



# south robertson neighborhoods council

City of Los Angeles Certified Neighborhood Council

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President

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Corresponding Secretary



## Business Advocacy & Development Special Committee Meeting Agenda

Tuesday February 21, 2023, 7:00pm

Meetings end at 9:00pm unless the Board votes to end earlier or extend the time.

All committee approved motions must be submitted to the Board for official action.

Location: IN CONFORMITY WITH THE SEPTEMBER 16, 2021 ENACTMENT OF CALIFORNIA ASSEMBLY BILL 361 (RIVAS) AND DUE TO CONCERNS OVER COVID-19, THE SOUTH ROBERTSON NEIGHBORHOODS COUNCIL MEETING WILL BE CONDUCTED ENTIRELY WITH A CALL-IN OPTION OR INTERNETBASED SERVICE OPTION.

**To join online:** <https://zoom.us/j/84350384118>

Members of the public who wish to listen to the meeting or participate in public comment to the Committee via telephone should call (669) 900-6833 or Toll-Free (877) 853 5257 (use Meeting ID No. [843 5038 4118](https://zoom.us/j/84350384118)) and then press #. Press # again when prompted for participant ID.

*When you have public comment, you can Raise Hand by pressing \*9, when called on to talk, you can mute/unmute by pressing \*6*

The amount of time for public comment on each agenda item is to be determined by the Chair at each meeting. **Speakers shall limit their comments to matters relevant to the item on the agenda.** The Chair may rule that the speaker is out of order if the comments are not germane to the item under consideration. If multiple requests for public comment are submitted on one agenda item, preference will be granted to members of the public who have not spoken previously during the meeting, either during general public comment or on another agenda item. Comments from the public on other matters not appearing on the agenda that are within the Committee's jurisdiction will be heard during the General Public Comment period. General Public Comment is limited to 15 minutes maximum. No individual speaker will be allowed more than two (2) minutes during General Public Comment, unless the presiding officer decides differently.

**AB 361 Updates: Public comment cannot be required to be submitted in advance of the meeting-only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council's control, the meeting must be recessed or adjourned. Any messaging or virtual background is in the control of the individual board member in their personal capacity and does not reflect any formal position of the Neighborhood Council or the City of Los Angeles.**

**Members: Jon Liberman (Chair),** Michael Lynn, Baila Romm, Ken Blaker, Bill Gross, Richard Bloom, Joel Weinberger, Shevy Lieder, Barry Levine, Shirley Traum, and **Joseph Mollaie (Co-Chair).**

1. **Call to Order**
2. **Pledge of Allegiance**
3. **General Public Comment** (*time for each speaker to be determined by- 15min divided by # virtual hands raised: max 2 minutes per speaker*)
4. **Brief Committee Announcements**
  - a. Items for Future Committee Agendas
  - b. Other Brief Committee Announcements
5. **New Business**
  - a. Discussion and possible action about planning our first cleanup on Pico Blvd.
  - b. Discussion and possible action about participation in Clean California Community Days:
    - (i) Whether we want to participate?
    - (ii) If we participate, we need to choose the date of the event.
    - (iii) If we participate we need to choose the location of the event?
  - c. In view of the recent hate crimes on Pico Blvd., the question as to whether this committee should work with local businesses on Pico Blvd to assist with forming an independent business orientated “community watch” should be discussed with possible action forthcoming from these discussions.
  - d. Discussion and possible action on forwarding a motion to the General Board commending the response of the Los Angeles Police Department in responding to the shootings last week.
  - e. Discussion and possible action about the appropriateness of Soro NC’s participation in the formation of one or more Business Improvement Districts:
    - (i) Whether we want to participate?
    - (ii) If we decide to participate, we need to choose the areas where a Business Improvement District would be appropriate.
    - (iii) If we participate we need to decide on next steps that are needed.
6. **Adjournment**

**Note:** *Public comment will be taken for each motion. Please note that under the Brown Act, the committee is prevented from acting on matters brought to its attention during the General Public Comment period; however, the issue may become the subject of a future meeting. In the interest of addressing all items on the agenda, time limits for individual comments and discussion may be set at the discretion of the Chair.*

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Board in advance of a meeting may be viewed at our website ([soronc.org](http://soronc.org))

or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact us via phone at (310) 295-9920 or via email at [info@soronc.org](mailto:info@soronc.org). SORO NC Board members abide by a code of civility ([soronc.org/civility](http://soronc.org/civility) code). Any person who interferes with the conduct of a Neighborhood Council meeting by willfully interrupting and/or disrupting the meeting is subject to removal. A peace officer may be requested to assist with the removal should any person fail to comply with an order of removal by the Neighborhood Council. Any person who resists removal by a peace officer is subject to arrest and prosecution pursuant to California Penal Code Section 403.

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 dias de trabajo (72 horas) ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL (310) 295- 9920.

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### **Reconsideration and Grievance Process**

For information on the NC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NC Bylaws. The Bylaws are available at our Board meetings and our website [www.soronc.org](http://www.soronc.org)

### **Public Posting of Agendas -**

Neighborhood Council agendas are posted for public review as follows:

- 1832 ½ S. Robertson Blvd Los Angeles, CA 90035
- [www.soronc.org](http://www.soronc.org)
- You can also receive our agendas via email by subscribing to L.A. City's [Early Notification System \(ENS\)](#)

### **Notice to Paid Representatives -**

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at [ethics.lacity.org/lobbying](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org)