

SORO NC Board Applicant Statement

21 June 2018

Candidate for Zone 5 Representative

Interim term expiring 2019

Jason Alex

I have lived in the Reynier Park area of SORO with my wife for the past 13 years, and proud to have raised our two young boys here.

I'm applying to the board with the goal of giving back to the community. It's exciting to hear all the improvements coming to Robertson Blvd., along with increased economic development and continued commitment to solve the public safety concerns.

With 15 years' experience working in the movie marketing and entertainment arenas, I feel I can use those skills to help promote our community and showcase the wonderful stories currently happening here. Most of all I would like to represent the residents of Zone 5 to help communicate and facilitate ongoing concerns and issues.

Thank you for your consideration.



Motion to extend officer and chair terms on a pro tem basis until after the 2019 NC election

Agenda Item: GB062118-5

Date: 21 June 2018

Proposed By: Executive

Background

Our bylaws state that:

All executive officer, committee chair and other Board-appointed NC representative liaison positions shall hold office for a term of two (2) years, and if necessary, on a pro tempore basis until their successors are appointed.

The intent was that each newly elected Board would be able to choose their own leadership. However, the City Council moved the current NC election cycle back by a year to offset a similar shift in municipal elections.

The current terms expire in July, 2018. Were we to elect new leadership at that time, the terms would no longer sync with our elections. At this time, the bylaws do not allow us to change the length of the appointment term.

The Exec team therefore recommends that we defer action on appointments until after the 2019 NC election, and that the terms for all officers, chairs, and liaisons be extended until then on a pro tempore basis.

Proposed Motion

- I. Excepting in the case of vacancies, that SORO NC defer new appointments to executive officer, committee chairs, and representative liaisons until after the Board is officially seated after the planned 2019 Neighborhood Council elections;
- II. That the current officers, chairs, and liaisons continue to serve until that time on a pro tempore basis;
- III. That any interim vacancies in those positions be filled on a similar pro tempore basis.

Considerations

Committee review:
(highly recommended)

Votes For: 4

Against: 0

Amount previously allocated in Committee's working budget: \$na
(applies to funding motions only)

Doug Fitzsimmons
President

Ken Blaker
Vice-President

Jon Liberman
Treasurer

Beth Hirsch
Secretary

Martin Epstein
Corresponding Secretary

**South Robertson
Neighborhoods Council**

PO Box 35836
Los Angeles, CA 90035

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Arguments for:

This keeps us on schedule with elections and is in the spirit of the City Council's action to extend Boardmember terms.

The Board may remove and replace any officer, chair, or liaison at any time for any reason by a simple majority vote.

Arguments against:

The Board should have the opportunity to appoint new leadership if they wish.

The Executive team may be biased in the matter.



Motion to review and approve Soro NC fiscal year 2017/2018 inventory prepared by the Department of Neighborhood Empowerment

Agenda Item: GB062118-6
Date: June 21, 2018
Proposed By: Jon Liberman

Background

Oversight for the NC inventory is being transferred as of July 1, 2018 to the Office of the City Clerk. In order to effectuate the transfer an up to date inventory is required.

Proposed Motion

Discussion and motion to approve and certify the South Robertson Neighborhoods Council's Inventory list is correct and complete, containing all items in possession of Soro NC; as reported to the Department of Neighborhood Empowerment during Fiscal Year 2017-2018.

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Ken Blaker
Vice-President

Jon Liberman
Treasurer

Beth Hirsch
Secretary

Martin Epstein
Corresponding Secretary

Considerations

Committee review:
(highly recommended)

Votes For:

Against:

Amount previously allocated in Committee's working budget: n/a
(applies to funding motions only)

Arguments for:

Arguments against:

- | | |
|---|-----------------------------------|
| 1. This is required of us by DONE | 1.no valid arguments against this |
| 2. Allows for transparency as to what we own. | motion. |

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Motion to reimburse board member for funds advanced

Agenda Item: GB062118-7
Date: June 21, 2018
Proposed By: Jon Liberman

Background

Due to a "glitch" in the City Credit Card the Treasurer had to advance \$160.94 to pay for food at the May, 2018 General Board Meeting.

Proposed Motion

Review of the transaction and approval of reimbursement of \$160.94 to Jon Liberman.

Considerations

Committee review:
(highly recommended)

Votes For:

Against:

Amount previously allocated in Committee's working budget: \$160.94
(applies to funding motions only)

Arguments for:

1. The money is owed to the Treasurer.

Arguments against:

1. no valid arguments against this motion.

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Motion to approve fiscal year 2018-19 strategic plan and outreach assessment

Agenda Item: GB062118-8

Date: 21 June 2018

Proposed By: Outreach

Full Proposal

As part of our budget package, we're required to approve a strategic plan and outreach assessment. The attached plan is consistent with prior feedback from our committees.

Proposed Motion

- I. To approve the attached FY 2018-19 strategic plan and outreach assessment as part of our budget submission.

Doug Fitzsimmons
President

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Vice-President

Jon Liberman
Treasurer

Beth Hirsch
Secretary

Martin Epstein
Corresponding Secretary

Considerations

Committee review:
(highly recommended)

Votes For: 4

Against: 0

Amount previously allocated in Committee's working budget: \$
(applies to funding motions only)

Arguments for:

Arguments against:

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Strategic Plan 2018-19

The Big Vision

To build SORO into a neighborhood recognized for its strong and inclusive community spirit; safe, walkable, tree-lined streets; and vibrant business districts.

The Big Goals

- 1) To constantly improve our ability to reach stakeholders.
- 2) Further develop Board expertise, encourage small working group projects, and cultivate an internal culture of leadership.
- 3) To do our part in alleviating homelessness in our community.
- 4) To foster equity, particularly in considerations of gender, race, and age.
- 5) To reinforce SORO identity via permanent SORO NC street medallions.
- 6) To increase our policy advocacy and presence in City Hall and communicate back to the community.
- 7) To develop and seek additional funds for the Robertson Great Streets program to channel traffic flow and maximize walkability and commercial attractiveness.
- 8) To foster a healthy, co-operative business community and encourage new businesses.
- 9) To support the SORO LGBTQ community.
- 10) To guide the redevelopment process at Robertson Recreation Center.
- 11) To pursue a redesign of Reynier Park based on community input.
- 12) To plant additional trees in the neighborhood.
- 13) To increase overall safety within SORO.
- 14) To better educate our residents on first aid and emergency response procedures.
- 15) To support our schools via healthy food initiatives, policy advocacy, and mentorship programs.
- 16) To educate our community about sustainable environmental, air, and water practices.
- 17) To work to increase voter turnout and stakeholder engagement within our NC.

The Big Solutions

- 1) Outreach:
 - a. Complete planned upgrades to the SORO NC website to make it easier to use and mobile-friendly.
 - b. Better distribute communication/publishing duties to increase our ability to share information with the public.
 - c. Survey residents periodically on local issues.
 - d. Increase our social media ad spend to reach stakeholders who are unaware of the NC.
 - e. Expand outreach efforts for community events, including the annual SoRo Festival.
 - f. Increase millennial involvement within the NC and our community.
 - g. Hold regular community events—including a potential speaker series—in collaboration with the Council offices to broaden the reach of the NC.
 - h. Support the NC system and its role within the City.
- 2) Transportation planning:
 - a. Work with the City on incorporating pedestrian safety (Vision Zero) measures in SORO projects.
 - b. Prioritize neighborhood outreach and participate in early planning of 10 Freeway ramp reconfiguration.
 - c. Continue to pursue a Complete Streets vision for South Robertson via Great Streets.
 - d. Complete a bike survey.
 - e. Create a map of street conditions and repair priorities.
 - f. Advocate for additional public transportation in our area, including a DASH line to Century City.
 - g. Work with the Council offices and City departments to find additional funds for traffic projects.
- 3) Land Use and Economic development:
 - a. Advocate for affordable housing.
 - b. Create a business outreach strategy that encourages hiring locally.
 - c. Engage with local business leaders via the Great Streets program.
 - d. Encourage the creation of an employment program for SORO residents, particularly among youth.
 - e. Research and find funding for lighting and seating options along Robertson.
- 4) Green team:
 - a. Find partner to help with tree procurement/planning.
 - b. Increase awareness of sustainable practices.
 - c. Continue to take a strong environmental advocacy role within the City.
 - d. Schedule regular e-waste drives.



- 5) Public Safety:
 - a. Expand neighborhood watch programs and police visibility.
 - b. Support community-oriented policing policies.
 - c. Help Neighborhood Associations to offer group security services.
 - d. Sponsor training courses in first aid and emergency preparedness.
 - e. Work with LAPD and LAFD to better communicate community concerns and LAPD/LAFD efforts.
 - f. Recruit volunteers for annual Homeless Count.
 - g. Collaborate with City and local resources to create revised SORO emergency plan.
- 6) Parks and Recreation:
 - a. Recommend and support new community programs at the Robertson Rec Center.
 - b. Help establish a SORO community park fund to support Robertson Rec, Reynier, and Schacter parks.
 - c. Work with City and stakeholders to build a consensus vision for Reynier Park.
 - d. Create a project timetable for implementing changes to Reynier.
 - e. Develop funding strategies and sources for Reynier, including acknowledging donations
- 7) Quality of Life:
 - a. To continue to offer the community and neighborhood institutions, assistance and support in matters regarding Health, Mental Health, Homelessness and other social service needs.
 - b. Actively participate in the City's Clean Streets program.

The Big Score

- 1) Website: increase overall site traffic by 5% with the majority of new visitors coming via mobile.
- 2) Contacts: increase the number of contacts on Facebook by 10% and in our email database by 5%
- 3) Social Media Presence: encourage committees to post to social media more frequently.
- 4) Meetings: increase attendance at meetings by 5%
- 5) Public Events: increase attendance at the SoRo Festival by 5%; Movies In the Park by 5%; Peace Picnic by 5%



Department of NEIGHBORHOOD EMPOWERMENT

200 N. Spring Street, 20th FL, Los Angeles, CA 90012 • (213) 978-1551 or Toll-Free 3-1-1

E-mail: NCSupport@lacity.org www.EmpowerLA.org



Neighborhood Council Outreach Survey for Fiscal Year 2017-2018

Neighborhood Council Name: South Robertson Neighborhoods Council

No changes from Fiscal Year 2016-2017 Yes, see changes below.

Name and contact for your Outreach Committee Chair: Marjan Safinia

Email OutreachChair@soronc.org Phone 310-295-9920

Digital Tools:

Does your Council have: a website? Yes / No
If yes, please give us your website address: soronc.org
if so, does it link to EmpowerLA? Yes / No

Does your Council have: a Facebook Account? Yes / No
If yes, please give us your Facebook url: facebook.com/soronc
if so, do you utilize the events feature? Yes / No

Does your Council have: a Twitter Account? Yes / No
If yes, please give us your Twitter url: twitter.com/soronc
Do you utilize hashtags with Twitter? Yes / No
If yes, what hashtags does your Council use for Twitter? #sorosafety, #soroplans, #soroevents, #soromoves, etc.

Does your Council have: a YouTube Account? Yes / No
If yes, please give us your YouTube URL: youtube.com/soronc
if so, do you create Council videos? Yes / No

Does your Council have: a database of Stakeholders? Yes / No
an email newsletter campaign? Yes / No
an email newsletter service? Yes / No
if so, what company? Mailchimp

Does your Council have: a virtual phone line? Yes / No
if so, what company? Vonage

Does your Council have: a virtual fax line? Yes / No
if so, what company? eFax

Neighborhood Council Outreach Survey

Print Materials:

Does your Council have: business cards for Board Members? Yes / No
business cards with general information? Yes / No
a print newsletter campaign? Yes / No
a brochure? Yes / No

Does your Council have: letterhead? Yes / No
templates for newsletters, brochures, flyers? Yes / No
branded materials (fridge magnets, bookmarks,...) Yes / No
If Yes, please list branded materials: pens, keychain flashlights, reusable shopping bags, first aid kits

Calendar:

Does your Council use: an online Calendar? Yes / No
If yes, what Calendar service do you use? developed in-house (Drupal platform). Will transition to Google Calendar.

Does your Council use: Community Bulletin Boards? Yes / No

Partners:

Does your Council maintain working relationships with other organizations? (CPAB, Homeowners and Residential Associations, Chambers of Commerce, Library, Local Parent/Teacher Associations, Cultural Organizations, Community Theatre, Churches/Synagogues, Social Services/Food Banks, Historical Associations,..) Yes / No

If so, what are the organizations? All of the above except Chambers of Commerce and Historical Associations

Media:

Does your Council have: Local Media Contacts? Yes / No Press Release Templates? Yes / No
a media strategy? Yes / No Contacts with local print media? Yes / No
Contacts with local digital media? Yes / No a local media advertising strategy? Yes / No

Street Presence:

Does your Council advertise: Bus Stop Shelters Yes / No Bus Benches Yes / No
Street Light Banners Yes / No Sanitation Trucks Yes / No A-Frames Yes / No Yard Signs Yes / No

What is your Council's most effective tool for engaging the public and keeping them informed?

Targeted Facebook ads, Facebook posts, NextDoor posts, email, yard signs, community events

What is your Council's greatest opportunity for improving its outreach and for reaching the public and engaging them in the Neighborhood Council's activities?

Auto-emailed committee agendas to list segments, broadening our Facebook ad spend



Neighborhood Council Strategic Plan for Fiscal Year 2016-2017

Neighborhood Council Name: South Robertson Neighborhoods Council

The BIG Vision: A clear statement of what you will do to fulfill your mission in the upcoming year. Imagine a year from now, when the headline in your local paper announces your success, what do you want the headline to say? Vision should be consistent with the City Charter mandate "To promote more citizen participation in government and make government more responsive to local needs."

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

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

New for this year: Two of your BIG Goals must connect your stakeholders to citywide initiatives or issues. Check out www.empowerla.org/mayorsdirectives for some ideas.

Example:

- 1) Conduct 3 community townhalls on a Council File that affects our community in order to gather community input to file a Community Impact Statement.
- 2) Hold a Purposeful Aging LA Senior Workshop to connect with our community's older adult population on City services and safety information.
- 3) Participate in the Clean Streets LA Challenge or conduct a street cleaning to bring a cleanliness score from a 2 or 3 to a 1.
- 4) Partner with a Neighborhood Council alliance or other Neighborhood Council on a project, such as Cool Blocks with the Neighborhood Council Sustainability Alliance, planning trainings with PlanCheckNC, emergency preparedness or resiliency planning with the Neighborhood Council Emergency Preparedness Alliance, etc.

The BIG Solutions: Anticipate the challenges or obstacles that you will encounter and incorporate the solutions in your plan.

Example:

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

The BIG Budget: The Neighborhood Council yearly allocation for Fiscal Year 2016-2017 is \$37,000. 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." Are your funding expenditures doing that? While you can give NPGs out to the community, don't forget to set aside funds to increase community awareness of what is going on with City electeds and departments so you can bring community members' concerns back to the City government. Remember - Budgets can always be adjusted during the year with a board vote so changes are easily made if necessary.

Neighborhood Council Strategic Plan

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.

Use the Neighborhood Council Budget template to help you categorize your expenditures each month based on your vision, goal and solutions.

- 1) Outreach \$ 6,550
- 2) Operations \$ 6,250 (excluding recurring expenses)
- 3) Neighborhood Purpose Grants (NPGs) \$ 8,000
- 4) Neighborhood Improvements \$ 7,100
- 5) Recurring Monthly Expenditures \$ 9,100
- 6) S/Election \$ 5,000 (start planning for your 2018 s/election now with voter registration drives)

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:** Our Neighborhood Council will file 10 (insert a number) Community Impact Statements this year.
- 2) **Requests for Action:** Our Neighborhood Council will file 10 (#) Request for Action to our elected and City departments this year. This number should not include Community Impact Statements.
- 3) **Meetings:** Our Neighborhood Council will conduct 100 (#) general board meetings and committee meetings this year. You can specify the type of committee meetings, too!
- 4) **Collaborations:** Our Neighborhood Council will collaborate on 6 (#) events with Electeds, City departments, community organizations or non-profits and schools. You can be more specific and name the collaborators, too!
- 5) **Stakeholders:** Our Neighborhood Council will increase our stakeholder database from 1,000 (#) to 1,200 (#) this year.
- 6) **Communication:** Our Neighborhood Council will contact our stakeholders 4 (3) times month or year about what's going on with the Neighborhood Council and the City.

We'll be incorporating your metrics into your monthly Neighborhood Council Profiles so you can measure your progress and evaluate your success each year.

The BIG Reminder: Align your behavior with your Vision. Everything you do should be advancing you toward your Vision. If something you are doing is not aligned, it is a potential obstacle or challenge that will interfere with your 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!