

Contact Information

Neighborhood Council: PICO Neighborhood Council,PICO Neighborhood Council

Name: Mary Ann Yurkonis

Phone Number: (323) 933-5294

Email: maryann-yurkonis@ca.rr.com

Date of NC Board Action: 09/14/2011

Type of NC Board Action: Against Proposal

Impact Information

Date: 10/17/2011

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 08-2020

Agenda Date: 10/18/2011

Item Number:

Brief Summary: Pico NC opposes adoption of the revised citywide sign ordinance now pending before the City Council PLUM because it would allow a proliferation of commercial advertising on both private and public property without a significant reduction in existing billboard signage blight,would allow new electronic signs without addressing energy use,light pollution,traffic safety and negatively affect communities throughout the city.

Additional Information: PICO NC has been opposed to increasing billboard signage in the past, Pico Blvd has a high concentration of areas lit with billboards adversely impacting residents

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**BOARD OF DIRECTORS MEETING
PICO NEIGHBORHOOD COUNCIL**

September 14, 2011

7:00 – 9:00 PM

Saturn Elementary School Auditorium
5360 Saturn Street; Los Angeles, CA 90019

Chair Yurkonis called the meeting to order at 7:08 p.m. at the Saturn Elementary School in Los Angeles, California. Those in attendance and constituting a quorum at 7:26 were:

Present: Mary Ann Yurkonis, Claudia Bayard, Ron Geiger, Scott McNeely, Lloyd Robinson, Adam Pergament, Rayna Saslove, Camille Bettis, Carmen Salandong, Margo Hobbs, Donna Bradley, Donna Benton, Sue Beidleman, Dana Benton, Marilouise Morgan

Alternate: Ostralia Matthew for Ron Smith

Absent: Nikki Legesse, Melissa Patrick, and Teresa Dahl

Guests: Liz Carlin from Herb Wesson's office.

New Business:

Correct e-mails for DONE. Yurkonis informed Board members DONE should use e-mails off the website based on current position holder.

Public Comment

Liz Carlin announced September 24th "Shred It Event and Recycling Event" at their district office. Donna Chaznoff, resident of Carthay Square area, discussed the issue of a variance for her neighbor's property that she opposes. The appeal has been denied at Koretz's office. PNC advised her to directly contact Koretz's office regarding the issue.

Approval of Minutes from August 10 Meeting

MOTION by Robinson to approve July and August minutes based on amendments. 16 in favor and 2 abstained. Motion passed.

Vacant Board Positions: Education, Religious/Social Services, Chaps, and Employee

Allison Diamant, candidate for the Religious/Social Services position, lives in the Mar Vista area and is a member of the BCC (Beth Chayim Chadashim).

MOTION by Morgan to appoint Diamant to the position of Religious/Social Services on the Board. 17 in favor and 1 abstention. Motion passed Diamant joined the Board.

The Education, Chaps, and Employee positions are still available.

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New Business

- A. Public Records Request for Minutes: A local newspaper wanted copy of the Meeting Minutes. City Attorney does not want to release draft versions, only finalized approved versions.
- B. Outreach Committee: Geiger reported that the bags came in and pleased with the look. Committee is going to give the bags out at community events and where PNC is present. New logo is being put on business cards and letterhead.
 - a. Business cards: Two-sided with map of neighborhood association and messaging with members name and position.
 - b. New Mast Head: Vertical option is catching. Yurkonis felt logo was too big and no room to write. Bettis suggested making it smaller. Geiger is going to take it back to designer to reformat.
 - c. Email Signature: Purpose is to expand the brand so you can sign with this signature/logo. Helps promote PNC and appear more organized.
 - d. Mailing Labels: Logo for mailing labels.
 - e. Brochure: More like a stiff two-sided card with back information. Choice between "You Have the Power" or "You Have the Voice". Majority chose "You Have the Voice".

All items will be processed; except for letterhead will be revised. A budget will be submitted for these items.

Outreach Committee also discussed this year's plans and events:

- To activate non-active associations that need help to get more participation to get a representative.
- Smaller events such as organized walks on blocks not active.
- For events, there needs to be a needs based survey. Then they can have the outreach information and target.
- Small seminars with themes and invite public and invite specialists to speak on topics.
- Bigger business event in spring. Enlist business to have fair/bazaar.
- Have PNC logo on toys. Donation bins for neighbors to participate. Thinking of approaching companies to donate. Last year \$2,000 was spent on 400 kids.
- Tom Bradley Center Turkey Giveaway: Outreach Committee supports it as a charitable event. Fresh and Easy, Ralph's and Vons give close to cost of turkeys. Because of budget decrease, there is a smaller amount for this year's program. Also, an idea of a community garden to help the community's food needs was suggested and to see what other public land is available for gardening space. Last year, there were more families that came to get a turkey than were available. There are 2,000 people on the list. There was a suggestion of a turkey lottery to select recipients.

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MOTION by Morgan to allocate up to \$3,000 for Turkey Give Away with formation of task force committee to present three bids. 14 in favor and 3 opposed. Motion passed.

- C. Neighborhood Council Congress: Seven have signed up to attend. There will be an ethics session there.
- D. Billboard issue: PNC traditionally opposed because of variances and lumination. Pico Boulevard most lit area with billboards. There is a Planning and Land Use Committee on October 18. Board wants to fight not to increase billboards.

MOTION by McNeely to resupport previous resolution with the following "Pico Neighborhood Council opposes adoption of the revised citywide sign ordinance now pending before the City Council Planning and Land Use Management committee because it would allow a proliferation of commercial advertising on both private and public property without a significant reduction in existing billboard signage blight, and would allow new electronic signage without addressing energy use, light pollution, traffic safety and other issues that could negatively affect communities throughout the city." Motion passed unanimously.

Old Business: Bylaws update, Board Member Training

DONE has bylaws in form they accepted. They will respond in a few months. Each Board Member has to take an ethics exam by 90 days after being appointed to the Board. Yurkonis reviewed those who have and have not completed training.

Financial Report

- A) Funding Requests: Tree Planting Event October 22 funding request is now \$600. Event will be held at 1298 S. Sycamore in the Wilshire Highland area 8:30 – 12 noon. 19 parkway trees will be planted and taking care of 10. Budget is for tools, buckets, signage, food, and drinks for 50 participants. Trees are free. City is giving free fruit trees. LACC doing stump removal.
MOTION by McNeely to approve funding. 11 in favor and 4 abstentions. Motion passed.
- B) July and August Credit Card Statements: Returning the toner because copier was not able to be purchased. Some expenses coming out of this year's budget because the deadline was missed on last year's budget.
MOTION by Robinson to approve statement. Unanimously passed.
- C) Financial Reports and Reform Suggestions: Due to time, deferred to next meeting.

Announcements

Baynard announced the Pumpkin Race on October 30th at Pickfair Village. Taste of Seoul Saturday, October 15th. Neighborhood Councils has a booth and Yurkonis is

asking for PNC Board Members to volunteer. Morgan announced Carthay Square Block Party on October 16 Noon - 4:30. Beidleman thanked PNC for coming to Neighbors United Event. McNeely announced that list of marijuana dispensaries with notice to close and having problems with enforcement online. Yurkonis put this issue on next meeting's agenda. Baynard showed new Lowe's photos.

Meeting adjourned at 9:15 p.m.

Minutes submitted by Lena Kaimian, Helpmates Staffing Services