

**September 16, 2013 Board and Stakeholder Meeting Minutes  
Cabrillo Marina Community Building, 6:30pm.**

1. **Call to Order and Roll Call:** Meeting called to order at 6:38pm. See list below for board member attendance (quorum of 15 board members present). Approximately 45 stakeholders present.

<b>Board Members</b>	<b>Roll Call/Attendance</b>
Dave Behar	Present
Gary Bettis	Present
Cari Lynn Burich	Present
James Dimon	Present
Louis Dominguez	Absent
Bob Gelfand	Present
Lydia Gutierrez	Present
Chuck Hawley	Absent
Dan Malstrom	Present
Matt Matich	Present
Chris Nagle	Present
Ana Rosa Ortiz	Present
Frank Pereyda	Present
Ted Shirley	Present
June Burlingame Smith	Present
John Vidovich	Present
Peter Warren	Present

2. **Reading and approval of minutes:** The minutes of the August 19, 2013 Board Meeting were approved as presented in the agenda packet with 12 yes, 0 no, 2 abstentions.
3. **Public Comment on Non-agenda items:**
- a. Lanny Nelms reported on news from Harbor Community College which includes negotiations to upgrade the campus for Teacher Prep, a \$28.5 million dollar project. He also reported on the Bonnie Christiansen Science Center.
  - b. June Burlingame Smith reported on the Pt. Fermin Residents Association meeting. She then commented that she would like the Transportation Committee to address the issue of the Police not being able to use the new Express Lane to get to downtown LA. June also reported on the Block Captain program and the need for cameras in the NC area to deter graffiti and crime.
  - c. Ziggy Murkich reported on the San Pedro International Film Festival.
  - d. Kristina Smith announced an upcoming LAPD Townhall meeting on September 21, 2013, sponsored by the Central San Pedro Neighborhood Council.

4. **Recognition:** Captain Richard McKenna, Retired Executive Director of the Marine Exchange was recognized for his contributions and local leadership. He spoke briefly about the facility.
5. **Reports from Government Agency Representative:**
  - a. **Los Angeles Police Department:** Robert Perez, Sr. Lead Officer from East Wilmington reported for Officer Matt Vuoso. He provided crime statistics comparing numbers from 2009 and 2013. Other categories show the same decline. They will be conducting a burglary task force in the next month. The officer answered questions from stakeholders and also provided the Dispatch number for the LAPD 213-928-8223.
  - b. **Council District 15:** Kevin Bingham reported on the following:
    - i. The revised "Save our Streets LA" proposal was heard in council on August 21. The committee came up with 24 motions related to feasibility of the program.
    - ii. Department of Transportation is going to be rolling out their version of the "Parklet" program. It will go to Council first. Businesses will be able to apply for a parklet to improve the environment around their business.
    - iii. Replant Recycling Center at 25<sup>th</sup> and Western has been downsized in hopes of deterring negative impacts.
    - iv. Paseo Del Mar Turnaround: A design has been created as a temporary/short term solution. A long term solution has not yet been determined.
    - v. The Councilman's new website has been launched and has many new features including a "Share Your Idea" link.
    - vi. Upcoming events were announced.
  - c. **Port of Los Angeles Report:** Augie Bezmalinovich reported:
    - i. Announcement of upcoming Board of Harbor Commissioners meetings.
    - ii. The historic fireboat called the "Ralph J. Scott" is getting a temporary cover to protect it from the elements.
    - iii. Two new Harbor Commissioners have been appointed, Patricia Castellanos and Anthony Pirozzi.
    - iv. The Port's Annual Waterfront Meeting is Tuesday September 24, 6-8pm at the Crowne Plaza.
    - v. Cirque de Soleil will be here starting October 11<sup>th</sup> through October 27<sup>th</sup>.
    - vi. Dean Pentcheff asked for information on the Alta Sea project.
    - vii. Peter Warren asked when the next Ports of Call Development meeting might be scheduled and the response was that a date has not yet been released.
6. **Question Time Regarding Written Officer and Committee Chair Reports:**
  - a. Ted Shirley gave a report on the Finance Committee. A new amended budget will be submitted for board approval at the next board meeting. Lydia Gutierrez and Peter Warren had questions about expenditures.
  - b. A motion was made by Chris Nagle, seconded by Frank Pereyda to address item #7 out of order and then return to Committee Reports. The motion was subsequently withdrawn.
  - c. Chris Nagle gave a verbal report on the Education Committee, including updates on the utilization of the John Olguin Campus.
  - d. James Dimon, Public Safety Chair, gave a short verbal report.
  - e. Gary Bettis, Communications Committee, gave a short verbal report on future plans. Monday the 23<sup>rd</sup> is the next Committee meeting.
  - f. Bob Gelfand, Cultural Affairs Committee, commented that he is looking for additional committee members in order to hold a meeting.

- g. Peter Warren commented on his efforts to have Alan Johnson provide information on Ports O'Call redevelopment at an upcoming Port Committee meeting.
7. **Board approval of all purchasing card transactions and monthly bank statements.** Treasurer Ted Shirley provided an overview of expenditures through the purchase card. **Motion by Peter Warren to postpone the approval of the purchasing card transaction and monthly bank statements until next month. The motion was seconded by Lydia and passed with 9 yes votes, 4 no vote and 2 abstentions.**
8. **Motion to Approve Strategic Plan:**
- The following motion was presented for approval: "Coastal San Pedro Neighborhood Council adopts the CSPNC 2013-2014 Strategic Plan as written and approves its submission to the Department of Neighborhood Empowerment." (Attached to these minutes as Page 6)
  - June Smith moved for the Board to move to a committee of the whole for ten minutes to review the Strategic Plans as presented in the agenda packet, seconded by Lydia Gutierrez. 2 yes, 10 no, 1 abstention. Motion failed.
  - The Motion (as shown in "a." above) was presented for approval. June Smith moved to adopt a substitute motion as provided on page 15 of the agenda packet, seconded by Peter Warren. Motion to amend by Ted Shirley to combine both strategic plans and approve them for submission and present vote on them and then call for an ad hoc committee to revise it in the next month and submit an amended Strategic Plan, seconded by Bob Gelfand. Motion to amend passed with 10 yes, 3 no, 1 abstention. Motion as amended passed with 10 yes, 3 no, 1 abstention.**
9. **Presentation by Alta Sea on progress of the project.** No representative in attendance.
10. **Motion by Bob Gelfand to combine agenda items 10 and 11 on a consent calendar, seconded by Lydia Gutierrez and passed with 12 yes, 0 no, 2 abstention**

**Consent Calendar:**

**Agenda Item #10. Motion Re: Marine Mammal Care Center:** The following motion was presented for approval: The Coastal San Pedro Neighborhood Council will sponsor the Marine Mammal Care Center in the amount of \$1000 for the Party for Pinnipeds.

**Agenda Item #11. Motion Re: Angels Gate Howl and Scary Stories:** The following motion was presented for approval: The Coastal San Pedro Neighborhood Council will sponsor the Angels Gate Cultural Center in the amount of \$500 for Howl and Scary Stories; sponsorship is to include placement of the CSPNC logo on promotional materials including bookmarks to be handed out at the event.

**Consent calendar approved with 11 yes votes, 0 no and 2 abstentions.** (Peter Warren recused himself and left the room during voting).

11. **Motion by Bob Gelfand to combine agenda items 12 and 13 on a consent calendar, seconded by Peter Warren. Lydia asked for item 13 to be pulled from the consent calendar. Motion by Bob Gelfand then withdrawn.** Individual motions were addressed as follows:

**Agenda Item #12: Motion Re: Ad Hoc Committee for Paseo del Mar Beautification:** The following motion was presented for approval: The Coastal San Pedro Neighborhood Council will create an Ad Hoc committee on Paseo Del Mar beautification. (Moved by John Vidovich and

seconded by Matt Matich). **Bob Gelfand** moved that this motion be referred to the Strategic Plan Ad Hoc Committee. Motion seconded by Peter Warren and passed by 9 yes, 2 no, 2 abstentions.

**Agenda Item #13: Motion Re: Ad Hoc Committee for Business:** The following motion was presented for approval: The Coastal San Pedro Neighborhood Council will create an Ad Hoc committee on Business. **Motion by Bob Gelfand to refer to the Strategic Plan Ad Hoc Committee, seconded by Lydia and passed with 11 yes, 0 no, 2 abstentions.**

12. **Motion Re: Neighborhood Watch Program:** James Dimon presented the following motion from the Public Safety Committee was presented for approval:  
*“Whereas, the Coastal San Pedro Neighborhood Council desires to improve the overall effectiveness and communication of the Neighborhood Watch Program through digital and home based methods, including developing an e-mail and wireless database for stakeholder alerts.  
Whereas, CSPNC seeks to advance and enhance the LAPD’s Block Captain program for public safety and crime.  
Therefore, Coastal San Pedro Neighborhood Council will contribute an amount not to exceed \$3,000 to a Coastal San Pedro Neighborhood Watch Program of lawn signage, notepads and stickers and provide refreshments for no more than 15 Coastal San Pedro Neighborhood Watch “Block Captain Block Parties” in Coastal San Pedro at an amount not to exceed \$100.00 per block. **Motion passed with 13 yes, 0 no, 1 abstention.***
13. **Motion by Lydia Gutierrez to refer Agenda items 15, 16 and 17 to the Communications Committee, seconded by Gary Bettis. Motion passed with 12 yes votes, 0 no votes and 1 abstention.** The following agenda items were referred to the Communications Committee:

**Agenda Item #15: Motion Re: EZ Up Style Tent Purchase:** The following motion was presented for approval: *The Coastal San Pedro Neighborhood Council shall purchase Logoed EZ Up style tent at a cost not to exceed \$1,500.00*

**Agenda Item #16: Motion Re: Logoed Items for Outreach:** The following motion was presented for approval: *The Coastal San Pedro Neighborhood Council shall purchase CSPNC logoed t-shirts and other logoed promotional items at a cost not to exceed \$1,000.00*

**Agenda Item #17: Motion Re: Outreach Committee Budgeting:** The following motion was presented for approval:  
*Whereas, Neighborhood Councils operate with a limited budget that may not serve all parties who request funding.  
Whereas, CSPNC seeks to enhance its internal methods of outreach for stakeholder benefit, by engaging committees to help steer the process.  
Therefore, the Coastal San Pedro Neighborhood Council will limit event sponsorship requests at a maximum request amount of \$1,000, unless part of a committee’s stated strategic plan and budget.*

14. **Motion Re: CSPNC Youth Advisory Council Formation:** The following motion was presented for approval:  
*The Coastal San Pedro Neighborhood Council will form the education and outreach based CSPNC Youth Advisory Council, to consist of at least one student each from area Elementary, Middle and High Schools, along with home schooled individuals to be managed by the Communications and Education Committees, with Parental supervision. **Motion by Lydia Gutierrez to refer this to the Education Committee, seconded by John Vidovich. Motion passed with 12 yes, 0 no, 1 abstention.***

15. **Appointments:** Committee Chairs and committee members were appointed by unanimous vote as follows:
- a. **Adhoc Strategic Plan Committee:** The following members were appointed to the Ad Hoc Strategic Plan Committee: Ana Ortiz, June Burlingame Smith, James Dimon, and Robert Gelfand. June Burlingame Smith was appointed as chair and it was agreed that the chair of each Committee should also be appointed to the committee. There were no objections to the appointments.
  - b. **Alta Sea Project:** The appointment of Pentcheff and Gelfand as representatives to the Alta Sea Project was referred to next month's meeting.
16. **Public Comment:** Highlights from the public comments follow:
- a. **John Vidovich:** Disheartened by the conduct of the board.
  - b. **Chris Nagle:** Felt that the meeting was contentious and there was too much nitpicking.
  - c. **Dean Pentcheff:** Does not feel that disagreement is a bad thing but it is important for board members to specify in a brief and dispassionate way why they disagree.
  - d. **Dan Malstrom:** Bring community voice here not all the bickering. Debate is good but we need to do the homework prior to coming to the meeting.
  - e. **Cari Burich:** Very disappointed to be on the board. She was hoping that the older board members would foster the newer members through the various procedures. The meetings need more control.
  - f. **Bob Gelfand:** Meetings go on too long. He would like to have yearly training sessions in Roberts Rules, the Brown Act and other procedures. Pointed out some of the past accomplishments of the Coastal SPNC.
  - g. **Ana Ortiz:** Feels that there is a lack of respect amongst board members.
  - h. **Peter Warren:** This is a governmental organization and we are entrusted with public funds. We cannot rely solely on committees to makes decisions. Some of the work and accountability is done at the monthly stakeholder meeting in front of the public.
  - i. **Gary Bettis:** A bit embarrassed at the board's performance in front of the stakeholders. The board needs to rely on the committee members who present well thought out motions. A strategic plan is a living document that is constantly being revised and is important to have in place. Board members are here for the same purpose, to represent the stakeholders.
  - j. **Dave Behar:** Issues between board members need to be resolved outside of the meeting. Empower the committees to do their work.

17. **Announcements:** None.

18. **Adjournment:** The meeting was adjourned at 9:50pm.

Respectfully submitted,  
Kristina Smith for CSPNC

## CSPNC | 2013 + 2014 Strategic Plan

**CSPNC Vision:** Win the EmpowerLA Award for Outreach while *Locally Listening and Leading* in promotion of Stakeholder Solutions, Public Safety and Youth Empowerment

### **CSPNC Goals:**

- 1) Improve the database and Implement a digital presence that includes upgrading the website, video, incorporating an online calendar, complementing it with a social media strategy, and supporting it all with an email newsletter.
- 2) Development and Distribute print materials, including business cards, brochures, and resource guides, that promote the Neighborhood Council and connect with stakeholders.
- 3) Survey the community and establish partnerships with other community organizations such as service providers, volunteer groups, and neighborhood watches, in order to share networks.
- 4) Participate in public events, implementing a booth and outreach strategy that engages stakeholders.
- 5) Initiate two new committees – Business and Youth Advisory

### **CSPNC Solutions:**

We will anticipate the challenges or obstacles that we will encounter and incorporate the solutions in our plan.

- 1) Enable area vendors to help execute our goals and objectives
- 2) Build an effective set of tools for our Outreach Plan template. What tools are in our toolbox and what do we need?
- 4) Break down and budget our solutions and goals. Budget for the outreach materials that are part of our booth and mission forward strategy and also the tools for public events (canopy, table, outreach materials, etc.)

### **CSPNC Budget:**

- 1) Outreach \$28,550.00
- 2) Operations \$ 4,450.00
- 3) Neighborhood Purpose Grants (NPGs) \$ 4,000.00
- 4) Neighborhood Improvements \$ .00
- 5) Elections/Selections \$ 3,950.00
- 6) New Board Retreat \$ 350.00

The CSPNC allocation for FY 2013/2014 is \$37,000. While there is no set criteria for how much CSPNC should spend in each area, remember the mission for Neighborhood Councils: “increase citizen participation and make government more responsible to local needs.” Are our funding expenditures doing that? We will provide NPGs to the community, however will not forget to set aside funds to increase community awareness of what is going on with CSPNC, City officials and departments so we can bring community members’ concerns back to the City government.

**CSPNC Scorecard:** We will measure our progress and final performance, adjusting along the way. Our current metrics are:

- 1) Website – 1,500 avg viewers
- 2) Contacts – 625 people on our email distribution
- 3) Meetings – 45 avg stakeholders per meeting
- 4) Public Events – 1-2 per year
- 5) Partners – Our Partner Organizations include: Cabrillo Marine Aquarium, Palos Verdes Land Conservancy, Marine Mammal Care Center, Angels Gate, Music by the Sea

We will ask the same questions and count the same metrics and measurables and evaluate our success.

**CSPNC Reminder:** We need to align our behavior with our Vision and Goals.

Everything we do should be advancing us toward our Vision and Goals we have set at the 2013 Retreat. If something we are doing is not aligned, it is a potential obstacle or challenge that will interfere with our goals. At every turn, we will ask ourselves “Does this promote more citizen participation in government and make government more responsive to local needs?” If the answer is yes, then we are bringing our vision of Locally Listening & Leading to life!

### **Strategic Plan Part II**

**The BIG Goals:** Break the Vision down into achievable goals that are steps in fulfilling your vision. Example:

1. Continue to develop training for the Board in order to achieve maximum effectiveness with minimum disruption.
2. Work with the Council Office to provide smooth communications between stakeholders and the City Council
3. Continue to develop an active website that is user friendly and informative
4. Manage the budget with stakeholder influence and oversight
5. Continue to work with other Neighborhood Councils in the area on major projects that impact more than just Coastal SPNC’s area
6. Continue to work with other NCs throughout the City on citywide initiatives and problems
7. Make outreach FUN as well as broad and timely

**The BIG Solutions:** Anticipate the challenges or obstacles that you will encounter and incorporate the solutions in your plan.

1. Finding the right people, time and place to hold a retreat and local training
2. Making sure that our communications with city officials is effectively communicated and responded to in a timely fashion. With reduced staffing, we may not be able to have the people services we have in the past
3. Working with DONE and BONC to make our wishes known and have them respect our input by not mandating rules than hinder rather than help us function
4. Finding the right time and venues to increase stakeholder participation; 5. Managing the increasing intrusions by DONE into our reduced budget.