

HOLLYWOODLAND HOMEOWNER'S ASSOCIATION  
MARCH 8, 2016 BOARD MEETING

Call to order 7:32PM

Members present: Sarajane Schwartz, James Mykyfenko, Jeanne Clark, Tara Stephenson-Fong, Robert Louis, Chris O'Brien, Alexa Williams, Jack Conrad, Scott Freeburg

Members absent: Soren Kerk, J.J. Blair

Guests: Jim van Dusen, T.J. Escot, Laura Davis, Cheryl Veltri

Approval of February minutes

- Alexa – 1st
- Jack – 2nd
- Unanimous approval

Approval of Treasurer's report

- Chris – 1st
- Alexa – 2nd
- Unanimous approval
- Jeanne stated that the gardener is Pedro Haro who cleans the planters for \$50 per month.

T.J. asked about the status of 3170 Beachwood Dr., a residence that has been redesigned as a motel. Chris and Tara said that its status as an Arbnb would be taken up at the next DRB meeting, Thursday, March 10 and urged residents to come to the meeting. Robert stated that only the City can approve/disapprove an Arbnb and the HHA can only report the address to authorities. Chris wants the HHA to take a position and urges people to write the Planning Department.

T.J. asked what is taking place during the upcoming Spring Break which led to Jack's Safety Committee report.

Safety Committee Report:

- Jack wants to put together a plan/presentation suggesting the use of the old Toyon Canyon Dump (aka Toyon Restoration Project) as a parking area for all tourists and hikers. The project area can hold up to 20,000 cars as well as restrooms and concessions. Visitors would come to the parking area via Zoo Dr., Griffith Park Dr. and Mt. Hollywood Dr. on the north side of the Park near Travel Town and Forest Law Memorial Park. From there tourists can take a tram to a Hollywood Sign viewing area or hikers can take a designated trail to the same viewpoint. It will be critical that all affected neighborhoods, Los Feliz, the Oaks, Lake Hollywood, join Hollywoodland as a united front when presenting the plan to the City. Jack will attend the Griffith Park Enhancement Update meeting on Wednesday, March 9 to start introducing the Toyon plan.
- Tara received an email concerning a five-year contract with Universal about a regular scheduled tram circling through several Griffith Park viewpoints, including the illegal one at Canyon Lake Dr. and Mulholland Hwy. It is unclear if the email is a hoax or a nightmare.
- Concerning the upcoming Spring Break, Jack reported on his several conversations with CD4. They stated that DOT will put up temporary "No Parking" signs on all of the streets subjected to congestion from March 19 through March 27, along with Parking Enforcement personal at major choke points and roving Park Rangers. He is going to check to see if parking Enforcement will honor the existing PPDs on those dates and what system can be in place for residents on lower Beachwood. (On 03/09 CD4 reported that DOT would NOT be putting up temporary "No Parking" signs as they view it as informal PPDs) Laura Davis will look into what national Spring Break dates are since history has taught that the onslaught lasts longer than one week.

- Chris would like to know what the City budget is for all of this enforcement since it is most likely cheaper to close the Beachwood gate than pay for what they are offering.
- Jack will email his traffic count methodology to all Board members and give the next dates for the count.
- Cheryl reminded the Board that the LA Times suggested Lake Hollywood as an alternative during the Runyan Canyon closure.
- A short discussion was had about whether the removal of the “Blue Scenic Signs” has made any difference. Most agree that there is very little change, one way or the other. T.J. stated that there is less car traffic, but more hikers on Dirt Mulholland.
- There has been no response from the Griffith Park Advisory Board to the HHA response to proposed Griffith Park signage with camera icons for the Hollywood Sign. The Board needs to reach out to CD4 on a status update.
- Cheryl would like a proposal for a stop sign on Westhaven and Beachwood since it is difficult and dangerous to make a left turn onto Beachwood. Jim believes it is too close to the Ledgewood and Beachwood stop sign and would back up traffic.
- Chris asked about the homeless man with a bike sleeping in the Village on Monday. He was gone Tuesday morning.

#### Newsletter, Website & Facebook Committees Report

- Sarajane would like the newsletter to be emailed to all of the community, not just members, as outreach and to get more residents to become members. Chris responded that the HHA does not have emails for the entire tract and the newsletter is publicly available in the Market and posted on the HHA bulletin board. Robert believes that residents should submit their emails if they would like to receive the newsletter.
- Jim stated that the old HHA mail merge is still available for mass mailings at a cost of approximately \$400 per mailing.
- Tara suggested a quarterly mass mailing to all residents.
- Jeanne would like to use a mailing for a membership drive and resident’s emails can be collected at that time. She is also working on Laura’s idea of sending out good news updates.
- Chris wants more people to write articles for the newsletter, so that Soren isn’t carrying the entire burden of coming up with stuff.
- Robert is going to look up home sales and new residents on a realtor’s database and Sarajane will work on a welcome package.
- It was agreed that it would be prudent to collect all resident’s email for emergency and disaster response.
- Tara and Alexa warned Board members about watching their comments on the Facebook page because, even if it is stated that it does not reflect the opinion of the Board, most people will take it as such.

#### Activities Committee Report

- The Kids Easter Egg hunt is coming up on 03/26 at 9AM. Scott would like to expand the hunt and have some games. He would like to sell the HHA kids T-shirt and donate one as an Easter egg surprise. He will put a flyer up on the bulletin board. Chris suggested that he talk to DOT about parking.
- Sarajane describe the 1916 Julius Caesar production in the pre-Village canyon. On May 19 she is organizing a Shakespeare reading and discussion bout the 1916 production in the Village.
- Chris is going to review the book “A Splendid Savage” about a local author and early Hollywoodland resident who lived in the Doe’s house.

#### Short-term Rental & Party House Committee Report

- Robert would like a section of the HHA website where residents can list where short-term rentals and party houses are located and state if they have contacted the police about the locations. He would like to track down the owners and let them know that the homes are being watched. Jeanne asked about just renting a room out and Robert stated that rules vary neighborhood-to-neighborhood and city-to-city.

#### Beautification Committee Report

- The Village Green has been planted.

#### Trademark & Merchandise Committee Report

- Chris has not had a chance to inventory the merchandise yet.
- Jeanne asked how the transactions should take place and it was agreed to be cash, check or Paypal, although they take a percentage.

#### HUNC Report

- Jim stated that big construction is moving closer the neighborhood.

#### Other Business

- All thank you notes have been written.
- Jack has been given the evacuation map.
- Ryu's office stated that anyone could come to his office and go through the recovered LaBonge files.
- Alexa requested copies of past Board minutes to create a database.
- Robert would like to limit meeting guests to an agreed upon number, allow them to make their presentation and then leave the meeting.
- Lucy Gonzales has resigned from the Board, but will continue working on discretionary funds.

#### Motions

1. The HHA supports the current lawsuit against the City of Los Angeles, brought primarily by homeowners on Beachwood Dr., concerning closing the access to Griffith Park at the end of Beachwood Dr. The suit also references the view site on Canyon Lake Dr.

Recused: Sarajane

For: James, Jeanne, Tara, Chris, Alexa, Jack, Scott

Abstain: Robert

#### Recommendations

- That the HHA have a meeting with Councilman Ryu about the Hollywoodland problems. Tara will facilitate a meeting.
- That the residents from the intersection of Ledge wood and Mulholland up to Dirt Mulholland, be polled concerning gating that portion of the road.
- To have Lead LAPD Officer Sanchez come to the next Board meeting.
- To take up a Motion concerning the Boards position on short-term rentals and protecting our R1 zoning.

Meeting adjourned: 9:46PM

