to carry.)

Lee Sherman asked which bucket will the funds come out of? Jackson said we don't have to make distinctions. Motions passed last month and motions on agenda tonight would consume entire budget for this.

Heather Carson asked about the elections budget? Johnson said it has not been confirmed that there is going to be an election budget in 2018. There will be a hard copy ballot instead of online voting. We may not have confirmation for a couple of weeks. We may reallocate items without requiring a new budget, according to the County Clerk, according to Jackson.

Jackson said we spent for transcription services, storage, outreach (printing, events), etc. When I look at what we spent versus other neighborhood councils, we're right in the middle of the pack.

Millar said that he had outreach concerns for the potential election, about not having a fixed number. We should have some number for outreach because you have \$4,000 in the budget tonight for Facebook. If we have an election coming up, that can easily knock out half your election budget.

Jackson explained that we submit one number to the City Clerk. That's it. They want no details. Millar advised don't spend it. Folks will want money later on and we'll have no money.

Courshon said it doesn't matter whether there is an elections number there or not. Jackson said we should discuss a line item budget.

Courshon said that our last election cycle was budgeted at \$4,200. I doubt that we will approve \$8,000-\$10,000 for elections. Let committees explore this.

Lee Sherman said that Jackson did fantastic job with the budget. The issue is implementation. Lee expressed concerns about all of the outreach items tonight.

Last time we received \$4,000 for elections. I'd wanted to double that, said Lee. If we take everything in Outreach tonight, that can eat up the entire outreach budget tonight.

Jackson said I have prepared a line item budget. That's why God made spreadsheets. Budgets are an iterative process.

VOTE
18-0-0
PASSED

Yes Votes:

Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano

No Votes:

None

Present But Not Voting:
None

6.2. Approval of July MER

Jackson said we don't have the July MER. We didn't spend any money. Spending automatically creates the MER. We must pass the budget first.

Johnson called for a motion to postpone approval. Scott Plante made the motion to postpone. Millar seconded.

VOTE to postpone
18-0-0
PASSED

Yes Votes:

Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano

No Votes:

None

Present But Not Voting:

None

7. Old Business:

7.1. (Arts&Culture) Little Lending Libraries funding up to \$4,200.00 for little libraries

Heather Carson read the motion, which includes printing 1,000 book marks with our logo. Jausoro seconded.

Carson said we worked on this over the spring. The proposals included miniature houses. Then we got a proposal that was unique. Little lending library pods. Susan, the designer, is here if you have any questions.

Courshon said I have supported this idea since inception. It's a wonderful idea. Lots of things that we spend money on aren't permanent. This will last and is a good opportunity for branding.

He expressed a preference for shapes that represent unique Silver Lake landmarks. That's not in this proposal. I want ones shaped like the Silver Lake Reservoir, the stairs, the plaza, Silver Lake Junction and other landmarks. There's a lot of public relations value in that. I appreciate this and the artists.

(Note: Caroline Pham arrived at 7:45pm.)

Sherman asked whether this is a CIP? Johnson said yes.

Carson said we didn't receive any proposals for unique shapes. She liked the idea of magic. This is an elevated complex idea. One shape repeated in a specific way to address the location.

Jausoro said the designs were elegant. While they are not a literal representation of landmarks, they provide great value of branding great designs. Why do we need thing to look like a landmark? This creates unique branding. This is a creative community and this reflects that.

Bob Lisauskas asked what are the pods made of and how are they fabricated? What are the 5 locations?

Jackson said the unit price is about \$800 each. How many of these do you need? Carson said 5. Jackson said this is a significant expenditure of CIP. Johnson said that she was concerned about the amount of money. The pods are very attractive however \$4,200 is an extremely large amount of our very limited budget. I'm uncomfortable. I can't support this.

Carson said that ideally there would be 7, one for each region. Plante had asked why there were 5 of them. Carson explained that 5 seemed like a decent amount. Friends of the Silver Lake library is very excited about this. One of the local business owners is also excited and raised \$1,000. That could indicate other interest.

Susan Simpson, the artist for the pods, said I have been making work in Silver Lake for the past 20 years. The Idea is to create libraries and as an added feature create peep shows. This is very specific to this neighborhood. The idea is that we would create things that people would stumble upon. They would probably to be built of fiber glass and metal. There has been no decisions about location.

Carson suggested the triangle, the reservoir, etc. We would need approvals and other groups would probably get involved, said Carson.

Courshon asked would there be something different in each one? Artist: yes. There would be something significant and relevant for each.

Taryn Poole asked the possibility of vandalism? Simpson said that's not resolved yet. I would make them with an eye to that. Things that can be easily repaired. That would be in the design, the maintenance.

Barbara Ringuette said I like concept. Have you approached the Council office for matching funds?

Betsy Isroelit said I'm intrigued that someone volunteered to contribute money. With the homeless situation and so many problems, how can we share this with groups?

Jausoro said that peep shows are fascinating. The libraries become very self sustaining. Local people take pride of ownership and look after them.

Carson said that typically the Council Office wants to see funding come from the neighborhood council first. That's the next step.

Jackson asked about who can make amendments. Last year we approved this at \$2,500. He wants to conform to the original amount. Glenn Harrell seconded.

Sherman said that \$2,500 is more palpable. He expressed concern that there won't be one in every region. My region not represented (region 3). He's concern that they won't be evenly divided. Is it practical to expand the \$2,500 to seven regions?

Rebecca Rubin asked how did Atwater Village do this? Betsy Isroelit asked could \$2,500 be seed money? Jackson said the total amount for the project is \$7,000. Millar said I support \$2,500, not \$4,200 at all.

Plante asked Heather Carson about Atwater Village. Carson said she'll look into that. She added that if the pods only go to 3 locations, public gathering spots would be logical.

Plante made an amendment for \$2,500. Taryn Poole asked would the seed money translate into 3 libraries? Regions? Carson said that there will not be 7 of them. Johnson asked about seed money? Carson said we could spend on 3 of them and continue to seek funds.

VOTE for amendment to \$2,500

18-1-0

PASSED

Yes Votes:

Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:

Anne-Marie Johnson

Present But Not Voting:

None

Courshon asked can we vote with the caveat that the issue of locations go back to committee and then come back to board for a vote. That can be a friendly amendment. Carson said it would be a process.

Isroelit offered a friendly amendment, adding “, which will serve as seed money with the goal to have one in each region.” Johnson said that’s not a friendly amendment.

VOTE

18-1-0

PASSED

Yes Votes:

Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:

Anne-Marie Johnson

Present But Not Voting:

None

7.2. (Arts&Culture) NPG of \$3000.00 to fund Independent Shakespeare Company 2017 season.

Plante made the motion. Jausoro seconded.

Marisa Johnson, Development and Communications Manger for the Independent Shakespeare Theatre company:

The Festival runs through September 3. The current play is “Two Gentlemen of Verona”. You gave us \$2,500 two years ago. We believe that theatre shouldn’t only be for those who can afford tickets. Funding comes from multiple sources. The average donation is about \$2.5. Funding sources are as varied as the National Endowment for the Arts to the neighborhood councils. There are about \$435,000 in real costs. About 2,500 audience members come from this area. We want to help you achieve your outreach goals.

Johnson said she wanted to offer a substitute motion. She has two questions. Have you reached out to other neighborhood councils? Marisa Johnson said we received funding in the last fiscal year from the Los Feliz Neighborhood Council.

Co-Chair Johnson said she wanted to reduce the amount to \$500. She said that she wants them to reach out to Echo Park, Rampart, and other neighborhood councils for funding.

She said that she is a huge advocate for the company. She is very concerned about what President Trump will do to NEA. However, we have limited funds. As an actor, this is wonderful program. Recommend that you pursue other neighborhood councils for funds. This would help to to force their engagement as our kids and adults do too.

Sherman asked how much has each neighborhood council offered in prior years? Marisa Johnson said they last approved the Atwater Village Neighborhood Council 2 years ago. That funding went down from \$4,000-\$5,000 to \$500. The group has also received funds from neighborhood councils including East Hollywood, Hollywood Hills and Los Feliz.

Jackson noted that the bulk of your contributions are small. We would be a major contributor, according to your website. The idea of a smaller amount and participation of other neighborhood councils would have us as a major contributor.

Courshon said that the Rampart neighborhood council had lots of unspent money last year. Approach them.

Jausoro noted that total organization funds are \$750,000. She wants to reduce the motion by half. \$500 seems like a huge drop. Carson said I think \$1500 is a nice compromise. Perhaps approach more neighborhood councils and ask for less?

Isroelit said that she was in favor of a sponsorship of \$500. She is passionate about the homeless and other issues. Glenn Harrell said we still have many months ahead of us. I support the arts 100% myself. There are other neighborhood councils to approach. I think \$1,500 is still quite high.

VOTE on \$1500
5-14-0
FAILED

Yes Votes:
Patty Jausoro

Bob Lisauskas
Stacey Boucher
Heather Carson
Caroline Pham

No Votes:

Anne-Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Douglas J. Loewy
Rusty Millar
Glenn Harrell
Barbara Ringuette
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano

Present But Not Voting:

None

VOTE for \$500

19-0-0

PASSED

Yes Votes:

Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman

Antonio Stifano
Caroline Pham

No Votes:
None

Present But Not Voting:
None

8. Consent:

8.1 (Plante) Letter in Support for AB1000

Plante wants to pull item 8.2 Ringuette wants to pull item 8.3

VOTE for 8.1
19-0-0
PASSED

Yes Votes:
Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:
None

Present But Not Voting:
None

8.2 .(Green) CIS in support of Council File #17-0447, buffer zones around oil drilling sites in L.A

Lisauskas said this came to us from the Green Committee. It's a letter from the Neighborhood Council Sustainability Alliance. He wants to approve their letter to the City to support the City in its efforts to complete a study around drilling sites around Los Angeles.

Dr. Lia Garland, Food and Water Watch and SoCal 360, introduced Martha who represents Physicians for Social Responsibility and Stand LA:

Martha said that she has been a 20 year resident of Los Angeles. She is Co-chair of Standing Together Against Drilling. We want an impact statement against drilling, she said. One of the first LA millionaires was a woman in Echo Park. Oil built this town. However, over the years our stewardship of these wells has not been good.

She spoke about fracking. When you look at data on chemicals used and look at symptoms they match up. She cited Aliso Canyon and sore throats, asthma, etc. The community came together to say what can we do to solve the problem? Setbacks would be great. Texas has them.

Johnson interrupted her and asked her to speak for only one more minute. Martha discussed a feasibility study with the City. They are working on economic development issues. We want jobs of the future. We want communities of color to benefit.

Johnson asked Lisauskas and Caroline Pham, can your committees have a follow up meeting about this? Lisauskas said yes.

Millar said this is really good. I used to be a UNOCAL manager. However, there's lots of hype about permits. Go to the Transportation Commission on that one. These pipes go all through the City of Los Angeles.

Aysa spoke of the critical benefits of bringing jobs to the community. Keep these labor jobs in the community. We urge the community to consider the economic consequences of a proposed buffer zone.

Jay spoke about oil industry opportunities for low skilled employees. We urge you to consider the economic consequences of a buffer zone.

Courshon said I hate fossil fuels. I support the study that the City will do. What does a 2500 foot buffer mean for the existing wells? What would be the impact on City revenues? Would those wells have to shut down permanently? Are oil company lawsuits a possibility?

Rebecca Ruben asked where can we find maps of the locations?

Martha said that nobody has greater interest in a policy that can stand legal scrutiny. The challenge is that for the last 35 years, the City didn't have an oil administrator. The City wasn't collecting fees. Based on precedent, they would be zoned out as they were on the Westside. Stand la has maps of wells.

Dr. Lia Garland said that regarding jobs and economy, the City is committed to move to 100% renewables. She mentioned Aliso Canyon. We don't need more drilling as we can go to solar as soon as possible. This will help the people in sacrifice zones. Kids have regular nose bleeds. The chemicals affect nervous and circulatory systems.

Courshon commented that the letter is a slight overreach. I want to see a study before supporting a setback. He wants an amendment that voices support for the study not the ordinance. Ringuette seconded.

Lisauskas said this is not our letter. I'm not in favor of this. *Johnson said we are not authorized to edit letter that was submitted to us. We're going to rule the substitute motion out of order.* This body does not have that authority. We're going back to the main motion presented by the Green Committee.

VOTE
17-2
PASSED

Yes Votes:
Anne Marie Johnson
Scott Plante
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano

Caroline Pham

No Votes:

Barbara Ringuette
Jerome Courshon

Present But Not Voting:

None

8.3 (UDP) Sunset Auto Body: Request for second enclosed paint spray booth.

Plante made the motion. Jausoro seconded.

Ringuette said that she wants to see evidence that people living next door have been notified and are in agreement about this. She wants to know what their concerns are. She is shocked that they didn't come to the Urban Design meeting or to tonight's meeting. She's passed by many times and noticed that there are cars parked on parkway, which would otherwise be grass. Sometimes cars hang over the curb. She showed photographs of this.

Plante said we had extensive discussion about this at Urban Design. There was strong support. People felt that it was a clean shop and community business. He's had work done there. You're a good neighbor.

Millar said that it's downhill from my house. Plante's driving record is bad and he's always getting his car fixed. I know you guys and you knew that Barbara was coming by with a sticker, he joked about Plante. He'll vote yes. Johnson said there was no collusion between Scott and company.

*Ringuette wanted an amendment to add "on condition that at no time shall any vehicle be parked blocking the sidewalk or the concrete parkway."
Poole seconded.*

Johnson said we can't police that. That's an LAPD (Los Angeles Police Department) enforcement code question. Jausoro offered we suggest that you police the parking. Johnson said they do their best. This is more a suggestion not a mandate. Ringuette doesn't accept that amendment.

VOTE for Ringuette's amendment

2-17

FAILED

Yes Votes:

Barbara Ringuette

Taryn Poole

No Votes:

Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Heather Carson
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

Present But Not Voting:

None

VOTE for original motion

16-2-0

PASSED

Yes Votes:

Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Heather Carson
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:
Barbara Ringuette
Taryn Poole

Present But Not Voting:
None

(Note: Patty Jausoro was not in the room and did not vote.)

9. New Business:

9.1.(Outreach Committee):Increase monthly webmistress payment to \$175.00.

Millar seconded Jackson's motion. Isroelit explained the increase. There is a huge list of additional projects that the webmaster is now responsible for.

VOTE
18-0-0
PASSED

Yes Votes:
Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:
None

Present But Not Voting:
None

9.2.(Outreach Committee):To fund up to \$1,500.00 for screening of “The Cat That Changed America.”

Hannah Anderson seconded Isroelit’s motion. Isroelit said the screening will be at Marshall High School or at Ivanhoe Elementary.

Johnson offered a substitute motion that funding is not to exceed \$500. \$1,500 is a healthy fee. It’s a large figure. *Approve the \$500 and ask the filmmakers to approach other neighborhood councils.* Millar seconded.

Isroelit said the purpose is to bring attention to the use of rodenticide around Silver Liake. It came up at a wildlife meeting. These extreme poisons are being passed on to other animals. They are a danger. Get them out of public spaces.

Rebecca Ruben noted that a museum is opening an exhibition about this too. Jackson said that he will happily contribute.

Poole explained that these rodenticides go down the food chain. They go to dogs and cats, raccoons and coyotes and birds. This is something we need to enlighten our community about.

Carson asked what are the costs for? Typically the people who would attend such screenings already know about this. Don’t we need to reach further than them?

Isroelit said that after the screening, there will be a panel of the people seen in film. The filmmaker requested a \$500 screening fee. Other funds are for rentals. it would be a way to begin dialogue.

(Note: Patty Jausoro is back in the room.)

VOTE on amendment to \$500

18-1-0

PASSED

Yes Votes:

Anne Marie Johnson

Scott Plante

Jerome Courshon

Terrence Jackson

Betsy Smith Isroelit

Hanna Anderson

Patty Jausoro

Douglas J. Loewy

Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:
Rebecca Ruben

Present But Not Voting:
None

VOTE for amended motion
19-0-0
PASSED

Yes Votes:
Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:
None

Present But Not Voting:

None

9.3.(Outreach Committee):To fund up to \$1,500.00 for ongoing design services.

Jackson made the motion. Anderson seconded.

Jackson said that every time we do a flyer or announcement it's necessary to have design input. Last year we spent for mailers, candidate forums. These things are necessary for outreach. Items must be well designed. This will pay for the design of 7-8 different things.

Jausoro asked were the magnets printed? How would this be implemented? We would not vote for specific project designs?

Sherman questioned the immediacy of having to do this at this meeting? He is concerned about the amount at stake. Have the budget committee look at this.

Ruben asked how much was spent last year? Isroelit commented about the magnets. The vendors have been selected and paid. The magnets haven't been printed. We're awaiting approval.

The only design is done is for something that the Board has approved. Each design has to come back to the board. Cumbersome to have everything approved that way.

Jackson said that last year we spent over \$1,000 on these items. If I don't have an authorization I won't be able to make any payments at all. Sherman asked can we do lesser amount for the time being? He's concerned that this will continue to eat money.

Sherman made a motion to amend to "up to \$1,000." Plante seconded.

Carson said that she is confused. Typically we weigh in on each specific thing. This seems to blur in my mind. Something like different mail pieces. I'd like information about performance. These things should come to the Board.

Jackson said we will spend money on design. That will come to the Board. Johnson explained that this is not a change in practices of the last fiscal year. Issues came back to the Board. The request of up to \$1,000 doesn't change that.

Jausoro asked you're asking to pre-design before board approval of each project? Jackson said we have generally gone through about 3 iterations for each design. Isroelit held up a flyer as an example. This was paid for

by pre-approved funds, she said. In case of the brochure, it was approved by Outreach and the Board. The budget is fluid, said Jackson.

Caroline Pham asked for \$1,000, how many design hours are we talking about? What is the fee per hour?

Taryn Poole said this should be considered as advertising. We only meet once a month. Design is ongoing. Isroelit said that design hours depend on the project and the designer. Johnson said the Board can't do committee work. Attend outreach meetings, she urged.

Carson said that for flyers, there was a line. Who will decide all that? Which projects will get more design services than others? Isroelit said that right now the Outreach Committee decides. Does the Board want to approve everything or do you have Communications and Outreach deal with this?

Jackson said that some of this is for design, some is for clarity. Simplicity. The City wants to see the big picture.

VOTE “up to \$1,000” amendment:

19-0-0

PASSED

Yes Votes:

Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:

None

Present But Not Voting:

None

VOTE for amended motion

19-0-0

PASSED

Yes Votes:

Anne Marie Johnson

Scott Plante

Jerome Courshon

Terrence Jackson

Betsy Smith Isroelit

Hanna Anderson

Patty Jausoro

Douglas J. Loewy

Rusty Millar

Bob Lisauskas

Glenn Harrell

Stacey Boucher

Barbara Ringuette

Heather Carson

Taryn Poole

Rebecca Ruben

Lee Sherman

Antonio Stifano

Caroline Pham

No Votes:

None

Present But Not Voting:

None

(Note: There was no voice roll call vote.)

9.4.(Outreach Committee):Fund up to \$250.00 for stock photos for Facebook postings, newsletters, etc...

Jackson made the motion. Harrell seconded. Isroelit said that this is similar to the design motion. Sherman asked how much did we spend last year?

Carson said I hate stock photos. It makes me crazy. Can't we pay someone \$250 to take photos. They are too corporate, not in character with Silver Lake. Courshon said that Carson makes a good point. However, I do use stock photos in my business. You can find really good stuff. A photographer would be more than \$250. That \$250 can be up to 70 photos per year.

Poole said that copy and image matter. Stock images can really speak to people. Sherman asked if we have spent money before, how much in stock photos do we have in reserve? Isroelit said that using a photographer you don't always get the photo use need to illustrate something.

VOTE for up to \$250
18-1-0
PASSED

Yes Votes:

Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:

Patty Jausoro

Present But Not Voting:

None

9.5.(Outreach Committee):Fund up to \$4000.00 for the fiscal year for Facebook advertising.

Millar seconded Jackson's motion.

Johnson asked is \$4,000 consistent with last year? Jackson said yes.

Facebook gives us very good detail. Facebook ads have been one of our most effective ways to reach people. Monthly costs are \$300-\$450. If we don't have it out there, people won't know we exist. If I don't have an authorisation we cannot do any Facebook ads. It uses the paycard. It's an extremely valuable tool. There are lots of click throughs.

Sherman wants to add an amendment that this money can be used for election related expenses. Jackson said this is general. We have money for public meetings, community events.

Carson said I would love to get some sense of Facebook spending and effectiveness. Does everything that we vote on get Facebook ads? How is that decided? People will have different opinions. Reservoir meetings got more ads than other events.

Jausoro said I want things to have equal access to this spending. We must make an effort to be transparent about allocation and access.

Jackson offered an example, when we had the wildlife meeting, Poole tracked the response, spending versus clicks. The more response we got, the more we spent.

Johnson said there would be no Facebook postings for the auto body shop. We would do Facebook postings for movies and the small libraries but not for Community Impact Statements.

Isroelit said this issue came up because we weren't able to do paid ads to support the film festival. That was because it wasn't approved. We had no money. Most of the money was targeted to email subscribers. Most money goes to what's happening in Silver Lake, not events.

Sherman asked can we have percentages for each event? Poole commented about small amounts for large numbers of impressions.

VOTE
17-2-0
PASSED

Yes Votes:
Anne Marie Johnson
Scott Plante
Jerome Courshon

Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Douglas J. Loewy
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:

Patty Jausoro
Rusty Millar

Present But Not Voting:

None

9.6.(Johnson/Ruben) Suspend Education, Youth and Families Committee and re-establish Silver Lake Youth Committee.

Johnson explained that the committee will focus on the needs of those 18 or younger. So we want a stand-alone advisory committee. We want to get it started as soon as possible.

Ringuette asked whether there is any interest shown by individuals in this committee? Johnson said there is interest from Rebecca Ruben. We want young people to help the homeless.

Isroelit asked will this come from Outreach? Johnson said that that was a mistake.

VOTE

19-0-0

PASSED

Yes Votes:

Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit

Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:
None

Present But Not Voting:
None

9.7.(Executive Committee) Suspend Standing Rule #17, regarding appointment of a Sergeant At Arms

Millar seconded the motion. Johnson said it's been a disaster. The last Sargeant-At-Arms only came to two meetings. We feel it would be best to have new ones each month. That would provide more interaction with stakeholders and get them involved.

VOTE
19-0-0
PASSED

Yes Votes:
Anne Marie Johnson
Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher

Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:

None

Present But Not Voting:

None

9.8.(Executive Committee) Revise Standing Rule #35 regarding yearly re-election of committee co-chairs

Johnson said that co-chair elections must take place four weeks after a new Board is seated. This is a burden on committee co-chairs. It is onerous. This motion allows committees to finish projects. Co-chair elections would be within 90 days of a new Board being sworn in. It became ridiculous. We have 15 advisory committees. It was untenable. The Executive Committee recommends this. *Millar seconded Johnson's motion.*

Carson said I hear you on that. Committees have floundered in the interim. My problem is that with a new Board coming in, they want that opportunity for committees. Everyone would be elected in different months. This must track with terms.

Millar explained that this is a punitive measure put in by the previous board to go after other board members obstructing the Board. It put in irresponsible people that didn't even do their work, for example on transportation, public safety, and other committees. They wanted to punish people who actually brought people to meetings. Committees should be allowed to decide this.

Jausoro said I appreciate this. I had a floundering committee. For committees not meeting regularly, this will be helpful.

VOTE
19-0-0
PASSED

Yes Votes:

Anne Marie Johnson

Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:
None

Present But Not Voting:
None

10. Approval of July 2017 minutes.

Millar seconded.

Sherman pointed to page 6. It says I entered the meeting a second time. I asked a question from DONE. It was more of a comment.

Courshon offered a correction to the correction. It's blank at the bottom. Courshon said he understood what Millar was saying.

Ringuette noted that for agenda item 7.2 I recused myself. I didn't vote yes.

Carson noted that on page 5 the speaker was Anthony Rendon from the insurance industry.

VOTE
19-0-0
PASSED

Yes Votes:
Anne Marie Johnson

Scott Plante
Jerome Courshon
Terrence Jackson
Betsy Smith Isroelit
Hanna Anderson
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Bob Lisauskas
Glenn Harrell
Stacey Boucher
Barbara Ringuette
Heather Carson
Taryn Poole
Rebecca Ruben
Lee Sherman
Antonio Stifano
Caroline Pham

No Votes:

None

Present But Not Voting:

None

11. Officer Reports

Johnson commented on the Holy Virgin Mary Cathedral. Regarding committee reports she said that she and Ruben will set a date for the first Youth Committee meeting. Johnson said that Doug Loewy has resigned from the Transportation Committee. Plante and I will set a date for co-chair elections.

12. Committee Report

Millar said that at the Government Affairs Committee meeting, we elected co-chairs. Johnson said this was improperly noticed. The elections must be repeated because the public must be given the opportunity to run. I've emailed you twice. Millar replied you didn't email me at all.

14. Announcements

Johnson said we have flyers for the August 12 event from 3:30 to 5pm. The topic will be "Life as an American Muslim". An Imam will speak. There will be a panel with questions & answers.

Jausoro reported that the screening of "A League Of Our Own" was one of the best fundraisers in years. The audience was thrilled. They were excited to be able to partner with us.

Courshon said that he attended the DOT (Department of Transportation) meeting on Road Diet. It was an informational session, not a meeting. Most people were opposed. DOT says it's only a proposal. CD13 is not in favor of it because of added congestion. He said that you should attend and weigh in at the next meeting.

Jackson said there will be a budget meeting at the beer garden.

Millar said that he went to two Fletcher Drive meetings with people from Vision Zero at the Mayor's Office. They are going to put that into Fletcher Drive one lane in each direction.

15. Adjournment

The meeting ended at 9:41pm.