



## MCWCC Board Meeting of 09/09/08

### MINUTES

Submitted by Sonia Rubin, Administrative Manager  
Subject to approval by the Board on 10/14/08

1. **Call to Order:** Teresa Magula, 2<sup>nd</sup> Vice-Chair called the meeting to order at 7:00pm.
2. **Roll Call:** Of the 45 Board Members, 30 were present (attendance sheet on file).
3. **Approval of Minutes:** Motion to Approve 8/12/08 Minutes as submitted passed unanimously.
4. **Public Comment Period:**
  - ◆ Joan Taylor, stakeholder, asked for the Board to consider agenda items for the 2008-09 year as follows: talks by city officials and LADOT on transportation problems and solutions; and one night devoted to issues affecting seniors (presentation flyer on file).
  - ◆ Lucille Saunders, Liason from Melrose Neighborhood Association, gave a presentation regarding their newsletter. They would appreciate any comments, and referred everyone to go to the website for more information [www.melroseneighborhood.com](http://www.melroseneighborhood.com).
  - ◆ Ted Holmquitz, field rep. for Mike Furer's office, introduced himself and stated that he would try to be at board meetings as often as possible.
  - ◆ Greg Bartz, neighborhood liason from DWP, invited members and public to attend a forum on sustainable water supplies focusing on recycled water, to be held on 9/19/08 from 9am – 2pm.
  - ◆ Naheed Qureshi, DONE representative, asked for two board member volunteers to attend the Congress and Mayor's Budget Day on October 11, 2008. This event is part of the city's budget process, which is open to the public and seeks community input.
5. **Financial Report:** David Strouse presented the Balance of Accounts (on file), and stated that MCWCC's budget was finally accepted by DONE.
6. **Presentations:** Yvette Neal from Pacific Graffiti Solutions made a presentation. She informed the Board that any calls to 311 for graffiti removal requests must be very specific. She welcomed calls and e-mails at (310)420-9177 or [graffiti@wwpauls.net](mailto:graffiti@wwpauls.net). She will e-mail a flyer to the Board.
7. **TPS Motions:**
  - a. Motion to Support Extension of Subway Through Mid City West Neighborhood:

A discussion ensued regarding pros and cons of the project, including questions about types of transportation looked at, effect on neighborhood and property values, Eminent Domain issues, exorbitant cost etc. An amendment was proposed by David Strouse to include CBS Television City as a supporter of the project, along with LACMA, Cedars Sinai and the Gilmore Company. The motion passed with a vote of 28 in favor, no opposition, and no abstentions.
  - b. Motion to Re-allocate Community Beautification Grant:

MCWCC partnered with the Fairfax Business Association (FBA) to landscape the medians on the 700 and 800 blocks of Fairfax Avenue. Joyce Kleifield of the FBA spoke to clarify the issues. She stated that the FBA wanted to landscape the 2 medians and raised \$55M (includes the \$5M donated by MCW). The cost of the beautification has now increased to \$80M.



Jeffrey Jacobberger wrote a grant for the 700 block, and was awarded a \$10,000 matching grant, while FBA was raising money for the 800 block. The FBA wants to combine resources to get one median done (800 block), after which they will move to the 700 block. The motion passed with a vote of 28 in favor, 1 opposed and no abstentions.

**8. Land Use Motions:** Brad Seiling, Chair of the LUC passed around a handout regarding an open house for a 21 story project on Wilshire and Crescent Heights. He also mentioned a meeting on 9/24/08 regarding a project at 936 LaBrea, and that the LUC will be revisiting the Beverly Connection Project. The public will have a chance to have some input on these projects if they wish to attend. Mr., Seiling gave an update on the El Guapo project on Melrose. The Zoning Administration denied their request for dancers, increased hours and elimination of security guard. They approved the happy hour and barstool requests. MCW opposed the motions across the board.

**a. Johnny's Pizza (5757 Wilshire Blvd):** This is a motion by the new owners of this restaurant to renew the lapsed CUP for beer and wine. LUC voted unanimously to support the motion. The new owners spoke briefly to the Board. The motion passed with a vote of 33 in favor, no opposition and no abstentions.

**b. Fairfax Market (511-515 Fairfax):** The owners are requesting a CUP to sell a full line of alcoholic beverages for off site consumption and adding a 2000sqft second story storage area, without adding parking. LUC supports the alcohol sales but wanted to defer the parking issues because they were not provided enough information by the owners. LUC recommended taking no action on this. The owners did not show up at the meeting to present their case. There was opposition by some members of the board concerned with the changing face of Fairfax Avenue due to alcohol sales. Charles Lindenblatt proposed an amendment opposing the 2<sup>nd</sup> part of the motion. The motion as amended passed with a vote of 25 in favor, 6 opposed and no abstentions.

**9. Bylaws and Grievance Committee Report:** Charles Lindenblatt, committee chair, stated that he has started going over the bylaws and has found a number of inconsistencies. He is also looking at previous amendments that never moved forward, and will keep the Board informed of findings and recommendations.

**10. Communications Committee Report:** Arturo Nava, committee chair, reported on the committees recommendations. He stated that MCWCC needs to listen to the community (listening tour). There are 5 key areas that the committee wants to focus on: communications, branding, internal communications process, news content and events, PR and press outreach.

**11. Arts and Recreation Committee Report:** Rebecca Ver Straten-McSparran, committee chair, mentioned that the Arts Committee Report should be the first on the agenda so that the public, who don't always stay for the entire meeting, can hear announcements. The next Art Walk is scheduled for September 20, 2008. For the first time, there will be an after party from 6:30 - 8:30pm at El Toro Cantina. The Art Walk is growing and they now have my space and face book accounts. She passed out a flyer and mentioned the Art Scene Magazine, where MCW is mentioned on the first page.

**12. Public Safety Committee Report:** Tara Brown, committee chair, mentioned that MCWCC is a sponsor of the Emergency Preparedness Fair scheduled for this weekend. For the \$1,000 donation, MCWCC will have mentions on 5 radio stations. She introduced the co-chair, Paul Lerner.

**13.** 2 volunteers were selected to attend the Oct 11, 2008 Mayor's Budget Day: Vincent Autiero and Charles Lindenblatt.



**14. Public Comment:** Joyce Kleifield, of Fairfax High School, reported that Fairfax High met all their standards for the No Child Left Behind Act; they increased their test scores (694 API) by 26pts for the second year in a row; and were granted WASC accreditation for 6 years. Fairfax High has the 5<sup>th</sup> lowest dropout rate and was mentioned as one of the top 10 public schools in LA. The principal's goal is to raise it to one of the top 5.

**15. Board Member Comments/Announcements:**

- ◆ Ken Draper mentioned a workshop on public funding of city elections and campaigning. He also requested that motions be sent out earlier to allow time to read prior to meeting.
- ◆ Brad Seiling thanked the Second Vice Chair, Teresa Magula, for doing a great job running the meeting.
- ◆ Teresa Feldman mentioned that Friday September 19, is Parking Day LA in front of El Carmen. She reported that Hancock Park Elementary School is turning away students. She mentioned that the crosswalk at 6<sup>th</sup> and Crescent Heights is gone.
- ◆ Rebecca Ver Straten-McSparran announced that TarFest, October 3-5 is a great community event.
- ◆ Chris Densen requested that we be "greener" and not distribute so many paper handouts at meetings. Everyone seemed to support this idea.
- ◆ Nina Diamante-Vera wanted to echo Joan Taylor's request to take care of seniors needs.
- ◆ Bruce McCormick stated that Park LaBrea does what they can for seniors but that there is a problem with getting seniors out for participation.

**16.** There was discussion as to the date of next months meeting, scheduled for October 14, 2008, due to the Jewish holiday. Teresa Magula stated that the Executive Committee would decide and let everyone know.

The Meeting adjourned at 9:07pm.