

Contact Information

Neighborhood Council: Atwater Village Neighborhood Council  
Name: Leonora Gershman  
Phone Number: 3237197323  
Email: Leonora@AtwaterVillage.org  
Date of NC Board Action: 04/14/2011  
Type of NC Board Action: Against Proposal

Impact Information

Date: 08/08/2011  
Update to a Previous Input: No  
Directed To: City Council and Committees  
Council File Number: 08-2020  
Agenda Date: 08/09/2011  
Item Number: 5

Brief Summary: The Atwater Village Neighborhood Council believes that City parks and recreation centers are no place for commercial advertising and objects to the plan to permit for-profit signage in them. This plan violates the letter and spirit of the City's signage and billboard ordinances and deprives park user of all ages of the escape from commercial intrusions afforded by the parks.

Additional Information: Please see attached letter for our official statement, and thank you

**Atwater Village Neighborhood Council  
Meeting Board of Governors  
Thursday, April 14, 2011  
Minutes**

**1. Call to order, Pledge of Allegiance, Roll Call 7:06 p.m.**

Leonora Gershman-Pitts, South Atwater, Co-Chair, Present  
Robert 'Fixer' Smith, Central Atwater, Co-Chair, Present  
Bruce Fleenor, Interim Treasurer, Church and Religious Organizations, Present  
Cindy Marie Jenkins, Secretary, Outreach Chair, Present  
Lara Pranger, Schools, Present  
Rueben Martinez, South Atwater, Present  
Nick Warnes, Church and Religious Organizations, Present  
Alex Ventura, North Atwater, Land Use, Present  
Amy Honey, Recreation and Parks, (Absent)  
Patricia Kane, Central Atwater, (Absent)  
Mario Cárdenas, Rep., Present  
Ginger Damon, Community, Non-Profit, Present  
Tim Van Metter, Special Interest, Present Present  
Gerry Hoffman, Business Rep., (Absent)

**2. Government Representative(s) Report(s) Senate, Assembly, City Council, DONE, LAPD Updates**

**Francisco Covarrubias:** Assemblymen Mike Gatto, 43<sup>rd</sup> Assembly District, The budget was partially closed with cuts. [Mike Gatto] would like you to contact his office to support whichever resources and services that you care about.

12<sup>th</sup> Annual Women in Business Legislative Update and Awards Luncheon on July 15, 2011 at Castaways. I'd encourage someone from AVNC to nominate a couple of women from the area. The application is due on May 2<sup>nd</sup>

**Angela Motta:** Some work is being done on the Fletcher Bridge; more repairs and upgrading ramps, sidewalks, curbs now. L.A.N.D. (L.A. Neighborhood Dreams) summit is the Councilmember's [Garcetti] initiative to be a partner with the community so the next couple of years we can get some stuff done that you want. Many of the NC members were there and community members. The steering committee will be announced next week. Some things that were important to attendees: connections and connectivity, bridges, pedestrians walks, trying to attract neighborhood businesses and supporting local small businesses, improving transportation, sidewalks, better signage, traffic.

**3. Housekeeping/Announcements/Code of Civility (L. Gershman-Pitts)**

**Leonora Gershman-Pitts, Co-Chair:** Mayor's Day of Service on April 30<sup>th</sup>. Code of Civility: we're all nice people, let's keep it that way.

**Barbara Lass:** Pancake Breakfast at Wells Fargo parking lot for Lion's Club on May 7<sup>th</sup>.

**Leonora Gershman-Pitts, Co-Chair: Approval of Minutes: Feb. 10, 2011 and Mar. 14, 2011  
Leonora Gershman-Pitts moves to approve Feb. 2011 Minutes; Lara Pranger seconds.**

**Vote (11-0-0) Motion passed.**

**Leonora Gershman-Pitts moves to approve Mar. 2011 Minutes; Lara Pranger seconds.**

Revision: C.E.R.T. instead of circ training

**Vote (9-0-2) Motion passed**

**4. AVNC Officers' Reports/Committee Updates:**

**Bruce Fleenor**, Interim Treasurer: Budget/Finance: Spending Report shows previously approved expenditures.

**Bruce Fleenor moves that we accept these expenditures; Lara Pranger seconds.**

**Vote: (11-0-0) Motion passed**

**Bruce Fleenor:** On the back is the Financial Snapshot. I had to turn in a mid-year audit up to Jan. 31<sup>st</sup>. They want to sweep back money from the NC. What's left is the After Commitments column, how much money uncommitted at this moment (fiscal year ends June 30<sup>th</sup>) = \$13,594.73. I'd like to thank Amy [Honey] for doing another audit. We only have a 30-day window on audits now. We have to be done by April 30<sup>th</sup>.

**Cindy Marie Jenkins, Outreach/ Secretary:** Thanks everyone for covering last month. I am looking for some help, a co-secretary or someone to take over. I am busy with outreach, and my workload. Mario [Cárdenas ], who has been helping greatly, took over website updates while I was away. Reminder we had an outreach meeting 1 ½ weeks ago. Send events coming up to [outreach@atwatervillage.org](mailto:outreach@atwatervillage.org), so we can post them on the website.

**Rueben Martinez:** It's for the troops; it's called The Red Day, across from Trader Joe's at Hyperion to donate, a non-profit organization.

**Cindy Marie Jenkins:** We got more bumper stickers [I 'heart' Atwater]; the next outreach meeting is on May 9<sup>th</sup>.

**Robert 'Fixer' Smith, Co-Chair:** The C.E.R.T. classes have been going on; I've missed the last two due to work. We're wrapping up the Atwater Village C.E.R.T. training, but there is one in Highland Park at Herman by the Dog Park; we'll post it on website. They're working on a Spanish translation.

**Alex Ventrua:** I received confirmation from Marta Segura that the Community Redevelopment Agency (CRA) survey of whole of Northeast is no longer; Atwater Village is not in a survey zone, so there will be no CRA zone.

**6. Public Comments:**

**Steven Box:** On Saturday, Budget L.A. is having a meeting at the 1st Presbyterian Church on Gower at 10 a.m. It's for anyone. The mayor releases his budget on April 27<sup>th</sup>. You can go to [budgetla.org](http://budgetla.org).

**Willard Fried:** I am a resident and homeowner of Atwater for many years. I received a letter from the City in regards to a development on Casitas Ave. I understand that the AVNC voted in support of that. Why?

**Leonora Gershman-Pitts, Co-Chair:** Because we think it's a great development.

**Eva Bromberg:** The request before City Planning is to allow that 24 hour restaurant to serve the public. We're requesting to serve beer and wine until 2 a.m.

**Willard Fried:** There is also a parking problem.

**Eva Bromberg:** We currently have 200 spots on the lot. I also sent a note to neighbors for a Cuban style barbecue on Sunday at 3 p.m. at 3245 Casitas Ave. for people within a 500 foot radius to answer questions and concerns.

**Robert 'Fixer' Smith, Co-Chair:** That's why the Planning Commission has the public hearing. their vote decides. It's not a done deal.

## **7. New Business:**

### **a. Presentation and Action: Approval of up to \$5,000 in funding for the Independent Shakespeare Company (B. Fleenor)**

**Bruce Fleenor moves; Leonora Gershman-Pitts seconds.**

**Mary Alton, Independent Shakespeare Company:** We are now residents of Atwater Village. Thanks to AVNC, last year we were able to buy 12 steel deck platforms that will last until the end of time. This season we would like to double the size of that platform, as we are still using some of the wooden platforms and patching them up.

**Lara Pranger:** Last year we had an Atwater Village Night; we had table with outreach for AV.

**Bruce Fleenor:** \$1,000 from staffing; \$1,500 from newsletter printing; \$1,500 from newsletter distribution, and \$1,000 from Other Outreach Events.

**Vote: (11-0-0) Motion passed.**

**Mary Alton:** Schedule: Merry Wives of Windsor (June 30 – July 31); Hamlet (July 14 – Aug. 28); Love's Labor Lost (Aug. 4 – 27).

### **b. Presentation and Action: Friends of Griffith Park presentation regarding advertising in public parks, official stance of AVNC (L. Pitts)**

**Bernadette Soter, VP of Friends of Griffith Park:** We're a grass-roots non-profit; we launched in January. In Feb., I got an alarming email to watch KCET, SoCal Connected: there were plans to 'four-wall' (exclusive advertising for one company/product everywhere), sell advertising in parks on benches, pathways.

The City Attorney, Carmen Trutanich, and his representative to the Parks Commission say this is illegal. It violates the sign ordinance and the billboard ordinance. The president of the Parks Commission is the president of the L.A. Parks Foundation. They are working on a way around the ordinance by classifying it as 'government speech'.

**Leonora Gershman-Pitts moves that AVNC take the official stance that we object to the L.A. Park Foundation’s plan to permit for-profit signage and that we accept and process this letter. Rueben Martinez seconds.**

**Steven Box:** The J.Griffith land deed specifies that it would be ‘forever free’, ‘a place of refuge, where people can escape the noise and blight of the city’. It has been declared a historic cultural monument.

**Vote: (10-1-0) Motion passed.**

**c. Presentation and Action: Approval of grant application to CD 13 to landscape Glendale Blvd. median**

**Leonora Gershman-Pitts moves; Nick Warnes seconds.**

**Leonora Gershman-Pitts, Co-Chair:** Last week I got a grant application from Eric Garcetti’s office for landscaping the Glendale Blvd. median with native plants. Eric [Garcetti] is doing grants called ‘Clean and connected communities’. The grant is \$2,500 from Eric Garcetti’s office of matching funds; husband and I are donating \$1,000 towards it. Cathy Oberg, landscape architect ‘Fairy Yardmother’, donated her skills for Sunnynook’s entrance to the park (\$1,000). Northland Village church, Nick’s [Warnes] church, and New Hope chapel have pledge all of the labor (\$1000). I want us to approve that we want this grant application to go through as is.

**Vote retroactively approving (8-0-3) Motion passed.**

**d) Presentation and Action: Approve of up to \$800 in advertising for the AVNC and 4 local theater on Bitter Lemon website.**

**Cindy Marie Jenkins moves; Lara Pranger seconds.**

**Enci:** Bitter Lemons is a two-person endeavor. 100% supports theaters without charging for memberships for posting jobs or casting notices. It promotes theaters. No funding for us, since we’re not asking for theaters to pay, we’re asking for outside funding. For \$800 you get your own web page to post all your theaters for a year, yearly advertising fee. All theaters listed and each has own page and will link to NCs.

**Vote: (8-2-1) Motion passed.**

**e. Presentation and Action: Formation of ad hoc committee (chaired by L. Pranger) and funding for summer movie nights.**

**Lara Pranger moves; Cindy Marie Jenkins seconds.**

All board members approve. Nick Warnes offers to help.

**Lara Pranger:** I want to do four nights instead of three, and add one in June (the three are in July, Aug. Sept.). Our movie provider has agreed to provide the films, I would not want to decide the dates without checking with her.

**Vote (11-0-0) Motion passed.**

## **8. Board Member Comments:**

None

**9. Future Agenda Items for Meeting on Thursday, May 12, 2011**

None

**10. Adjournment**

Leonora Gershman-Pitts moves; Lara Pranger seconds.

Vote (11-0-0) adjourned at 9:39 p.m.