

Hollywoodland Homeowners Association May 9, 2017 Minutes

Present: James Mykyfenko, Alexa Williams, Chris O'Brien, Robert Louis, Tara Stephenson-Fong, Sarah Kate Levy, Cheryl Veltri, Laura Davis.

Also Present: Jim Van D, Sara Jane Schwartz, Alexandra and Todd Hendricks (business associate but doesn't live in Beachwood – Hollywood Heights board & Docent at Hollyhock House).

Meeting called to order at: 7:31pm

Old Business:

1. Approval of the April minutes – approved by all
2. Approval of Treasurers report – approved by all
3. Update, April action items
4. Welcome Packets – Haven't given out packets for a long time. Waiting for artwork. Showed a couple of ideas. Talked to Alex at the market. Wants to appeal to a broader range of people in the canyon as they do sell specialty goods. Spoke to florist and she is thinking about what she might be able to do. Dry cleaner can't help. Could someone else to speak to Patti? (Clarissa will) Talk to Tailwaggers? Cost is about \$20 each bag. So approx. \$600. Does not include cost of a graphic artist. MOTION TO APPROVE A \$600 spend was approved by all.
5. Evacuation Plan – hold for next meeting
6. Operating Manual – in progress
7. City Hall Traffic/Tourist/ neighborhood issues – do we want maps at the end of Beachwood AND in the village? Sending people to Canyon and also to Los Feliz , The Observatory, Fern Dell, Crystal Springs etc. Per the court order.
8. Public Works Projects/ Ryu – Slurried streets which apparently will be ripped up again for cables..... Send letter cc'ing Ryu to the safety dept highlighting how dangerous the streets are. Tree roots etc.
9. 6068 Mulholland Appeal – heard nothing. They are building away.
10. East Gate roof repair – Christine still working with public works on that and making progress. Would love to coordinate with John DeLorio (built/designed gates) having a little tea at the village. Or an Art Show?
11. AirBNB's; small unlicensed hotels – waiting for the city. AirBnB does give tax to the city. Other platforms do not necessarily. Called city – too many people in the telephone line. Will keep trying.
12. PPD's – in place and people are renewing. Lower Deronda wants PPD's as they are getting more tourists. They didn't go for it. Contacted Martin Smith who can help with PPD's. If they are members we should help them.

Committee Reports:

13. President's Message – just grateful for everyone's help.
14. Safety, Cameras, Crime report – we need someone else to hook into the cameras. Alexa will make this work.
15. Special Events, Sunset Ranch Ride? – SKL will try for June. TJ & Paula Escott may want to do something in conjunction. Denise can help with the food? If can't do in June will push but don't want to push too much as want to keep momentum going to help them. Sherman Library do events. Shall we buy a membership? HHA party for 75th anniversary and 25th anniversary specific plan – maybe in September? Take DeLario prints and the gates and put this all into one party. Maybe do an exemption to have a wine and cheese on the village green? How long will Jeff's store be empty? Until at least June. Maybe see if there is an orchestra/brass band in the village?
16. Zoning Public Works - nothing
17. Beautification, Sprinklers, Etc. – Cross off sprinklers as they have been done! Need to get electric fixed so that the pond doesn't have standing water in it that attracts mosquitos. Shall we get rid of fountain? Maybe bore hole through it and put gravel or something so that it remains attractive but no water. But still need electric....
18. Trademark. Merchandise, Branding, Graphic Designer, Branding Consultant, Budget – Clothing, hats, license plate holders, Not for profit. Hollywoodland Village Green is protected. Still pursuing chamber of commerce for \$. We used to sell clothing and it did well. Don't want to make tons of money – just enough to help with our needs.
19. History archiving – Christine has been doing a lot of research.
20. HUNC – not much to report. Will trailhead be on the agenda ? Or are people gradually realizing we all have to get together and fight this together.
21. Hillside Federation – They received our action and met in exec board and they deemed it too broad. Why are they allowing 4 homeowners associations to fight the one homeowner's association that is in Beachwood Canyon? Ryu did reiterate that there was a court order.
22. GP Advisory Board/ Friends of GP; Motion to Intervene – SJS & James went to last meeting. Lots of people wanting to keep signage open.
23. City Hall actions/ issues
24. Membership: RE agent helpers – think we need to target people who did not renew from last year. Need an outreach to specifically those people. One on one not a mailing? Let's do the survey again. Divvy up and everyone reach out. Do people know what we do? Hollywood Dell do a block party. Do we do something similar? Maybe table with coffee and snacks? Now doing a newsletter – May 26th. Need to keep bragging about our cameras. House tour? Maybe in conjunction with John DeLario...
25. Party Houses update – 2820 Westshire party May 8th at 5.30am... will follow up with city attorney. LAPD don't file reports although they should...
26. RAP – already covered

New Business:

27. Welcome Packets Presentation – already covered
28. CD 4 Survey – when is it due????
29. Hollywood land Village Green usage. Closed session.
30. Press secretary – Christine met with Diane to get a new press kit.
Use her any time we need help with the press.
31. Merchandising Discussion – Asking for a proposal to be written.

Notes from discussion with Alexandra Kerr and Todd Hendricks:

Friend on Hollywood Council (Erin Penner) – maybe allocate funds for pruning on the Beachwood stairs and may have money for planting too. May need to be approved by city. Board is looking at this being a long-term project with walls being repaired etc.

Also providing packets for new homeowners – A would have loved to have as a new member of the community. They would love to help with this. They are available to provide content and information with regards to the neighborhood buying and selling of houses. Help with getting new people to pay dues immediately.

Also struggling with Waze and Uber & Lyft.

We don't have the bandwidth to handle the traffic and talking in the Hollywood Heights Assoc, also Witley Heights and Outpost to facilitate something with the city.

How would you feel about buying the first year's membership of new buyers. They will one up and give us \$500 per new home sale.

Additional notes:

Motion to see if we want to spend more money on the lawsuit. All said NO
Motion to see if we will make a donation to SJS lawsuit 5 yes, 2 no, 2 abstain
Need to wait.
Table until next meeting.

Need standing rules – members are always welcome.
If not a member you need to ask two weeks up front. Reserve the right to not hear.

