

Westside Neighborhood Council Meeting Minutes  
Thursday, July 27, 2017, 6:30 P.M.  
Heyler Realty  
10659 West Pico Blvd

A) Call to Order

By Ms. Tippit, WNC Chair, 6:34 PM

Attendance:

Lisa Morocco (Seat 2)

Steve Spector (Seat 4)

Barbara Broide (Seat 7)

Terri Tippit (Seat 8)

Sean McMillan (Seat 9)

Stacy Antler (Seat 10)

Mary Kusnic (Seat 11)

Colleen Mason-Heller (Seat 12)

Francesca Beale-Rosano (Seat 13)

Shannon Burns (Seat 14)

Eric Shabsis (Seat 15)

Wendy Dox (Seat 16)

Aaron Rosenfield (Seat 17)

Not in attendance:

Jae Wu (Seat 1)

Lisa Tabor (Seat 3)

Brendan Kotler (Seat 5)

Sarah Shaw (Seat 6)

The Annual Strategic Planning and Budget Package was created as follows. *Where screenshots are cutoff, the rest of the info is stated below the screenshot.*

## Neighborhood Council Strategic Plan

Please choose your Neighborhood Council and a Password. This will allow you to save your progress and return to this form at a later time.

### Neighborhood Council

### Create a Password

### Your First Name

### Your Last Name

### Email Address \*

## The BIG Vision

**The BIG Vision:** This should be based on your Neighborhood Council's Mission / Purpose as stated in your approved bylaws. This will include a clear statement of what your Neighborhood Council will do to fulfill its mission in the upcoming year.

Imagine a year from now, when the headline in your local paper announces your success, what does your Neighborhood Council want the headline to say?

The BIG Vision should be consistent with the City Charter mandate which is "To promote more citizen participation in government and make government more responsive to local needs." Does your BIG Vision promote more citizen participation and does it make government more responsive?

**Example:** The XXNC wins the EmpowerLA Award for Outreach! Or Neighborhood Council draws more voters than Citywide Municipal race!

To be a forum for discussion, to be an advocate, to assist other organizations in the Westside Neighborhood, to assist and serve as an advisory body to the Los Angeles City Council, and to engage in other activities as are allowed by law.

## The BIG Goals

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

**Two of your BIG Goals must connect your stakeholders to citywide initiatives or issues.**

Visit [www.empowerla.org/mayorsdirectives](http://www.empowerla.org/mayorsdirectives) for some ideas.

### Examples:

- 1) Our Neighborhood Council will conduct three (3) community town halls on a Council File that affects our community to gather the community's input to file a Community Impact Statement. The town halls will be held in September, January and March and each town hall will require \$750.00 of funding.
- 2) Our Neighborhood Council will hold a Purposeful Aging LA Senior Workshop to connect with our community's older adult population on City services and safety information. The workshops will be held in October, February and April. Each workshop will require \$750.00 of funding.
- 3) Our Neighborhood Council will participate in the Clean Streets LA Challenge or conduct a series of community clean up events to bring our community's cleanliness score from 3 or 23 to 1. The clean up events will be held in August, December and May. Each clean up will require \$1000.00 of funding.
- 4) Our Neighborhood Council will partner with a Neighborhood Council alliance or another Neighborhood Council on a project, such as Cool Blocks with the Neighborhood Council Sustainability Alliance, PlanCheckNC, or Neighborhood Council Emergency Preparedness Alliance, etc. Our projects will be in September, January and April and will require \$1,000.00 of funding.

What is the community benefit? When is your project and will funds be required? How much?

- 1) We will have a goal to file 12 Community Impact Statements.
- 2) To outreach and build a sense of community through events such as Pick Pico, Take Me Home Days, Movies In The Park, and public school events; continuing presence at Home Owners' Association and business groups.

## The BIG Solutions

**The BIG Solutions:** What have been the challenges or obstacles that have been encountered in the past year? How will you incorporate the solutions in your plan.

### Examples:

- 1) We're not tech savvy so where do we go? Solution - Survey the surrounding Neighborhood Councils and share strategies with other successful councils.

3) Implementation of the Call for Projects Grant for the Pico Streetscape Plan.

4) Sponsorship of community organizations/agencies such as the two local public schools, Fire Station 92 and West LA Police.

- 2) We don't know the other organizations and groups. Solution - Find the people that do and enlist their support (real estate agents, non-profits, Council office, local principal, etc.)
- 3) Look at the tools in our Outreach Plan template. What tools do you have and what would like to have?
- 4) These things cost money! Solution - Break it down and budget for your goals. Budget for the outreach materials that are part of your booth strategy and also the tools for public events (canopy, table, outreach materials, etc.). Partner with other Neighborhood Councils to make your dollars stretch.

**PROBLEMS:** There has been a technological challenge of not being able to use MS Excel Spreadsheets for Treasurer related duties. It has been a challenge to make our website available through mobile technologies. Improvements in the design and display of our website. We continue to strive to perfect our communications with our stakeholders and broaden our voice to people who are not regularly engaged.

## The BIG Budget

**The BIG Budget:** The Neighborhood Council yearly allocation for Fiscal Year 2017-2018 is \$42,000. While there is no set criteria for how much a Neighborhood Council should spend in each area, remember the mission for Neighborhood Councils: "to increase citizen participation and make government more responsible to local needs."

**Questions to ask:** Are your funding expenditures increasing citizen participation? Do your funding expenditures make the City more responsive to the community's needs? As you award NPGs to the community, don't forget to set aside funds to increase community awareness of what is going on with City electeds and departments. This will help your Neighborhood Council bring community members concerns back to the City government.

Also, unless you've planned a big project, don't wait until the last month of the fiscal year to frantically spend down the funds. The strategic plan is to help your Neighborhood Council see when and where funds should be spent the entire year.

Reviewing your Neighborhood Council's actual expenses, which expense category were funds most spent and where was the least funds spent? Is this where your Neighborhood Council wants to continue to spend its funds? Did the expense provide a community benefit? Use this information to assist in creating and categorizing the monthly expenditures by month into the Neighborhood Council Budget template based on your vision, goal and solutions.

**Remember - Budgets can always be adjusted during the year with a board vote so changes are easily made if necessary.**

### General and Operational

6000

### Neighborhood Purpose Grants (NPGs)

30000

### Capital Improvement Projects

6000

### Total

\$42000

## The BIG Score

**The BIG Score:** Measure your progress and your final performance with these performance metrics. Evaluate your journey based on results that are specific, measurable and meaningful!

### Example:

- 1) **Citywide Initiatives** - count # of streets/alleys cleaned, how many seniors/homeless/youth assisted, etc.
- 2) **Website** - measure traffic and set a specific goal number to increase traffic to your website
- 3) **Contacts** - count the # of people on your email distribution and set a specific goal number to increase your contacts
- 4) **Meetings** - look at the crowd and count your stakeholders and set a specific goal number to increase the crowd
- 5) **Public Events** - how many do you do and what is the result. Set a special goal number to increase your public events
- 6) **Partners** - make a list of organizations in your network and set a specific goal number to increase your partners

Include these citywide performance metrics measures for Neighborhood Councils so we can see Neighborhood Councils Big Impact on Los Angeles! Remember set specific, measurable and meaningful goals.

1) **Community Impact Statements:** How many Community Impact Statements (CIS) will your Neighborhood Council file per month?

12

Do you require Department assistance in CIS filings?

No

2) **Requests for Action:** How many Requests for Action to Electeds or City Departments will your Neighborhood Council file per month? (This does not include Community Impact Statements.)

24

Do you require Department assistance in CIS filings?

No

3) **Meetings:** How many general board meetings will your Neighborhood Council conduct per month?

1

Committee meetings?

15

Other Meetings?

15

**PROBLEMS:** There has been a technological challenge of not being able to use MS Excel Spreadsheets for Treasurer related duties. It has been a challenge to make our website available through mobile technologies. Improvements in the design and display of our website. We continue to strive to perfect our communications with our stakeholders and broaden our voice to people who are not regularly engaged.



SOLUTIONS - We will endeavor to continue to promote community involvement on all levels. We are going to establish measurable procedures to improve accountability and enhance our effectiveness as neighborhood leaders. We are going to work more closely with IT personnel to enhance the online experience.

| Which organization(s)?        | How much will your Neighborhood Council spend? | When will the events be held? |
|-------------------------------|--|-------------------------------|
| WRAC - Town Hall Meetings (3) | 100  | mm-dd-yy 📅                    |
| LANCC                         | 0  | mm-dd-yy 📅                    |
| LAPD                          | 1500   | mm-dd-yy 📅                    |
| LAFD                          | 1500   | mm-dd-yy 📅                    |
| FOWLA                         | 20000  | 05-20-18 📅                    |
| LAHSA                         | 500  | mm-dd-yy 📅                    |
| LAUSD                         | 2500   | mm-dd-yy 📅                    |
| Dept of Animal Services       | 500  | mm-dd-yy 📅                    |
| Depts of Parks and Rec        | 500  | mm-dd-yy 📅                    |
| Plan Check                    | 0  | mm-dd-yy 📅                    |
|                               |  | mm-dd-yy 📅                    |

  

5) Stakeholders: What is the current number of your Neighborhood Council current stakeholder database?

How many new stakeholders will be added your database per month?

6) Communication: How many times, per month, does your Neighborhood Council contact its stakeholders regarding Neighborhood Council, City business, events, and issues?  1

How do you communicate the information?

This is your Neighborhood Council metrics which will be included in your monthly Neighborhood Council Profile so you can measure progress and evaluate your success monthly.

**The BIG Reminder:** Align your behavior and funding with your Vision. Everything your Neighborhood Council does should be advancing towards your Neighborhood Council's Vision. If something you are doing is not aligned, it is a potential obstacle or challenge that will interfere with your Neighborhood Council reaching its goals.

At every turn, ask "Does this promote more citizen participation in government and make government more responsive to local needs." If the answer is yes, then you are bringing your Vision to life!

If you need to come back to this form to finish, please select "Pending" and click "Save" on the top right corner of this page.

Mr. Shabsis leaves the meeting.

Motion by Ms. Burns to approve the Annual Strategic Planning and Budget Package.

Second: Ms. Morocco

Seats in favor: 2,4,7,8,9,10,11,12,13,14,16,17

Not in attendance: 1,3,5,6,15

12-0-0

Passed

Motion by Ms. Burns to approve the 2017-2018 annual budget.

Second: Mr. Spector

Seats in favor: 2,4,7,8,9,10,11,12,13,14,16,17

Not in attendance: 1,3,5,6,15

12-0-0

Passed

Motion to adjourn 7:55 PM

Unanimous

Submitted: By Aaron Rosenfield, Secretary

*Voting note regarding how abstentions are counted: Section 3 of the WNCs By-Laws state: "Except as otherwise specifically provided, an affirmative vote of a majority of those voting, not including abstentions, shall be required to pass motions."* <http://wncla.org/wp-content/uploads/2015/09/Westside-nc-approved-bylaws-amendments2014.pdf>.