

# South Robertson (SORO) Neighborhoods Council

SORO Neighborhoods Council  
P.O. Box 35836  
LOS ANGELES, CA 90035  
TELEPHONE: 310-295-9920  
Fax: 310-295-9906  
www.soronc.org



A Certified Neighborhood Council

**Vikki Karan**  
President  
**Jon Liberman**  
Vice President  
**Ann Hamond**  
Secretary  
**Terrence Gomes**  
Treasurer

PROPOSAL BY: Education Committee (presenter Barry Levine)  
DATE: April 9, 2008  
TITLE: Fresh Fruit on Fridays

SUMMARY: Provide funding of up to \$6,720.00 for Fresh fruit on Fridays to expand to Shenandoah Elementary school and continue serving the four current locations, Robertson Recreation Center, Canfield Avenue Elementary School, LACES and Crescent Height Elementary School.

FULL PROPOSAL:.. Fresh Fruit on Friday's is a weekly farm to school nutrition program that introduces children to a variety of fresh fruits and vegetable grown and harvested by small Southern California farmer and provided by the La Cienega Farmers' Market. The Supervisor of the La Cienega Farmers' Market makes arrangements with it's participating farmers to purchase a variety of seasonal fruits and vegetables and distributes the produce weekly to the students of Shenandoah Elementary School throughout the school year. The produce is brought by the farmer to the La Cienega Market on Thursday and is picked up by the program supervisor who then distributes it to each student.

The program supervisor also provides each grade level instructor with a brief description of the featured produce for that week as well as information about the farm, farmer, and the produces' background and nutrition information. This information is read in-class or in homeroom before the students are introduced to the fruit or vegetable.

Teachers may also appoint students from grades three, four, and five to assist with the preparation and distribution of the produce, Each grade level is assigned a designated area for the students to enjoy their fruit or vegetable for that week.

See attached seven pdf files for complete proposal as provided by Model Neighborhood Program, sponsor of fresh fruit on Friday.

<b>Pro</b> Children will take nutritional message home and share with families	<b>Con</b> Other worthwhile programs will go unfunded
Children will understand importance of a healthy diet and how it can affect their lives	Free food will not be valued
Children will make a conscious choice of eating a healthy snack when outside the home.	Nothing will be learned from program

MOTION for the Board's consideration:

1. South Robertson Neighborhoods Council will fund up \$6720.00 for Fresh Fruit on Fridays program to provide fruit and information about the fruit to Shenandoah Elementary School ED3112008



## Shenandoah Elementary Demographics

Shenandoah Elementary School: K – 5 ~ Title 1  
2450 Shenandoah Street ~ Los Angeles, CA 90034

700 Students:      Hispanic      Black      White      Filipino      Asian/Alaskan

2007 History:  
Ethnic/ Racial      80.8%      14.1%      1.5%      1.2%      2.1%

English Learners:      431                2           Other: 12

Number of students qualifying for free lunch: 100%

## Budget

700 Students: \_\_\_\_\_

Budget per Student: .35 cents per student each week ~  $700 \times .35 = \$245$

Program commencing December 1<sup>st</sup> 2007 and ending June 13th

Total weeks: 24

$24 \times \$245 = \$5,880.00$

Start up supplies: \$300

Program Administer: 1.5 hours per week at \$15 per hours is \$22.50 per week:

$\$22.50 \times 24 \text{ weeks} = \$540.00$

Total Budget: \$6,720.00







Robertson	FFOF
	\$1,000.00
	20 WEEKS
Labor	\$22.5 x 20=\$450
DATE	EXPENSE
1/25/2007	\$50.00
2/1/2007	\$50.00
2/8/2007	\$50.00
2/15/2007	\$50.00
2/22/2007	\$50.00
3/1/2007	\$50.00
3/8/2007	\$50.00
3/15/2007	\$50.00
3/22/2007	\$50.00
3/29/2007	\$25.00
4/4/2007	\$30.00
4/12/2007	\$50.00
4/19/2007	\$45.00
4/26/2007	\$51.00
5/3/2007	\$33.00
5/10/2007	\$50.00
5/17/2007	\$10.00
5/24/2007	\$25.00
5/31/2007	\$32.00
10/4/2007	\$50.00
10/11/2007	\$18.00
10/18/2007	\$18.00
10/25/2007	\$40.00
11/1/2007	\$75.00
11/8/2007	\$25.00
11/16/2007	\$25.00
SUB TOTAL:	\$1,052.00
TOTAL:	Over \$52.00
LABOR:	\$427.50
Available Bal:	Over \$29.50

LACES	FFOF
	\$3,000.00
	6 WEEKS
Labor	\$15 x 18=\$270
DATE	EXPENSE
1 2/16/2007	\$430.00
2 3/16/200	\$400.00
3 4/19/2007	\$550.00
4 5/10/2007	\$500.00
5 6/10/2007	\$500.00
6 10/5/2007	\$600.00
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
SUB TOTAL:	\$2,980.00
TOTAL:	\$20.00
LABOR:	\$404.50
Available Bal:	Over - \$47.00

Satsuma's tans  
Fuji apples  
Tom Terrific tans  
Trail Mix  
Apricots  
Pluots

Gardening wi
Budget \$500
\$233.70
<u>\$224.96</u>
\$458.66
<u>\$41.34</u>

\$134.50 over in la



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PROPOSAL BY: Brian Bergman  
DATE: May 14, 2008  
TITLE: Motion for SORO NC to support KoSushi's request for a license to serve alcohol

SUMMARY: Motion for SORO NC to support KoSushi's request for a license to serve alcohol

FULL PROPOSAL: KoSushi is a new Kosher Sushi restaurant on Pico Boulevard near Beverly Drive. It is seeking a permit to sell alcohol (beer and sake). The applicant wants to acquire the right to sell alcohol at this establishment in time for the upcoming grand opening of the restaurant. This item was not on the Land Use Committee's agenda but the committee "unofficially" endorsed KoSushi's request at its most recent meeting. Because this item was not on the committee's agenda the discussion on this item was brief. Board members are encouraged to ask the applicant additional questions at the general board meeting.

Pros:	Cons:
SORO NC should support the growth and welfare of local restaurants.	The applicant failed to attend the Land Use meeting when this item was properly agendized.
The applicant wants to acquire the right to sell alcohol in time for the grand opening of the restaurant.	
The specific hours that alcohol would be served at this establishment are not clear, but the applicant promised that alcohol would not be served past midnight at this location.	

MOTION for the Board's consideration:

1. Motion for SORO NC to support KoSushi's request for a license to serve alcohol. If requested by the applicant the Chair of the Land Use Committee will provide the applicant with a letter acknowledging SORO NC's support for the applicant's request.



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**PROPOSAL BY:** Brian Bergman  
**DATE:** May 14, 2008  
**TITLE:** Motion for SORO NC to send a letter to Commission Investigation Division regarding the Skin Cabaret investigation.

**SUMMARY:** Motion for SORO NC to send a letter to Commission Investigation Division regarding the Skin Cabaret investigation.

**FULL PROPOSAL:** Several hundred hours of work by the community (and members of this Board) culminated in a Los Angeles Police Permit Review Panel Hearing Officer report that recommends that Skin Cabaret should not receive a permanent permit to operate. At the Police Permit Review Panel hearing on April 30, 2008, the Commission Investigation Division ("CID") opposed the Hearing Examiners recommendation based on its opinion that there was no connection between the owners of the Silver Reign strip club and Skin Cabaret. At that hearing CID did not explain the scope of its investigation of Skin Cabaret, why it was discounting the obvious links between the two clubs, or why it was resistant to receiving additional information regarding the links between the two clubs. The head of CID, Lieutenant Dawson, was then asked to attend a joint meeting of the SORONC Land Use and Public Safety Committees to explain these discrepancies and to provide additional information to the community. At this meeting Lieutenant Dawson made various statements regarding the prior investigation of Skin Cabaret, and the additional investigation that would be undertaken. It is the Land Use/Public Safety Committee's view that this meeting should be memorialized by sending a letter to Lieutenant Dawson that discusses the investigation of Skin Cabaret's ownership as well as presents the views of SORONC on Skin Cabaret's application for a permanent operating permit consistent with the prior votes of this Board

<b>Pros:</b>	<b>Cons:</b>
SORO NC has already taken a position against Skin Cabaret's application for a permanent operating permit.	
It is important that CID fully explore the relationship between Skin Cabaret and Silver Reign.	

**MOTION for the Board's consideration:**

1. Motion for SORO NC to send a letter to Lieutenant Dawson of CID. This letter will discuss the investigation of Skin Cabaret's ownership as well as present the views of SORONC on Skin Cabaret's application for a permanent operating permit consistent with the prior votes of this Board



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**PROPOSAL BY:** Brian Bergman  
**DATE:** May 14, 2008  
**TITLE:** Motion for SORO NC to provide \$1650 to Chrysalis for a Community Beatification project.

**SUMMARY:** Motion for SORO NC to provide \$1650 to Chrysalis for a Community Beatification project.

**FULL PROPOSAL:** One of the primary goals of the Neighborhood Council system is to encourage neighborhood improvement projects. Currently, many parts of the South Robertson community and Robertson Boulevard in particular, suffer from improper upkeep and require cleaning and beatification. This Motion requests \$1650 to allow the Chrysalis organization to conduct a street cleanup of Robertson Boulevard from the 10 Freeway to Pico. This cleanup will take place before the SORO festival that occurs in June on Robertson Boulevard. Further, SORO NC currently has a surplus of money that will likely be taken away by the City if the money is not spent soon. Additional details will be provided by a Chrysalis' representative at the General Board meeting.

<b>Pros:</b>	<b>Cons:</b>
Robertson Boulevard could use a good cleaning.	
We need to spend some money now or the money will be taken away by the City.	

**MOTION for the Board's consideration:**

1. Motion for SORO NC to provide \$1650 to Chrysalis for a cleanup of Robertson Boulevard from the 10 freeway to Pico Boulevard.



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**PROPOSAL BY:** Brian Bergman  
**DATE:** May 14, 2008  
**TITLE:** Motion for SORO NC to send a letter to City Counsel members Weiss and Wesson thanking them for supporting the community at the Police Permit Review Board Hearing.

**SUMMARY:** Motion for SORO NC to send a letter to City Counsel members Weiss and Wesson thanking them for supporting the community at the Police Permit Review Board Hearing.

**FULL PROPOSAL:** Motion for SORO NC to send a letter to City Counsel members Weiss and Wesson thanking them for supporting the community at the Police Permit Review Board Hearing. The letter will be prepared after the May General Board meeting.

Pros:	Cons:
We should acknowledge that our elected officials are being responsive to community concerns.	

**MOTION for the Board's consideration:**

1. Motion for SORO NC to send a letter to City Counsel members Weiss and Wesson thanking them for supporting the community at the Police Permit Review Board Hearing.



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PROPOSAL BY: Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
DATE: 14 May 2008  
TITLE: Purchase of SORO NC 8 foot Banners

SUMMARY: Proposal that SORO NC funds the purchase of two 8-foot banners, to promote SORO NC.

FULL PROPOSAL: SORO NC is being re-branded with a new logo, new website, and new ideas to foster closer relationships and engagement with the community that we serve. In an effort to show the new face of SORO NC, and to promote our new look, we propose that SORO NC purchase two 8 foot banners branded with the new logo

This increases the visibility of the NC at public events, and encourages growing participation with the NC through our new website and other Outreach initiatives.

We would like to get these in time to use at our booth at the SoRo Festival.

Pros:	Cons:
Professional appearance for SORO NC	Cost
Can be used at all public events	Require storage
Promote our new look	

MOTION for the Board's consideration:

1. That SORO NC fund up to \$500 for the purchase of two 8-foot banners, branded with the new SORO NC logo.

\* N.B. Should the board approve this motion, a resolution will be created outlining the motion and the board's vote, to be signed by the President and the Vice-President, and submitted to DONE immediately so that funding can move forward. This is due to the very tight timeline. The resolution will act in lieu of approved minutes for funding of this motion. This has been approved by our DONE representative.

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**PROPOSAL BY:** Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
**DATE:** 14 May 2008  
**TITLE:** Purchase of SORO NC Promotional Street Banners

**SUMMARY:** Proposal that SORO NC fund the purchase of 100 street banners, to promote SORO NC.

**FULL PROPOSAL:** SORO NC is being re-branded with a new logo, new website, and new ideas to foster closer relationships and engagement with the community that we serve. The SoRo Festival is a unique opportunity to meet face to face with thousands of our stakeholders. In an effort to show the new face of SORO NC, and to promote our new look, we propose that SORO NC purchase 100 street banners branded with the new logo, NC information, and promotion of the SORO WALKS AT SEVEN initiative that will be hung in time for the Festival and lasting well beyond.

We propose that double banners be hung at intervals along Robertson and Pico within our boundaries. We have spoken to the Council offices about waiving the permit and hanging fees.

This increases the visibility of the NC, and encourages growing participation with the NC through our new website and other Outreach initiatives. It also allows us to promote specific initiatives such as SORO WALKS AT SEVEN.

<b>Pros:</b>	<b>Cons:</b>
Super high visibility for SORO NC	Cost
Will start to give our neighborhood a distinctive look, within our boundaries	Can be seen as visual blight
Banners will attract the attention of the hundreds and thousands of cars that pass through the neighborhood, widely increasing our outreach	More work for Doug Fitzsimmons

MOTION for the Board's consideration:

1. That SORO NC fund up to \$14,000 for the purchase of 100 street banners, branded with the new SORO NC logo, to promote SORO NC and its initiatives

\* N.B. Should the board approve this motion, a resolution will be created outlining the motion and the board's vote, to be signed by the President and the Vice-President, and submitted to DONE immediately so that funding can move forward. This is due to the very tight timeline. The resolution will act in lieu of approved minutes for funding of this motion. This has been approved by our DONE representative.



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**PROPOSAL BY:** Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
**DATE:** 14 May 2008  
**TITLE:** Purchase of SORO NC Logo business cards for all boardmembers

**SUMMARY:** Proposal that SORO NC purchase SORO NC branded business cards for all board members.

**FULL PROPOSAL:** With our new look and new logo, we should have new business cards that reflect that brand. This will not be instead of our City Business cards, but in addition to, for us to use as needed.

<b>Pros:</b>	<b>Cons:</b>
Helps us raise our public profile	Cost
Lets us have a choice as to how we present ourselves publicly, as needed	2 sets of cards to carry
We can get these quickly while we still wait for LA City cards	

MOTION for the Board's consideration:

1. That SORO NC spends up to \$500 for the purchase of 5000 SORO NC Logo Business cards for board members (about 217 cards per board member).

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**PROPOSAL BY:** Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
**DATE:** 14 May 2008  
**TITLE:** Proposed potential collaboration with Helios House, British Petroleum

**SUMMARY:** Proposal that SORO NC agrees to co-sponsor upcoming events within our boundaries with Helios House, British Petroleum.

**FULL PROPOSAL:** The Outreach Committee has reached out to Helios House, British Petroleum with a view to possible co-sponsorship of upcoming events, including the possibility of British Petroleum co-sponsoring the SORO WALKS AT SEVEN program.

According to our bylaws, the board must approve any public use of the SORO NC name. Helios House is actively engaged in community building and green initiatives, and may be a great community partner moving forward on various projects.

<b>Pros:</b>	<b>Cons:</b>
Helios House is a leader within our boundaries	They are also "Big Oil"
Helios House is actively engaged in community building and green issues, as are we.	It requires work and coordination to co-sponsor events
Helios House collaboration allows us to better reach our stakeholders	Some people might view collaboration with BP as anti-green

MOTION for the Board's consideration:

1. That SORO NC allow that their name be used in conjunction with Helios House, British Petroleum specifically for the cross promotion of mutually agreeable community initiatives and events.



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**PROPOSAL BY:** Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
**DATE:** 14 May 2008  
**TITLE:** Renewal of BurellesLuce Media Service for one year

**SUMMARY:** Proposal that SORO NC renews its lapsed contract with BurellesLuce Media Service for one year.

**FULL PROPOSAL:** The NC has recently been involved in various high profile, newsworthy events and actions. We anticipate this to continue. Renewal of the BurellesLuce Media Service for one year allows us to promote our good work and submit press releases for all matters concerning the NC.

<b>Pros:</b>	<b>Cons:</b>
Helps us raise our public profile	Cost
Allows us to disseminate relevant information through the press	Requires that it be used in order to benefit
Offers a significant savings as compared to single press releases	We can just use the website

MOTION for the Board's consideration:

1. That SORO NC renews their contract with BurellesLuce Media Service for one year for \$750.

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PROPOSAL BY: Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
DATE: 14 May 2008  
TITLE: Purchase of SORO NC Promotional Pens

SUMMARY: Proposal that SORO NC fund the purchase of 5000 promotional pens, with the new SORO NC logo and URL to be handed out at the SoRo Festival and beyond.

FULL PROPOSAL: SORO NC is being re-branded with a new logo, new website, and new ideas to foster closer relationships and engagement with the community that we serve. The SoRo Festival is a unique opportunity to meet face to face with thousands of our stakeholders. In an effort to show the new face of SORO NC, and to promote our new look, we propose that SORO NC purchase 5000 pens, branded with the new logo, to be handed out at the Festival and beyond.

This increases the visibility of the NC, and encourages growing participation with the NC through our new website and other Outreach initiatives.

<b>Pros:</b>	<b>Cons:</b>
Everybody loves free stuff	Cost
Everybody uses pens	Pens are not thematically tied to one of our programs
We can use the pens at all future SORO NC meetings and events	Storage of the excess pens

MOTION for the Board's consideration:

1. That SORO NC fund up to \$2000 for the purchase of 5000 pens, branded with the new SORO NC logo, for distribution at the festival and beyond.

\* N.B. Should the board approve this motion, a resolution will be created outlining the motion and the board's vote, to be signed by the President and the Vice-President, and submitted to DONE immediately so that funding can move forward. This is due to the very tight timeline. The resolution will act in lieu of approved minutes for funding of this motion. This has been approved by our DONE representative.



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PROPOSAL BY: Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
DATE: 14 May 2008  
TITLE: Purchase of SORO NC Promotional Postcards

SUMMARY: Proposal that SORO NC funds the purchase of 10,000 4x6 postcards, to promote SORO NC.

FULL PROPOSAL: SORO NC is being re-branded with a new logo, new website, and new ideas to foster closer relationships and engagement with the community that we serve. The SoRo Festival is a unique opportunity to meet face to face with thousands of our stakeholders. In an effort to show the new face of SORO NC, and to promote our new look, we propose that SORO NC purchase 10,000 4x6 postcards branded with the new logo, and NC information, to be handed out at the Festival and beyond.

This increases the visibility of the NC, and encourages growing participation with the NC through our new website and other Outreach initiatives. It also allows us to promote specific initiatives such as SORO WALKS AT SEVEN.

Pros:	Cons:
Helps explain the SORO NC and various initiatives to stakeholders	Cost
Postcards allow for logo and url to get into hands	Can be seen as clutter
Postcards can be disseminated throughout neighborhood and merchants	More work for Doug Fitzsimmons.

MOTION for the Board's consideration:

1. That SORO NC fund up to \$2000 for the purchase of 10,000 4x6 postcards, branded with the new SORO NC logo, to promote SORO NC and its initiatives

\* N.B. Should the board approve this motion, a resolution will be created outlining the motion and the board's vote, to be signed by the President and the Vice-President, and submitted to DONE immediately so that funding can move forward. This is due to the very tight timeline. The resolution will act in lieu of approved minutes for funding of this motion. This has been approved by our DONE representative.

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PROPOSAL BY: Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
DATE: 14 May 2008  
TITLE: Purchase of SORO NC Promotional Tote Bags

SUMMARY: Proposal that SORO NC funds the purchase of 5000 promotional tote bags, with the new SORO NC logo and URL to be handed out at the SoRo Festival and beyond.

FULL PROPOSAL: SORO NC is being re-branded with a new logo, new website, and new ideas to foster closer relationships and engagement with the community that we serve. The SoRo Festival is a unique opportunity to meet face to face with thousands of our stakeholders. In an effort to show the new face of SORO NC, and to promote our new look, we propose that SORO NC purchase 5000 tote bags, branded with the new logo, to be handed out at the Festival and beyond.

The impact of thousands of stakeholders walking through the festival with our logos hanging off their shoulders, and using those bags in their daily lives exponentially increases the visibility of the NC, and encourages growing participation with the NC through our new website and other Outreach initiatives.

Pros:	Cons:
High visibility and branding for the new look of SORO NC	Cost
Re-usable tote bags are "green" and encourage continued visibility	Not everyone uses tote bags
Unique opportunity to interface with thousands of stakeholders at festival	Timeline is tight

MOTION for the Board's consideration:

1. That SORO NC fund up to \$8500 for the purchase of 5000 cotton tote bags, branded with the new SORO NC logo, for distribution at the festival and beyond.

\* N.B. Should the board approve this motion, a resolution will be created outlining the motion and the board's vote, to be signed by the President and the Vice-President, and submitted to DONE immediately so that funding can move forward. This is due to the very tight timeline. The resolution will act in lieu of approved minutes for funding of this motion. This has been approved by our DONE representative.



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**PROPOSAL BY:** Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
**DATE:** 14 May 2008  
**TITLE:** Purchase of SORO NC Promotional Water Bottles

**SUMMARY:** Proposal that SORO NC funds the purchase of 5000 promotional water bottles, to promote "SORO WALKS AT SEVEN".

**FULL PROPOSAL:** The Outreach Committee is proposing the launch of an outreach initiative, "SORO WALKS AT SEVEN". Taking benefit of the summer evenings ahead, this initiative encourages our community to come out of their homes and take a walk at seven o'clock each evening. These are not organized walks, although we can offer some "points of interest" in our materials. This initiative is interesting from a number of perspectives:

- Fosters closer community building and ties between neighbors
- Promotes healthier living
- Promotes green living
- Puts citizens on the streets, discouraging crime etc.

Taking advantage of SORO NC's new branding, and the start of the summer, we see the SoRo Festival as an ideal launching point for this initiative. It is a unique opportunity to meet face to face with thousands of our stakeholders. In an effort to show the new face of SORO NC, promote our new look, and promote SORO WALKS AT SEVEN, we propose that SORO NC purchase 5000 water bottles, branded with the new logo, to be handed out at the Festival and beyond. This increases the visibility of the NC, and encourages growing participation with the NC through our new website and other Outreach initiatives.

<b>Pros:</b>	<b>Cons:</b>
Water bottles are useful and "green"	Not everybody uses water bottles
Water bottles are closely thematically tied to the SORO WALKS initiative	Cost
We can use the water bottles at all future SORO NC events	Storage of the excess bottles

MOTION for the Board's consideration:

1. That SORO NC fund up to \$5500 for the purchase of 5000 water bottles, branded with the new SORO NC logo, for distribution at the festival and beyond.

\* N.B. Should the board approve this motion, a resolution will be created outlining the motion and the board's vote, to be signed by the President and the Vice-President, and submitted to DONE immediately so that funding can move forward. This is due to the very tight timeline. The resolution will act in lieu of approved minutes for funding of this motion. This has been approved by our DONE representative.

# South Robertson Neighborhoods Council SORO NC

SORO Neighborhoods Council  
P.O. Box 35836  
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**Victoria L. Karan**  
President  
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**Terrence Gomes**  
Treasurer

## A Certified Neighborhood Council

**PROPOSAL BY:** Outreach Committee (Presenters: Marjan Safinia, Christine Aghassi)  
**DATE:** 14 May 2008  
**TITLE:** "THE SORO CARD" Membership program

**SUMMARY:** Proposal that SORO NC funds the purchase of membership cards and cling stickers to promote THE SORO CARD initiative

**FULL PROPOSAL:** The Outreach Committee is proposing the launch of a new outreach initiative, "THE SORO CARD". This will be a free membership program that works as follows:

1. Stakeholders give us their information in exchange for a free SORO CARD. They are signed up for all NC mailings.
2. We pre-negotiate set discounts with merchants based within our boundaries who agree to offer these discounts to anyone who shows their signed SORO CARD to the merchant.
3. The merchant receives a cling sticker for their window, indicating their participation, and is featured on the SORO CARD page on our website, with information about the discount they are offering.
4. Stakeholders simply show their card to participating merchants and get a discount!

THE SORO CARD encourages growing participation with the NC and allows us to radically increase the outreach of our mailing list. This increases community knowledge about what the NC does, and encourages a more active relationship with stakeholders. It encourages stakeholders to use services and purchase goods from businesses within our boundaries. It adds to the impression that the NC is something fun to be involved with, and fosters better ties between the NC, residents and business owners. We hope to launch this program at the Festival, where we can get maximum exposure and sign up, and continue to expand membership and participating merchants as we move forward through the website.

<b>Pros:</b>	<b>Cons:</b>
People love discounts!	Cost
Fosters closer ties	Requires a lot of work
Encourages stakeholders to visit our local merchants	
Exponentially increases our mailing outreach	Creates another card for folks to carry

MOTION for the Board's consideration:

1. That SORO NC fund up to \$5000 for the purchase of membership cards and merchant window cling stickers to promote THE SORO CARD INITIATIVE.

\* N.B. Should the board approve this motion, a resolution will be created outlining the motion and the board's vote, to be signed by the President and the Vice-President, and submitted to DONE immediately so that funding can move forward.



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**PROPOSAL BY:** Public Safety Committee (Presenter: Jon Liberman)  
**DATE:** May 9 2008  
**TITLE:** Proposal re confirming Harold Bock as Co-Chair of Public Safety Committee  
**SUMMARY:** At the March 3 Public Safety Committee meeting, Harold Bock was nominated and elected as co-chair of the committee.

**FULL PROPOSAL:** To confirm the election of Harold Bock as Co-Chair of the Public Safety Committee.

**PROS AND CONS, as expressed in committee meetings:**

Pro: We have an increased workload on the committee and having a co-chair will aid in handling these items more responsively.	Con: none.
Pro: Allows for development of expertise on the committee..	Con:
Pro:.	Con:
Pro:	Con:

**MOTION** for the Board's consideration, as proposed by the Public Safety Committee

1. To confirm Harold Bock as Co-Chair of the Public Safety Committee.



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**PROPOSAL BY:** Public Safety Committee (Presenter: Jon Liberman)  
**DATE:** May 9 2008  
**TITLE:** Proposal re Letter to DOT on Wooster/Whitworth  
**SUMMARY:** At the May Public Safety Committee meeting, the Committee voted to send a letter to the Department of Transportation requesting a 4 way stop sign be established at this intersection.

**FULL PROPOSAL:** To request that the Department of Transportation install a 4 way stop sign at this intersection. Last year we requested that this intersection have a 4 way stop sign due to the traffic problems created. They advised us that this intersection was not dangerous enough to warrant this measure. Since then there have been several accidents at the intersection including one where a car was hit, pushed across Whitworth, up a curb through more than 10 feet of lawn and into the front of a house that is being used as a nursery school. The front yard is used as a playground area and there could have been more than 20 children injured. The Public Safety Committee is requesting the immediate installation of a 4 way stop sign.

**PROS AND CONS, as expressed in committee meetings:**

Pro: Safety.	Con: none.
Pro:	Con:
Pro:	Con:
Pro:	Con:

**MOTION** for the Board's consideration, as proposed by the Public Safety Committee

1. To authorize the issuance of a letter asking for the signage at Wooster & Whitworth.

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**PROPOSAL BY:** Public Safety Committee (Presenter: Jon Liberman)  
**DATE:** May 9 2008  
**TITLE:** Proposal re allocation of Security Cameras  
**SUMMARY:** At the May, 2008 Public Safety Committee meeting, the committee discussed the cameras that had been purchased and awaiting installation for RAC. The City Department of Recreation & Parks wants the NC to pay to install the cameras and to provide for ongoing maintenance and/or replacement if necessary. Additionally another type of system might be preferred at this time. Concurrently the High School has asked us to consider the purchase of a camera system for their use. The committee discussed these items and voted to recommend to the Board that the present video system be turned over to the High School if they can utilize it. The HS would be responsible for cost of installation and maintenance should they accept the system. Should this be agreed upon, the PS Committee will have ongoing dialog with the Dept of Recreation & Parks to see if an alternative system can be agreed upon which might be purchased and installed at NC expense but which would have to be maintained by the City. This alternative system (for RAC) would occur after July 1<sup>st</sup> and would have to come back before the Board for approval.

**FULL PROPOSAL:** To offer the existing camera system to Hamilton High School. To determine if an alternative system can be provided to the Robertson Athletic Center.

**PROS AND CONS, as expressed in committee meetings:**

Pro: Utilize a system already purchased.	Con: Some members felt that the LAUSD should provide the HS with a system. The Principal indicated that this would not be available through LAUSD in light of their current budget crisis.
Pro: Provides a requested security system to the HS.	Con:
Pro: Allows the NC to see if a better alternative can be provided to RAC.	Con:
Pro:	Con:

**MOTION** for the Board's consideration, as proposed by the Public Safety Committee

1. To authorize the existing camera system be allocated to use at Hamilton HS.
2. To determine whether a different system be offered to RAC. .