



CHNC BUDGET AND STRATEGY MEETING
Monday, June 10, 2013
Hollywood City Hall, Large Conf Room
6501 Fountain Avenue (at Wilcox), Los Angeles, CA 90028

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A MOTION AND VOTE.

1. CALL TO ORDER

Scott Campbell called the meeting to order at 6:40pm. CHNC Board members present: David Carrera, Scott Campbell, Denise DeCarlo, Laurie Goldman, and Grant Linscott.

2. PUBLIC COMMENT

3. TREASURER ITEMS

Treasurer's Report – Status of current funding, approval of Purchase Card Statement(s).

- A. De Longpre Park entrance beautification project. Volunteers will remove stumps that encourage loitering in the area. They will also plant items that we agree to purchase. A selection of plants will be presented and planting materials will also be considered for funding (soil, transplant vitamins, tools, gloves, etc.). In addition, drinks and food for the volunteers may be considered. Purchase of Dog Waste Bag Dispenser.

Oliver Netburn discussed the proposed beautification project, to help discourage loitering at the De Longpre park entrance. There was discussion of plant selection, as well as ways to secure that the park gates remain open and the proposed bulletin board. It was agreed that purchase of the bulletin board would have to be considered as part of the 2013-2014 CHNC budget.

Laurie Goldman moved to authorize the DeLongpre Park Beautification Committee to spend up to \$700 for the purchase of drought tolerant plants, mulch and other supplies needed for the landscaping of the front entrance and planting on the southeast corner closed entrance; seconded by Denise DeCarlo.

David Carrera spoke against planting roses and moving established plants. Scott Campbell noted that there are maintenance issues required to plant roses. Laurie Goldman suggested consulting Ed Hunt, a landscape architect, about

VOTE: Unanimous in favor. The motion passed.

- B. Purchase of non-perishable snacks and beverages for CHNC meetings/events (including paper goods and storage containers).

Laurie Goldman moved to authorize Denise DeCarlo to spend any remaining funds 2012-2013 on non-perishable snacks and beverages for CHNC meetings/events (including paper goods and storage containers); seconded by Grant Linscott.

Vote: Unanimous

- C. Authorize CHNC Treasurer Denise DeCarlo to request that DONE place any remaining funds on the CHNC Purchase card.

Laurie Goldman moved to authorize CHNC Treasurer Denise DeCarlo to request that DONE place any remaining 2012-2013 budget funds on the CHNC Purchase card and that she complete a Purchase Card Exemption form for anything with which there is a problem; seconded by David Carrera.

Vote: Unanimous in favor. The motion passed.

4. PRESENTATIONS

A. Planning Committee

- I. **COSMO, 6364 Hollywood Blvd.:** ZA 2013-0832(CUB)(CUX), continued sale and dispensing of a full line of alcoholic beverages for on-site consumption, live entertainment and public dancing in conjunction with an existing 2,407 square-foot cocktail bar/lounge with a 200 square-foot dance floor and seating for 65 patrons. A 500 square-foot expansion of the mezzanine level is proposed to bring the total floor area to 2,907 square feet. Hours of operation being requested are from 6 p.m. to 4 a.m. daily in lieu of the currently permitted 6 p.m. to 2 a.m. daily.

Lee Rabun, representing Alberto Avila, discussed the existing 13-year nightclub/lounge operation and the request being made for a change of owner/operator, to expand the mezzanine level and to increase hours of operation to 4am. Mr. Rabun then introduced the club general manager, Conrad Straub and Suk Sung, the in-house marketing manager.

David Carrera asked what other businesses Alberto Avila operates in Hollywood; Lee Rabun advised that Mr. Avila also owns Charlie Chaplin's old club, and that Nettie Velasco owns both properties. Mr. Rabun then responded to Mr. Carrera's questions regarding parking.

Scott Campbell asked for clarification of the changes being requested. Lee Rabun stated that the 4am closing time request was made as a matter of form.

Oliver Netburn asked for a copy of the parking lease agreement. Lee Rabun agreed to provide copies of that document at the next CHNC Board meeting. Mr. Netburn asked what effect proposed changes in enforcing or conditioning changes in the sale of alcohol may have on the proposed operation; Mr. Rabun stated that the proposed changes may not have an effect.

Herb Koss asked for clarification of the continued operation and initiated discussion of possible noise pollution. Susan Sempers referred to nuisance noise that occurs in the nearby neighborhood, and asked for sound proofing.

David Carrera called for non-opposition of support of the change of owner operator and expansion, but stated he was completely opposed to increased hours of operation to 4am.

Scott Campbell moved to recommend that the CHNC Board not oppose the renewal of the existing CUB including the 500 sq. ft. expansion and change of owner/operator, strongly oppose the change of hours of operation to 4am, and to require that a contribution be made to the proposed BID after-hours security detail; seconded by David Carrera.

VOTE: Unanimous in favor. The motion passed.

(Taken out of order)

At Laurie Goldman's request, David Carrera listed concerns he had discussed at the May 2013 CHNC Special meeting.

Lee Rabun discussed an assumption he made about knowledge of Steve Marlton's involvement with the proposed operation, and advised that Mr. Marlton no longer has any interest in Cosmo. Mr. Rabun then discussed the proposed operation, which has been open for the past two (2) consecutive Wednesdays and will eventually operate 3 nights per week. Mr. Rabun indicated that Alberto Avila, the new owner, is willing to accept the current Type 48 conditions save the condition that defines square footage, which the owner is requesting be changed to 2,907 square feet. Mr. Rabun referred to a recent hearing, at which a request was made to leave the file open until the CHNC board could review the file and further conversations with LAPD could take place. Mr. Rabun stated that the venue is currently operating under a temporary police commission permit that will expire at the end of June 2013. Mr. Rabun provided copies of the parking lease and the articles of incorporation for the venue's LLC agreement.

David Carrera advised he had been told that an adjacent venue could not operate because of noise emanating from Cosmo. Suk Sung stated that he had proactively initiated discussion with that venue, the Improv, about noise concerns and bought out the shows at the Improv on the day Cosmo's soft opening occurred. Mr. Sung then discussed plans to effect soundproofing changes on the common wall. Mr. Sung then listed his activities as a manager for similar venues and referred to changes in management that resulted in Mr. Sung accepting the Managing Partner position with Cosmo. Mr. Carrera then asked owner Alberto Avila, a resident of Phoenix, Arizona, to discuss the rationale behind his entering into an entirely new industry.

Laurie Goldman asked about 50 spaces listed in parking lease that had been provided and was assured that no double or triple leasing had occurred.

Susan Sempers referred to nuisance noise that occurred near her home when nearby clubs close, asked about provision of security, soundproofing, and nuisance behavior at the Vine St. garage. Lee Rabun responded by noting that the owner is willing to contribute to a fund to provide additional security; Suk Sung stated that noise does not carry from Cosmo, and discussed the clientele to which the venue will cater. Ms. Sempers complained about parking of limousines, band buses, and party buses on Ivar. There was consensus that the CHNC Board will not support 4 am closing; Mr. Rabun indicated that 4am closing is no longer being requested. David Ambroz spoke in favor of a well-run Type 48.

Laurie Goldman moved to accept the PLUM Committee recommendation; seconded by Grant Linscott.

Laurie Goldman suggested that language be added to the PLUM recommendation indicating that at no time will a 4am closing be supported and adding "or a private security firm be hired" to the requirement regarding security; Grant Linscott concurred.

Denise DeCarlo voiced concern about what could happen to the club's operation once the novelty wears off. At Laurie Goldman's request, Suk Sung stated that there will be no outside promoter hired. Mr. Sung stated that he is the contact for complaints regarding the venue's operation.

VOTE: 3 in favor; 1 opposed. The motion passed.

Scott Campbell welcomed the venue's new owner/operator to the Hollywood community and stated that he hoped that the Board's passion for and intent to protect the community was recognized.

B. Discussion of By-Laws provision for Board members' attendance requirement

William Alvarado has not attended three consecutive CHNC Board meetings (May 6, May 20, and June 3, 2013) and has missed five meetings in a calendar year (November 26, 2012, February 25, May 6, May 20, and June 3, 2013). CHNC Bylaws provide for automatic removal, per the provisions set forth in Article V, Section 7 (following). Mr. Alvarado has been notified by the CHNC Board President that this item will be considered at this meeting.

Section 7: Absences - Any Board Member who misses three (3) regularly scheduled consecutive Council Board meetings or, optionally, five (5) total Board meetings during any twelve (12) month period will be automatically removed from the Board. Each Board member absence shall be recorded in the Council's meeting minutes or other manner of Council record keeping, and that, upon missing the required number of Board meetings for removal, the Council Presiding Officer shall notify the Board member of the absences and place on the agenda the removal of the Board member at a regular or special Board meeting whereupon the Board shall determine the validity of the absences before taking action to remove the Board member. Any meeting of the Council Board, scheduled and noticed as per the Brown Act, shall constitute a meeting for the purpose of determining Board member attendance.

Scott Campbell advised that William Alvarado, who was not present at today's meeting, has now missed a total of four consecutive meetings and has missed at least 5 CHNC Board meetings in a calendar year, and read the relevant section of the CHNC by-laws. Mr. Campbell referred to efforts made to discuss the issue of his attendance at meetings with Mr. Alvarado.

Laurie Goldman moved to remove William Alvarado from the CHNC Board, based on his three (3) consecutive absences and additional absences since he was elected to the CHNC Board in September 2012; seconded by Denise DeCarlo.

There was discussion of how the vacant seat will be filled. Grant Linscott asked if anyone had spoken with William Alvarado and was told that Mr. Alvarado has never called back after repeated phone messages left for him.

VOTE: 3 in favor; 1 opposed. The motion passed.

C. CHNC 2013-2014 Budget

The Board discussed and adopted a budget based on the following items:

- I. Outreach
- II. Operations
- III. Neighborhood Purposes Grants
- IV. Neighborhood Improvements

- V. Elections
- VI. Score

A copy of the budget is attached to these Minutes (the Strategic Plan notes). There was discussion about how to allocate funds whose use had not been precisely determined at the June 3rd meeting.

D. CHNC 2013-2014 Strategic Plan

The Board discussed and adopted a strategic plan based on the following items:

- I. Vision
- II. Goals
- III. Solutions

A copy of the strategic plan is attached to these Minutes (the Strategic Plan notes)

E. Outreach

The Board discussed and adopted a plan for outreach based on the following items:

- I. Digital Media
- II. Print Materials
- III. Calendar
- IV. Partners
- V. Media
- VI. Miscellaneous

A copy of the outreach plan attached to these Minutes (the Strategic Plan notes)

5. COMMENTS BY BOARD MEMBERS ON ITEMS NOT ON THE AGENDA

Scott Campbell advised that the next CHNC Board meeting will take place on the fourth Monday in July; David Carrera reported that there will not be a July 2013 PLUM Committee meeting.

6. ADJOURNMENT

Big Vision

Planning, walkability, aesthetics, pedestrian safety/friendly, traffic flow, parking, historical preservation

Largest stakeholder participation (vision—through outreach)

target 20-somethings (goal)--Outreach

Teenage pregnancy down (vision)

Controls growth of nightclubs (goal)

Safest NC (vision)

Quality of life up (vision –BEST)

Clean ups

City Hall cleanup

Dog waste stations

Coordinate with all stakeholders (non-profit, public, residential , business, students)--Outreach

Enviromental/sustainability

Improve sense of community (goal)

Inform and engage stakeholders in local government--Outreach

Homelessness—effect on residents and businesses (goal)

Nutrition for kids—cooking classes? (goal)

Expand email base – social networking (twitter, instagram)--Outreach

Continuity from fiscal year to fiscal year—point of the process

Expand outreach – different needy groups

Sandwich boards

Mass flyer

Advocate at City Hall--Outreach

Outreach Budget \$ for holiday cards

Direct Mail--Outreach

Business Cards --Outreach

Primary Goal: Quality of Life Tops in the City

Through Planning	Through Safety	Through Beautification	Through Youth Programs	Through Outreach	Through Advocacy
Walkability Traffic flow Parking accessibility Aesthetics Historic preservation "Green" Homelessness Nightclub growth control Busses/limo	Support LAPD Neighborhood Crime Watch BID Coordination Homelessness	Cleanups City Hall Dog Waste Stations Tree planting Homelessness	Afterschool programs Performing Arts Fine Arts & Crafts Music Sports Health & Safety Nutrition S.T.E.M.	Coordination of all types of Stakeholders Direct Mail Business cards Expand e-mail database Social networking Expanding outreach to NPG groups Annual holiday card Walking man distribution Events/sense of community Sandwich boards	Homelessness Visit/briefing elected officials

Proposed 2013-2014 CHNC Budget:

100 Operations:	
A/V services	0
Training and Board retreat	0
Facilities related and space rental	0
Miscellaneous expense	100
Office equipment and supplies	500
Postage	\$150
Temporary staff	\$7000
Translation and transcription	\$0
Total 100 Operations	\$8000
200 Outreach	
Outreach	\$5000
Miscellaneous outreach expense	0
Event expense/food and refreshments	0
Meeting expense	\$2000
Newsletter – 5 editions	\$1500
Website maintenance/enhancement/creation	\$1500
(Constant Contact)	
Total 200 Outreach	\$10,000
300 Community Improvements	
Community Improvement Project	\$3000
400 Neighborhood Purpose Grants	\$14,500
Elections	\$1500