

Council

Contact Information

Neighborhood Council: Los Feliz Neighborhood Council, Los Feliz Neighborhood

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Date of NC Board Action: 12/16/2014

Type of NC Board Action:

Impact Information

Date: 12/18/2014

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 14-1500

Agenda Date:

Item Number:

Brief Summary: Whereas our colleagues of the Los Angeles Budget Advocates have raised serious questions regarding the pending Greek Theater RFP award, we hereby strongly support their request for an independent and transparent analysis of the two proposals.

Additional Information: This is our third communication on this council file. We are joined by many other neighborhood councils in our concern about the process by which this contract is being awarded



LOS FELIZ NEIGHBORHOOD COUNCIL
 "Your Neighborhood. Your Voice. Your Council"



PRESIDENT

Linda Demmers

VICE PRESIDENTS

Mark F. Mauceri - Administration

Nicola Carter-Gargani

Communications

TREASURER

Luke Klipp

SECRETARY

Jennifer Lao

GOVERNING BOARD AGENDA

DECEMBER 16, 2014 7:30 P.M.

Citibank Community Meeting Room
 1965 N. Hillhurst Ave. (2nd floor of Citibank)
 Los Angeles, CA 90027

CERTIFIED COUNCIL #36

PO Box 27003
Los Angeles, CA 90027-
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(213) 973-9758
 www.losfeliznc.org
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1. Call to Order. Roll Call
2. Public Comment on non-agenda items
3. Comments by Elected Officials
4. EXECUTIVE COMMITTEE REPORTS:
 - a. President's Report & Updates
 - i. Update on Greek Theater Presentation
 - ii. Update on CD4 Candidate Debate Collaboration
 - iii. Committee chair appointment
 - iv. Update on Kenmore (AC Martin) House demolition
 - v. Update on speeding issues on Los Feliz Boulevard
 - vi. Update on City Lights project
 - b. Vice President Communications Report
 - c. Vice President Administration Report
 - d. Treasurer's report

MOTION: Approval of November Monthly Expenditure Report (packet)

MOTION: Approve following expenditures

- i. Mail Chimp for December. \$30.00
 - ii. Albertsons' Food for November meeting. \$57.13
 - iii. Fed Ex photocopying of October MER to send to DONE. \$6.15
 - iv. USPS certified mail to send October MER to DONE. \$5.96.
 - v. USPS stamps to send letters approved at November 18 LFNC meeting. \$14.70
5. Appointment of District D Representative Chris Lim. Statement on website.
6. Candidates' Forum

MOTION: Move that the Ad Hoc Committee for the CD4 Candidates' Forum be authorized to proceed with the plans for a February 15, 2015 event at the John Marshall High School Auditorium; that the City's rules for such events be reviewed; and that the Ad Hoc Committee be authorized to spend up to \$1,000 on this event, publicity, and other as needed expenses. This board vote count will authorize the committee to expend such funds as needed.

7. RACO Contribution

DISCUSSION AND ACTION AS APPROPRIATE: That the Los Feliz Neighborhood Council request the return of \$1,500 RACO contribution authorized by the Greater Griffith Park Neighborhood Council in 2011 and request EmpowerLA to deposit these funds into the 2014-2015 Fiscal Year budget above the \$37,000 annual allocation.

8. Committee Reports
 - a. Culture and events Update on activities
 - b. Public Safety
 - c. Business
 - a. Update on BID Elections
 - d. Planning, Zoning and Historic Preservation

MOTION: Recommend approval of the applicant at 5241 Hollywood Boulevard (Hollywood Thai) requesting an expansion to an existing restaurant into neighboring retail space and adding 400 sq. ft. outside patio and a CUP renewal with live entertainment with hours of operations from Monday through Sunday from 10AM to 4AM and the alcohol sales from 10AM until 2 AM with conditions as outlined in the PZHP letter.

- e. Sport and Recreation Committee.

MOTION: Allocate up to \$250 for the purchase of new basketball nets for Franklin Avenue elementary and Los Feliz elementary schools (Mauceri). 5 mins.

- f. Green
- g. Education

9. Update on selection process for Greek Theatre Vendor (see packet)

**MOTION: Approve the following CIS and attach it to Council File 14- 1500
"Whereas our colleagues of the Los Angeles Budget Advocates have raised serious questions regarding the pending Greek Theatre RFP award, we hereby strongly support their request for an independent and transparent analysis of the two proposals."**

10. Report from Ad Hoc Intersection Committee. Klipp

11. MOTION: Approve November 18, 2014 Neighborhood Council minutes.

12. Announcements and New Business

13. Adjournment

AGENDAS & PUBLIC COMMENT: Agendas are posted for public review on the Council's website, the Public Library, Los Feliz Branch at 1874 Hillhurst Avenue and the Community Meeting Room at 1965 Hillhurst Avenue. As an entity covered 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 programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. 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 info@losfeliznc.org

To address the Committee, the public is requested to fill out a 'Speaker Card' on any agenda item prior to the Board taking action on it. Comments from the public on agenda items will be heard only at the time the respective item is being considered. Comments from the public on matters not appearing on this Agenda within the Board's subject matter jurisdiction are heard during the Public Comment period, limited to 2 minutes per speaker, unless waived by the Board's presiding officer.



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Councilmember Mitch O'Farrell
Chair Arts, Parks, Health, Aging, and River Committee
Los Angeles City Hall
200 North Spring Street
Los Angeles, California 90002

RE: CF 14-1500

November 19, 2014

Dear Councilmember O'Farrell;

Enclosed is a copy of the letter the Los Feliz Neighborhood Council sent to the Los Angeles Recreation and Parks Commission urging them to delay decision on the award of the contract to operate the Greek Theater in order that the adjacent neighborhood councils be afforded opportunity to study the responses to the RFP and to benefit from community presentations. In this letter we outlined our dissatisfaction with the process, which promised opportunity for significant community input in both the development of the RFP and review of the responses. In fact the RFP itself notes that "The engagement of the Community in the Greek Theatre is a critical aspect of its overall success..." The invitation to participate never materialized.

Based on the nearly five hours of public comment at the October 23, 2014 RAP Commission meeting, we believe that this item is of great interest to the community. In our October 21, 2014 letter to the Commission we requested the following:

- "Defer this decision until such a time that residents, resident organizations, and the neighborhood council can review the responses to the RFP and the panel members' score cards and notes, which were just released to the public.
- Defer this decision until such a time that both proposers can prepare a more substantial presentation than the 10 minutes each were offered at the October 9 RAP Commission meeting."

Unfortunately action was taken at the October 23 meeting. The item now moves forward to your committee and its distinguished members of City Council. Once again we are asking for a delay in order that the neighborhood councils may weigh in on this important decision. We are requesting that CF 14-1500 not be heard by the APHA&R Committee until January 2015 at the earliest.

The Neighborhood Council's current options are limited to 2 minutes of public comment per vendor or a brief presentation at our November meeting, which would not allow us to prepare any recommendations for board approval until the December or January meetings.

The Los Feliz Neighborhood Council is prepared to partner with Hollywood United Neighborhood Council to sponsor an open forum in late November or early December offering both vendors opportunity to present their proposals including the architectural, programmatic and financial plans. This would enable individual neighborhood councils to have informed discussions at our respective December meetings and forward any recommendations to APHA&R Committee.

We strongly urge you to defer your decision on this item until January 2015.

Sincerely,

Linda Demmers,
President
Los Feliz Neighborhood Council

Cc:
Councilmember LaBonge
Councilmember Buscaino
Councilmember Cedillo
Councilmember Price
Mayor Garcetti
Hollywood United Neighborhood Council
Recreation and Parks Commission
Adam Lid, Legislative Analyst



**CITY OF LOS ANGELES
LOS FELIZ NEIGHBORHOOD COUNCIL**



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Board of Commissioners

Attn: Sylvia Patsaouras

Recreation and Parks Department

221 N. Figueroa St. Suite 1510

Los Angeles, CA 90012

Re: 14-258 Griffith Park – Greek Theatre Concession Award

Dear Commissioners:

October 21, 2014

The Greek Theatre (GT) is one of the most precious resources of the City of Los Angeles. Nestled in a residential neighborhood which is impacted by the Greek's traffic, parking, and late night activities, the operation of the Greek is of particular importance to the residents of Los Feliz. For many years the community has worked with the Nederlander organization to solve issues of concern to the neighborhood such as noise abatement and traffic mitigation. The Neighborhood Council would like to express concern about the process employed and the results of the recent RFP for future operation of the GT.

Chronology. The residents, neighborhood council and homeowners' associations have largely been excluded in the process to select the vendor, who will potentially operate the Greek Theatre for up to 20 years. The consultant, Strategic Advisory Group (SAG) hired in 2012 (RFP for consulting services released October 25, 2011) was instructed to develop an RFP through research and public outreach.

There are no minutes available of the presentation made to the Greek Theater Advisory Committee (GTAC) on February 21, 2014. There appear not to have been any subsequent meetings of the GTAC, the citizens' advisory group on the theater. With the single most important decision to be made in 20 years regarding the GT, why was this group not engaged?

At the March 19, 2014 RAP Commission meeting, SAG consultant, Dan Fenton, assured the stakeholders that there would be extensive community participation in the development of the RFP. The minutes of that meeting do not include Mr. Fenton's presentation. The subsequent RFP which was released to potential bidders stated, "The department has recently completed industry research and community engagement to understand the current dynamics of the entertainment industry as well as understand the interest of the community."

Finally, as noted in the June 3, 2014 Final RFP Introduction: “The engagement of the Community in the Greek Theatre is a critical aspect of its overall success...”

The July 23, 2014 report (14-196) of the RAP General Manager, states (page 3) that the “proposed change supports the objectives of the RFP for engaging the surrounding community and ensuring that the GT is a valued asset of Griffith Park.” It further states that “the consultant was hired by the Department to conduct a best practices study of the GT as well as to develop through research and public outreach, an RFP for use by the Department.”

The responses to the RFP were received by the City on August 12, 2014. On August 26, an independent panel released an extensive list of questions to the two proposers. Responses to these questions do not seem to be available. The recommended award was announced on September 26, 2014 – four days in advance of the Parks and Recreation Commission meeting. The public’s first opportunity to review these documents was when they were posted on the Department’s website, three days after the first Commission meeting.

Public Participation. There were no focus groups. There were no community meetings. There was no survey. Neither the LFIA, with its 1,000 households represented nor the Los Feliz Neighborhood Council with its 37,000 stakeholders were contacted; nor were the Friends of Griffith Park or any other park-centric organization. Community participation began when the preferred vendor was announced in the staff report announcing the evaluation panels’ recommendation. It began because the community was angry about the short lead time on the RFP review and the lack of transparency in the process. Further, based on the number and tenor of public comments at the October 1, RAP Commission meeting, the community was unhappy with the recommended vendor.

Use of Taxpayer Funds. One question which arises is did the Strategic Advisory Group fulfill their obligation and their scope in developing an RFP with community participation. Was the RFP evaluation a numerical transaction with no regard to the sentiment of the community? Did SAG earn their fee?

Recreation and Parks Department. Another question which arises regards the haste with which the staff forwarded their decision to the commission. With the current contract in place until October 2015, why was the decision of the independent panel reached and forwarded to RAP. The staff report appears to be a repackaging of the panel’s findings with no additional analysis.

Recommendations:

Defer this decision until such a time that residents, resident organizations, and the neighborhood council can review the responses to the RFP and the panel members’ score cards and notes, which were just released to the public.

Defer this decision until such a time that both proposers can prepare a more substantial presentation than the 10 minutes each were offered at the October 9 RAP Commission meeting.

Defer this decision until an independent architectural historian and the CHC can review the proposed facility improvements and modifications to the Greek Theatre including the addition of seating and significant landscape alterations.

Defer this decision until the Greek Theatre Advisory Committee (GTAC) reviews the panel’s findings and forwards their recommendation to the RAP commission.

Defer this decision until the Recreation and Parks Commission has its full complement of members.

Defer this decision until the Recreation and Parks staff can respond to the carefully crafted comments offered by the Los Feliz Improvement Association.

There is no more important decision than this to be made for the residents of Los Feliz. We urge you to defer this until such a time that all information is available and not “dripped out” as has been suggested and until such a time that all stakeholders have opportunity to review these materials.

With Regards,

Linda Demmers

President

Los Feliz Neighborhood Council