



# Board Retreat Minutes

Sunday July 21, 1:30PM - 4:00 PM

Simon Wiesenthal Center 3rd Floor

1399 S. Roxbury Dr., Los Angeles, CA 90035 (Pico and Roxbury)

## I. Welcome and Public Comment

SORO Board President, Doug Fitzsimmons, called the meeting to order at 1:40 PM.

**Board Members Present (15):** Kimber Smith, Beth Ryan, Bette Billet, Michael Lynn, Jon Liberman, Paula Waxman, Brian Kite, Barry Levine, Marj Safinia and Martin Epstein, Terrence Gomes, Hector Garza, Victor Mitry, Doug Fitzsimmons and Grant Cohen.

**Board Members Absent (8):** Kevin Gres, Robyn Braun, Ellen Lanet, Bethie Kohanbash, David Mattis, Michael Bloom, Nahed Guirguis and Susan Burden.

## II. Year End Wrap-Up

- a. Beth Ryan shared the following:
  - i. Number and Total Hours per board member spent in board meetings and committee meetings as well as a total number of hours spent by all of us on the board – 985 hours volunteered.
  - ii. Total number of motions the SORO NC board members voted on in Fiscal year 2012-2013 was 109.

## III. Discuss SORO Festival Survey and Board Survey Results

- a. Board Members Survey Results
  - i. Top Voters in the Business Development category were:
    - Revitalize South Robertson
    - Bring Businesses to SORO
  - ii. Top Voters in the Quality of Life Issues were:
    - Make SORO more walkable
  - iii. Top Voters in the Community Connections category were:
    - Volunteer Opportunities
    - Create Programs for youth

## IV. Vote on Big Idea Project

- a. Vision
  - i. Revitalize Robertson Blvd between Cadillac and Cattaraugus
  - ii. Make this area attractive to businesses
  - iii. Create a business community that truly serves the local residents and that people feel proud of
- b. Ways to Accomplish this Vision
  - i. Do an inventory assessment for this area
  - ii. Create a commercial real estate database
  - iii. Create visual renderings to share with others
  - iv. Involve the community
  - v. Determine the role of the NC
  - vi. Host active on-going programs and events
  - vii. Work with the local officials to keep them focused on issues
  - viii. Use NC funding to hire a consultant
- c. Elements of Revitalization
  - i. Business collaborations
  - ii. City work with businesses – (work with Katherine Hennigan)

**Doug Fitzsimmons**  
President

**Brian Kite**  
Vice-President

**Terrence Gomes**  
Treasurer

**Beth Ryan**  
Secretary

**South Robertson  
Neighborhoods Council**

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- iii. City investment
  - iv. City Planning
  - v. Help with zoning/navigate city requirements
  - vi. Focus on small business
  - vii. Refreshen store faces – give them a facelift
  - viii. Sidewalk cleaning, weeding, fix street issues
  - ix. Parking/Valet
  - x. Create a SORO pitch piece – Brokers/Business Org
  - xi. SORO Card
  - xii. Build Identity/Press
  - xiii. Business Improvement District – Phase 2
  - xiv. Regular Contact
  - xv. Events (movie nights on Robertson, Farmers Market, Food trucks, Taste of SORO)
  - xvi. Trees
    - Plant trees (March/April planting)
    - Add lighting to the trees
    - Create visual renderings to share with others
- d. Next Steps
- i. Vote to finalize vision – get all board members to commit
    - All funding motions should be connected to vision
  - ii. Reach out to others for collaboration
  - iii. Set timelines, tasks and committees/persons responsible
  - iv. Report back at each board meeting regarding progress, obstacles, help needed, updated timelines, etc.

**V. Adjournment**

Doug Fitzsimmons adjourned the meeting at 4:10 PM.