

**January 21, 2014 Board and Stakeholder Meeting Minutes
Cabrillo Marina Community Building, 6:30pm.**

1. **Call to Order and Roll Call:** Meeting called to order at 6:32pm. See list below for board member attendance (quorum of 14 board members). Approximately 35 stakeholders present.

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

2. **Reading and approval of minutes:** The minutes of the November 18, 2013 Board Meeting were approved as presented in the agenda packet with 10 yes votes, 0 no votes and 2 abstentions.
3. **Public Comment on Non-agenda items:**
- a. Dean Pentcheff – Asked for volunteers for the Rules and Bylaws Committee of the Coastal San Pedro Neighborhood Council.
 - b. Robert Brandin – Announced the Public Safety Summit on Saturday sponsored by the Coastal SPNC and talked about the importance of addressing student safety. (James Dimon commented that this issue will be addressed at Saturday’s Summit).
 - c. Angela Romero – Introduced her local website www.thatssopedro.com which covers local events and focuses on all the positive things in San Pedro.
 - d. June Smith – Congratulated Caroline Brady for her new position as Executive Director of Friends of the Cabrillo Marine Aquarium. June also announced that the Point Fermin Residents Association will be meeting Saturday at 9am at the Community Center at Point Fermin Park.
4. **Recognition** - Doug Epperhart was recognized with a Proclamation for his contribution to the Coastal San Pedro Neighborhood Council and also for his continued involvement in the neighborhood council system.

5. **Reports from Government Agency Representative:**

- a. **Los Angeles Police Department:** Highlights from Senior Lead Officer Eve Wight's report included:
 - i. Of the 21 police departments in the city of Los Angeles, Harbor Division was #1 in crime reduction.
 - ii. In most categories crime was down except for burglary from motor vehicles and robberies. SLO Wight reminded all in attendance to "Lock it or Lose it!"
 - iii. Recent Facebook postings by neighborhood watch groups are misleading giving the appearance that there is more crime than there really is in the Coastal area.
 - iv. Paseo del Mar has a new neighborhood watch group.
 - v. Crime mapping link on LAPD website is sometime inaccurate in its reporting of Western Avenue. Any Harbor Division reports related to Western in the San Pedro area will have the number 1405 attached to the report; "05" designating Harbor Division.
 - vi. SLO Wight announced the Safety Summit scheduled for Saturday, January 25th.

- b. **CD 15 Office:** Ryan Ferguson, Field Deputy for San Pedro provided a written report and highlighted the following items:
 - i. **2013 Highlights.** A list of accomplishments and successful events in the CD15 area was shared.
 - ii. **San Pedro Updates:** A list of current and completed projects within San Pedro was also shared.
 - iii. Concerns from Stakeholders and Board Members included:
 1. The poor condition of Alma Street which is becoming hazardous.
 2. A follow up was requested on the issue of tree trimming on Paseo del Mar.

- c. **Port of Los Angeles Report:** Augie Bezmalinovich provided a very brief report and also announced the upcoming Board of Harbor Commissioners meetings. The 2014 Harbor Commission Meeting schedule is available on-line.

6. **Question Time Regarding Written Officer and Committee Chair Reports:**

- a. Ted Shirley gave an overview of the Budget and Finance 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 John Vidovich to approve the expenses for November 2013. The motion was seconded by James Dimon and passed with 13 yes votes, 0 no votes and 1 abstention. (Roll Call vote: Behar-abstain; Bettis-yes; Burich-yes; Dimon-yes; Dominguez-yes; Gelfand-yes; Malstrom-yes; Matich-yes; Nagle-yes; Ortiz-yes; Shirley-yes; Smith-yes; Vidovich-yes; Warren-yes.)**

8. **Presentation: The Korean Friendship Bell.** Ernest Lee talked about the Korean Friendship Bell Preservation Committee. It has taken 7 years to complete the preservation project. Lee provided background information which included the following facts: The Bell was given to the People of the US in 1976. It cost \$500,000 to cast. The bell was first rung on July 4, 1976 in Busan and then was dedicated on October 31, 1976 in Los Angeles. Mr. Lee provided a short Power Point Presentation and concluded with information on how the community can help the Preservation Committee. Contact email is: Info.kfbpc@gmail.com The organization is also on Facebook.

9. **Presentation: The Port of Los Angeles Construction Projects.** Augie Bezmalinovich reported on two major construction projects: The John S. Gibson Blvd/I-110 Fwy access ramp and the SR-47/I110 Connector Widening. The engineers working on the project were introduced and a Power Point Presentation provided details on where the construction will take place and how it will affect the residents of San Pedro. Construction has started and should be completed by June 2016. Sound

walls will be construction starting in March 2014. John S Gibson Ramps improvements will begin in the summer or fall of 2015.

10. **Consent Calendar:**

Items 11, 13 and 14 were presented on the Consent Calendar for approval by the board.

Item #11: Motion to pay for recordings of Governing Board meetings and other services: The Coastal San Pedro Neighborhood Council establishes a fee of \$185 per Governing Board meeting to be paid to Andrew Menzes for services including recording Governing Board meetings as well as necessary work involving setting up and taking down the recording system and the facility.

Item #13: Motion to appoint an editor of the print publications of CSPNC: The Coastal San Pedro Neighborhood Council appoints Robert Gelfand to manage the publication of the print newsletter version of Coastal Currents.

Item #14: Motion to create a CSPNC Transportation Committee: The Coastal San Pedro Neighborhood Council hereby creates a committee on transportation.

Motions on Consent Calendar seconded by James Dimon and passed with 13 yes votes, 0 no votes and 1 abstention. (Roll Call vote: Behar-abstain; Bettis-yes; Burich-yes; Dimon-yes; Dominguez-yes; Gelfand-yes; Malstrom-yes; Matich-yes; Nagle-yes; Ortiz-yes; Shirley-yes; Smith-yes; Vidovich-yes; Warren-yes.)

11. **Agenda Item #10 (removed from Consent Calendar for further discussion). Motion to appropriate \$2,000 to the Cabrillo Marine Aquarium.** This motion came from the Budget and Finance Committee. Bob Gelfand provided information on the motion which reads as follows: **The Coastal San Pedro Neighborhood Council will sponsor the Friends of the Cabrillo Marine Aquarium in the sum of \$2,000 of which \$1500 is for Community Sponsor Membership and \$500 is for an ad in the Grunion Gala program.**

Motion passed with 12 yes votes, 0 no votes and 2 abstentions. (Roll Call vote: Behar-abstain; Bettis-yes; Burich-yes; Dimon-yes; Dominguez-yes; Gelfand-yes; Malstrom-yes; Matich-yes; Nagle-yes; Ortiz-yes; Shirley-yes; Smith-yes; Vidovich-yes; Warren-abstain.)

12. **Agenda Item #12 (removed from Consent Calendar for further discussion): Motion to agree to a proposal to redesign and maintain the CSPNC website:** **The Coastal San Pedro Neighborhood Council accepts the proposal from The Mailroom to enhance and implement changes to our website per attached proposal at a base fee of \$600 and not to exceed \$1000 for the services to be performed. Further, CSPNC accepts the proposal by The Mailroom to maintain the website on a monthly basis per their attached proposal at a base fee of \$50 per month and not to exceed \$100 per month.**

Motion passed with 13 yes votes, 0 no votes and 1 abstentions. (Roll Call vote: Behar-abstain; Bettis-yes; Burich-yes; Dimon-yes; Dominguez-yes; Gelfand-yes; Malstrom-yes; Matich-yes; Nagle-yes; Ortiz-yes; Shirley-yes; Smith-yes; Vidovich-yes; Warren-yes.)

13. **Agenda Item #15. Motion regarding the creation of a regional multi-neighborhood council committee on Port impacts according to the proposal referred by HANC:**

Whereas Community members seek to provide reasonable feedback to the Port of Los Angeles "POLA" and the Board of Harbor Commissioners, on Draft Environmental Impact Reviews (dEIRs), Environmental Impact Reviews (EIR's), and Waterfront Projects in the Harbor Area and Los Angeles Waterfront, Whereas, proposed Waterfront Development, street and infrastructure projects in and around the POLA have health, traffic and economic impact on the communities in, of and around the POLA;

Therefore, the Coastal San Pedro Neighborhood Council supports the formation of a working committee under the initial title of the Los Angeles Community Port Advisory Council (LACPAC) and will designate two members and an alternate, who need not to be current Neighborhood Council Board members, to serve for one year terms, on behalf of the neighborhood.

Motion to approve by Bob Gelfand, seconded by Louis Dominguez. Ted Shirley moved to amend the motion adding the following sentence at the end: "LACPAC actions must be approved by CSPNC to be binding on CSPNC." There was no second to the motion to amend. **Louis Dominguez moved to**

refer the motion to the Port and Environment (P & E) Committee for further review, seconded by Bob Gelfand. During discussion Gary Bettis commented that he felt it was important that all the neighborhood councils in the Harbor area have one common motion. The Motion to refer to the P & E Committee passed with 8 yes votes, 4 no votes and 1 abstention.

14. **Agenda Item #16. Motion to appoint members of the CSPNC Governing Board Selection Committee and to appoint a chair and co-chair of that committee.** Dean Pentcheff was nominated as Chair of the Coastal San Pedro Neighborhood Council Governing Board Selection Committee by Dan Malstrom. Dean accepted the nomination which was seconded by Bob Gelfand and approved unanimously by the Board. Stakeholder Kristina Smith agreed to be on the Committee.
15. **Agenda Item #17. Discussion item regarding the creation of a citywide fund to do citywide outreach on behalf of the Los Angeles neighborhood councils.** Bob Gelfand spoke on the issue reminding the Board that the Coastal SPNC has been in existence since 2002 and since then the City has not done any outreach to help get the word out that the neighborhood councils exist. Bob is bringing forth the concept of a citywide outreach program to inform the people who live in Los Angeles that neighborhood councils exist and what they do. The concept includes the city, through its Department of Neighborhood Empowerment, establishing an account where individual neighborhood councils can contribute funds that will be used for outreach efforts such as radio ads, bus bench ads, or other methods. The concept envisions the project starting sometime in the next fiscal year. No action was taken by the Board at this time.
16. **Agenda Item #18. Appointment to Committees:**
James Dimon, Dan Malstrom, Gary Bettis and John Vidovich were appointed to the Rules and Bylaws Committee.
Clay Marshall (stakeholder), Louis Dominguez, Dan Malstrom, Mike Browne (stakeholder), and Gary Bettis were appointed to the Transportation Committee which will be chaired by John Vidovich.
17. **Public Comment:**
 - a. **Dan Malstrom:** Spoke about the ongoing cell tower issues around the city. A letter will be drafted and presented at next meeting for Board approval.
18. **Announcements:** Dave Behar announced the upcoming Safety Summit scheduled for Saturday, January 25, 2014 from 1pm-5pm.
19. **Adjournment:** The meeting was adjourned at 9:10pm.

Respectfully submitted,
Kristina Smith for CSPNC



The Mailroom

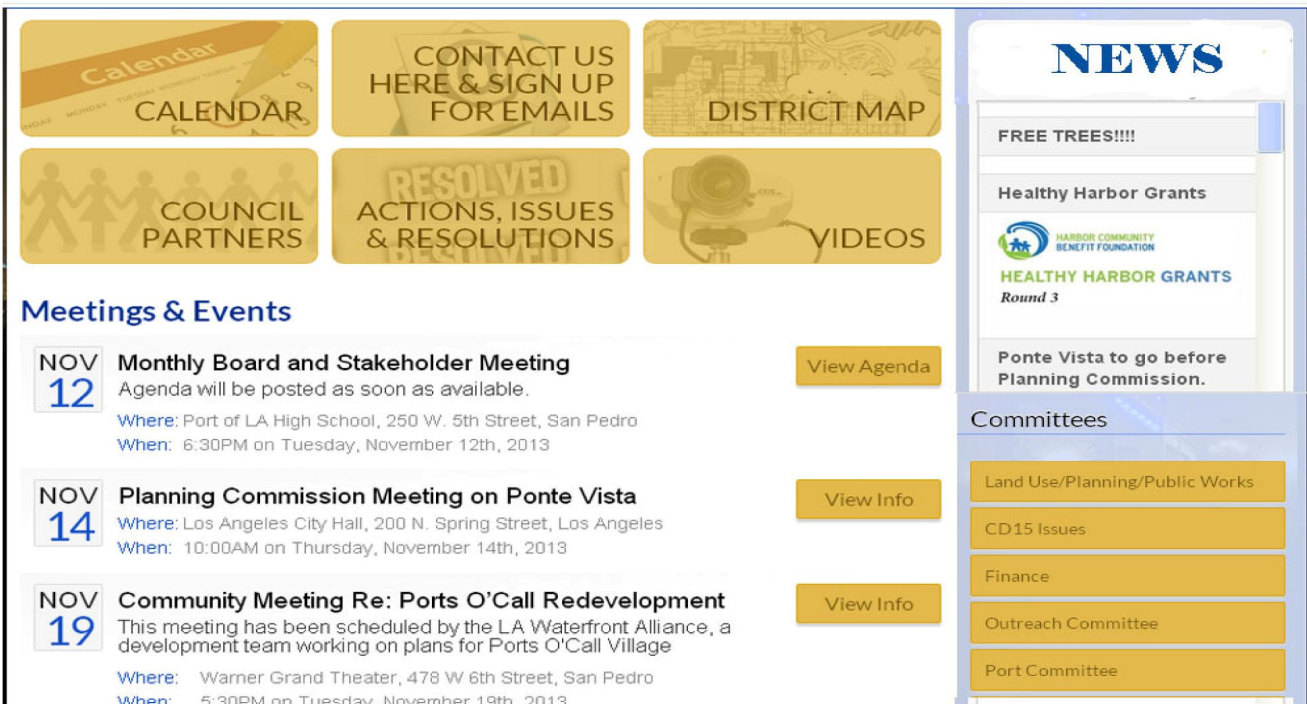
1840 S Gaffey Street, San Pedro, CA 90731

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PROPOSAL FOR ENHANCING COASTAL SAN PEDRO NEIGHBORHOOD COUNCIL WEBSITE:

Within the past 24 months we have launched word press websites for Northwest San Pedro Neighborhood Council and Central San Pedro Neighborhood Council. We had extensive meetings with a website committee to find a suitable way to manage the information. Neighborhood Councils are unique in that the website has to organize a huge amount of information from meeting dates, the past minutes, current news related to NC's, etc. We have found that even after creating the websites, we are constantly adjusting them as needs become apparent. For Coastal I suggest a similar website. I have created a mock up to give you the general idea. In my opinion (and the opinion of my webmaster son, it is not a good idea to have "flash" on the website because it takes longer to download and is frustrating to stakeholders who do not have the ability to view flash. The mock up below is just an idea and is totally adjustable. Colors and headlines, links etc will be based on the recent "Request for Proposal" that Coastal sent out. Without spending an enormous amount of money to create a Coastal website from scratch, I propose that you enhance the current website with changes such as are shown in the mock up below:



My suggestion would be to maintain the current header with the ocean theme.

With my extensive experience working with neighborhood councils and speaking with stakeholders, the primary reason for visiting an NC website is to find out information on upcoming meetings. NC's are really meeting driven so I think it is important to have them prominently displayed on the home page. If you were to click on the calendar button (top gold colored box), it takes all the meetings and events that have been posted and displays them in a monthly calendar so you can go back to a previous month to view what is no longer shown on the home page. The home page stays current. The day after a meeting has taken place, the listing automatically disappears from the home page but does stay on the calendar link which display a whole month at a time.

The NC is also driven by committee work. This is the reason we decided to put the committee links on other NC websites and I suggest it for Coastal as well. Obviously, the sample above was cut and pasted from Central SPNC's website so the names would change. But I wanted to give you an idea of how it would look.

I suggest that each Committee has a link to a page where Issues that the committee is working on are presented, reports are posted, committee members are listed, etc.

The buttons shown in the mock up are just suggestions and we can change them to link to whatever information you want. The way we set up Northwest and Central, it is very easy to makes changes with the way the website is customized and still utilizing the Word Press platform.

I suggest that the websites is created in phases. This way it can be launched very quickly and then enhanced with new features as they are worked on.

I agree that there should not be any comments allowable on the website and that stakeholders are referred to the facebook page to leave commentaries.

I also have a suggestion that you might want to consider utilizing Constant Contact for your email blasts. We would import the current email list. The reason for utilizing Constant Contact is that once an email blast is sent out, the information is automatically uploaded to social media with the click of one box!!! (Constant Contact will cost you about \$30/mo for up to 2500 emails). It is easy to use and can also be utilized to send out e-newsletters to stakeholders to update them on issues, events, meetings etc. and it appears in their in-box.

I am sorry that I cannot attend the Communications Meeting to answer questions (I am attending Northwest SPNC's meeting to take minutes) but I will be available to answer any questions at the board meeting since I will be there taking minutes.

Basic enhancement of the site.....\$600.00

Monthly fee for continued uploading of documents, all posting of notices, updating of committee pages, and other enhancements as necessary.....\$50/mo.