



# Motion to approve up to \$3,000 for community outreach for 2010 SORO NC Board elections

**Agenda Item:** SB121709-1  
**Date:** December 17, 2009  
**Proposed By:** Roy Nwaiser, Chair, Ad Hoc Election Committee

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## Summary

Motion to approve up to \$3,000 for community outreach for 2010 SORO NC Board elections.

## Full Proposal

The Ad Hoc Election Committee has carefully reviewed two City publications designed to inform Neighborhood Council elections: *2010 Neighborhood Council Election Procedures* and *Neighborhood Empowerment NC Outreach Resource Guide 2010 Elections*. This includes the information that 45,000 people live within SORO boundaries, and 20% of them speak Spanish at home. On the basis of that information, previous SORO NC Board election experience, research on costs, and active participation of all ad hoc committee members, the following outreach strategy—designed to encourage a maximum number of individuals to submit applications during the January 11 to February 10 window to be candidates for the April 2010 SORO NC election—and estimated attendant costs are submitted for Board approval:

1. Between December 18 and January 4, the City will duplicate and return to SORO NC 25,000 copies of the attached flyer (printed black/white, 8-1/2 x 11, 2-sided English/Spanish). Estimated cost: \$900
2. Between December 18 and January 4, lawn signs will be printed per the attached (2-sided, red print, English). Estimated cost: \$400
3. Between December 18 and January 11, Board members will ask CDs 5 and 10, local houses of worship, heads of neighborhood associations, and other relevant organizations to post notice of the elections in their newsletters. SORO NC will post information on its website, including links to the City's website for the Board application. Cost: \$0
4. Between January 4 and January 11, a professional distribution company will deliver up to 20,000 copies of the flyer door-to-door to all homes and businesses within SORO NC boundaries. Estimated cost: \$1,400.
5. Between January 4 and January 11, Board members will distribute—by email and door-to-door—flyers to houses of worship, schools, businesses and organizations within SORO. This includes up to 5,000 flyers to schools for students to take home. Cost: \$0
6. Between January 4 and January 11, Board members will post the lawn signs in designated areas throughout SORO. Cost: \$0

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- 7. On Thursday, January 14 and Monday, January 25, 6:30 – 7:45 p.m., Board members will host and make presentations at Candidate Information sessions at the Robertson Library. Cost (refreshments): \$100

On Thursday, January 21, the ad hoc committee will submit a motion for steps and attendant costs to encourage a maximum number of SORO NC stakeholders to participate in the April 11<sup>th</sup> election.

**Proposed Motion**

To approve up to \$3,000 for community outreach activities of (a) printing and distributing a flyer and lawn signs and (b) hosting two candidate information sessions to encourage eligible individuals to be candidates for the 2010 SORO NC Board elections.

**Considerations**

**Pro**

Comprehensive outreach/ marketing plan to attract a large, diverse candidate pool.

Plan attempts to reach all eligible candidates.

Plan uses multiple means of communication to deliver message.

Plan is cost effective for the number of people it will reach.

Plan will increase community awareness of SORO NC.

Plan is consistent with City guidelines for NC election outreach.

**Con**

\$3000 will not be available for other worthwhile uses.

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**Board Notes**

**Votes For:**

**Against:**

**Abstain:**

**Proposed Amendments:**

# Run for Office!

## Make a Difference in Our Community!

### Be a South Robertson Neighborhoods Councilmember

Applications due: between January 11 and February 10

Election: April 11

**What is a Neighborhood Council?** An officially recognized advisory body that is part of the Los Angeles Citywide Neighborhood Council (NC) System.

**What does the NC do?** Advocate and represent our community's wants and/or needs to local government officials and entities; build partnerships with government so that government is more responsive to local needs; foster a sense of community; and decide how to spend the City's annual financial allocation (\$45,000 this year) for priority community activities and projects.

**What are responsibilities?** Help in outreach to community members; represent our community to government officials; make decisions that will affect our community; and participate in at least two meetings each month (General Board meeting and committee meeting of your choice).

**Who can run for office?** Anyone age 15 and above, who lives, works, goes to school, or is a member of an organization within the South Robertson Neighborhoods boundaries (see [www.soronc.org](http://www.soronc.org)) and has filed a timely application.

**Who votes?** Anyone age 15 and above, who lives, works, goes to school, or is a member of an organization within the South Robertson Neighborhoods boundaries (see [www.soronc.org](http://www.soronc.org)).

**For more information attend one or both Candidate Information Sessions:**



**Thursday January 14, or Monday, January 25 at  
Robertson Public Library, 1719 South Robertson  
6:30 – 7:45 p.m.**

[www.soronc.org](http://www.soronc.org)

[www.lacityneighborhoods.com](http://www.lacityneighborhoods.com)





# Motion to fund up to \$2000 for general election outreach

**Agenda Item:** SB121709-2  
**Date:** 17 December 2009  
**Proposed By:** Marjan Safinia

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## Summary

That SORO NC set aside up to \$2000 for general election outreach in collaboration with the other west side NCs.

## Full Proposal

Palms NC, and Westside NC have proposed to SORO NC and Del Rey NC that we collaborate to jointly promote the upcoming NC elections, increasing visibility and lowering costs for everyone

In discussion are ideas to create highly visible cross-street banners driving people to a dedicated website we will create which explains what the NCs are, which NCs are participating in the promotion, how and when to get involved in the elections, how and where to vote etc. The website would also carry links to the individual participating NC websites (e.g. soronc.org) for people to learn more. Finally, flyers will be created with this same information also calling for candidates.

Budgets and costs are currently being drawn up, but Palms NC and Westside NC have each set aside up to \$2000 for this outreach effort, which they expect will be more than sufficient.

N.B. Any SORO specific outreach we may want to do (yard signs etc.) should be addressed by separate funding motions. This motion covers the joint outreach efforts.

## Proposed Motion

- I. That SORO NC fund up to \$2000 for joint outreach with other west side NCs regarding the upcoming NC elections.

## Considerations

### Pro

The more NCs participate, the further the collective pool of funding will stretch.

Large outreach opportunity

### Con

Funds could be spent more directly only within our borders.

Management of a large outreach effort.

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## Board Notes

**Votes For:**

**Against:**

**Abstain:**

**Proposed Amendments:**



# Motion to approve up to \$4,400 to enhance operations of Fire Station #58

**Agenda Item:** GB121709-4

**Date:** December 17, 2009

**Proposed By:** Ann Hammond, Co-Chair, Public Safety Committee

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## Summary

Motion to approve up to \$4,400 to enhance operations of Fire Station #58.

## Full Proposal

At the November 2009 SORO NC Board meeting, the Public Safety Committee submitted a proposal to fund up to \$3,000 for five items considered priorities by Fire Station 58 and supported by the Committee. The Board asked the Committee to reconsider the proposal and provide more detail both on costs and on how the proposed investments would help improve community safety.

At its meeting on December 7, 2009, the Public Safety Committee met with LAFD Captains Ferrari and Ochoa to address these two points and to invite them to attend the December 17<sup>th</sup> Board meeting to respond directly to Board members questions and concerns. The Captains explained that the City of Los Angeles started building fire stations at the turn of the 20<sup>th</sup> century. They are now antiquated and expensive to maintain. Stations are owned by the City's General Services, not LAFD. The City will only pay for specific items, and those do not include basic maintenance of the building or of fire-fighting equipment, and they do not include items firefighters need to maintain themselves at the station, such as furniture, pots and pans, and kitchen appliances.

Station #58, which serves the SORO community, was built in the early 1950s, so it is a lower priority for City investments than older fire stations. More than 30 firefighters use Station #58 each week; they sleep and eat at the station so they can be responsive to any and all emergency calls. They maintain the three fire trucks so they do not need major repairs that would necessitate putting them into a City garage for service. Firefighters pay for their meals at the station, invest their own money in fire station repairs and maintenance--taking out loans from their credit union when necessary and repaying the loans over time—and perform many of the building maintenance and improvement tasks themselves.

Firefighters work 24-hour shifts, 56 hours each week. On an average day, Station #58 responds to 10 to 15 emergency calls, with about 2 to 5 of them during the night. On a busier day, such as during heavy rains this past weekend, they had already responded to 17 emergency calls by 9:00 p.m., and expected at least 5 more during the night. In addition, they: respond to many requests for community education and outreach, including schools and community events; participate daily in mandatory training activities; and exercise daily. It is essential for public safety that the firefighters have

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well-maintained equipment and have an environment at the station conducive to restful sleep, quick and nutritious meals, and exercise facilities so they can be in top physical condition at all times.



The revised list of proposed investments represents current priorities for which the firefighters would otherwise have to take out a personal loan from their credit union: office equipment, replacement for lighting fixtures that are no longer working reliably (a fireman who is a licensed electrician will install the lights at no charge), workout weights for the exercise room, a full set of tools to replace the few screwdrivers and wrenches the station currently has, and an industrial vacuum cleaner for dirt, wood chips, and other debris at the station. Estimated costs represent lowest available. Public Safety Committee members will work with the Station to see if we can get some of these items donated by local businesses. It is noted that, previously, the SORO NC Board “adopted” Fire Station #58 (see attachment). This recognizes the special relationship our community has with the firefighters who risk their own personal safety to protect the safety of the members of the community they serve.

## Proposed Motion

To fund up to \$4,400, inclusive of taxes, for 14 specific items to enhance operations of Fire Station 58:

1. 42” wide lateral file cabinet, industrial quality, for front office (\$800);
2. flush mount florescent lights for kitchen and training room (\$600);
3. “kettle bells” workout weights (\$300);
4. 26” tool chest and roller cabinet combo Costco #285521 (\$520);
5. Ampro’s combo 10-piece pliers set Costco #364254 (\$50);
6. Milwaukee 28v cordless v28 Lithium Ion Sawzall (\$420@Home Depot);
7. Milwaukee 18v cordless M18 High Performance Hammer Drill (\$360@Home Depot);
8. Craftsman 44 piece Heavy Duty Screwdriver set (\$80@Sears);
9. Craftsman 26 piece standard 12-part combination wrench set (\$60@Sears);
10. Craftsman 26 piece metric 12-part combination wrench set (\$60@Sears);
11. Milwaukee ½” magnum drill motor (\$140@Home Depot);
12. Craftsman 299-piece Easy Read socket set, standard and deep (\$400 at Sears);
13. Craftsman 4-piece Adjustable Wrench Set (\$60@Sears); and
14. Ridgid 16 gallon Pro Vac Wet/Dry vacuum model # wd1851 (\$160@Home Depot).

## Considerations

### Pro

Would enhance public safety by improving Fire Station #58 operations

Reflects priorities for public safety expenditures

### Con

## Board Notes

**Votes For:**

**Against:**

**Abstain:**

**Proposed Amendments:**

## Los Angeles Fire Department: Adopt-A-Fire Station Program

### What Is The Purpose?

The Los Angeles Fire Department seeks to coordinate concerned individuals, community groups and corporations in their support of neighborhood Firefighters and Paramedics. Through creative partnership and spirited teamwork, Adopt-A-Fire-Station is designed to enhance the physical presence and capabilities of a permanent community asset - **your** Neighborhood Fire Station.

### Is There A Need?

Last year alone, LAFD members responded **753,428** times to help their neighbors in need. Several of the Fire Stations these men and women respond from are nearly **70 years old!** Though some unfit LAFD facilities have been repaired through Proposition Q or replaced as a result of Proposition F, there remains a need to beautify, increase efficiency and add community value to many Neighborhood Fire Stations. Members of the LAFD are not seeking extravagance or comfort. Rather, they are asking for your ideas and partnership in a collective effort to enhance the public service capabilities, features and equipment of a Fire Station near you.

### What Are Some Typical Projects?

There are no projects too small - or ideas too complex. Your local Firefighters and Paramedics can benefit greatly from your technical expertise, donated services, skilled labor or excess supplies. For larger or more creative projects, they may be able to channel your financial or labor contribution towards planned improvements. With advance coordination, crews at some Neighborhood Fire Stations have been able to partner with their neighbors and local businesses to:

- Enhance Landscaping and Signage.
- Refresh Fire Station Paint, Stucco or Trim.
- Modernize Office, Training Room and Kitchen facilities.

After touring a Fire Station to determine specific needs, some of our neighbors have offered advice, donated time or creatively raised funds to help us select, purchase, enhance or refurbish:

- Specialized Firefighting, Rescue and Medical Apparatus.
- Office Furniture.
- Stationery Supplies.
- Fax Machines.
- Storage Enclosures.
- Physical Fitness Equipment.
- Heating and Air Conditioning Systems.
- Computers and Peripherals.
- Dishwashers, Stoves or Ovens.
- ...and other items, services and supplies needed to operate a modern and efficient Neighborhood Fire Station.

### What Is The Process?

You may wish to start by visiting a Neighborhood Fire Station to learn of site-specific needs and opportunities. Please remember that special LAFD facilities, such as the 9-1-1 Dispatch Center and Training Academy, as well as Fire Stations in disadvantaged neighborhoods remain equally in need of your creative support. Thanks to our partnership with the highly respected California Community Foundation, your donation to this well managed program can be tax-deductible.

**Source:** <http://www.lafd.org/adopt.htm>



# Motion to send a letter of commendation to the Alexander Hamilton High School Football Team

**Agenda Item:** GB121709-5

**Date:** December 17, 2009

**Proposed By:** Jon Liberman

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## Summary

To authorize the President of the NC to send a letter to the high school recognizing their achievements this season and to offer our congratulations.

## Full Proposal

Alexander Hamilton High School's football team had a great season. The team won 11 games this year. This resulted in their participation in the City Section Division II Title Game. Hamilton High School won this game with a score of Hamilton 67 El Camino Real 42. On behalf of all of the stakeholders of South Robertson Neighborhoods Council, we want to have the President issue a letter to the high school to acknowledge this achievement and to commend all of the members of the football team on their successful season.

## Proposed Motion

I. To issue a letter conforming to the proposal shown above.

## Considerations

Pro	Con
1. Recognizes a significant achievement of our high school.	1. None.

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## Board Notes

**Votes For:**

**Against:**

**Abstain:**

**Proposed Amendments:**



# Request SoRo Inc fund \$250.00 for Hamilton High School Football Awards dinner

**Agenda Item:** GB121709-6  
**Date:** December 17, 2009  
**Proposed By:** Barry E. Levine, Education Committee co-chair

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## Summary

Draft a letter to SoRo Inc requesting they help fund the Hamilton High School Awards dinner for the Football team, the coaches, and the cheerleading squad in the amount of \$250.00

## Full Proposal

SORONC was asked in a letter from Charlie Wilhelm to help fund the Awards dinner for the Hamilton High School Football team and their staff and cheerleaders. They have had a fabulous season. The letter is attached. The date of the dinner is January 9, 2010 and since it does not allow enough lead time for us to fund I am proposing SORONC draft a letter requesting funding of \$250 from SoRo Inc to help fund the event.

## Proposed Motion

SORONC send a letter requesting SoRo Inc. fund \$250.00 towards the Awards Dinner for Hamilton High School Football team

## Considerations

### Pro

Hamilton High School is an active member of our community and deserves our help

**It will work as an outreach to the Hamilton Community**

### Con

We may wear out our welcome with SoRo Inc.

Hamilton may be able to raise the money themselves

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## Board Notes

**Votes For:**

**Against:**

**Abstain:**

**Proposed Amendments:**

Dear Marjan,

My name is Charlie Wilhelm and I was introduced to you through email from Fred Zaidman. I am a parent of one of the football players and have helped out with the program this year. First the really good news. For the first time in school history the football team has made it to the Division II LA City Championship football game which is this Friday 7:00 PM at East LA College. One more tough opponent and one more win away from a first ever Hamilton Football Championship. Win or lose the kids have accomplished a great deal this year, worked very hard to achieve it and deserve some recognition for their hard work and success. In addition to wins and losses out of roughly 50 varsity players only one was lost to eligibility as the coaching staff and administration stressed academics as well as athletics.

Bottom line we are putting together a JV, Varsity and Cheerleaders end of season banquet which is now scheduled for January 9Th. We pushed it into January given our successful playoff run. The event will be held at The Proud Bird banquet facility by the airport a location used by other teams. The cost is 40\$ per head which includes facility, staff, food and soft drinks. In addition to the banquet cost we would like to have some awards as well as plaques for the kids. Our thoughts are that if we raise enough funding we would prefer that the kids attend for free. At this point Hamilton High School Administration stated that they cannot offer any support given budget issues. If we are really successful we will reduce the cost for parents as well as most of the families could use the financial support. We have roughly 70 kids at 40\$ per so that is \$2,800, we expect around 150 to 200 people so the banquet cost will range from \$6,000 to \$8,000. Both

Coach Moore as well as myself will make significant donations and Fred generously offered to donate as well. Needless to say we have a great deal of fund raising left to accomplish.

I would be happy to meet with you, provide any further detail or answer any questions that you may have. Thank you for even being interested in helping us. I look forward to you thoughts.

Very best,

Charlie Wilhelm



# Motion to approve outreach letter and reimburse copying costs to board members.

**Agenda Item:** GB121709-7  
**Date:** 17 December 2009  
**Proposed By:** Marjan Safinia

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## Summary

That SORO NC approve the language of the attached general outreach letter for use by Board members, and that the board approve that any board member can be reimbursed up to \$200 for printing and replication costs (with valid receipt) associated with using this letter for outreach to their stakeholders.

## Full Proposal

Some board members have expressed a desire to do active door-to-door outreach within their areas of representation to better spread the word about SORO NC and to hear from stakeholders what issues they are facing.

In order to facilitate this kind of outreach, and to “legitimize” the individual board members who may be knocking on doors or entering businesses, any board member that wishes to should be able to access a formal document such as the attached letter to inspire confidence with our stakeholders.

Since some board members may wish to use this letter and others may not, and in order to facilitate these individual choices, the board should approve that any board member who can provide receipts showing that they have spent money replicating and printing this letter for distribution be reimbursed up to \$200 from the Operations budget.

## Proposed Motion

- I. That SORO NC approve the language of the attached general outreach letter for use by board members.
- II. That SORO NC approve that any board member can be reimbursed up to \$200 from the Operations budget for costs associated with printing and replicating this letter for distribution, as long as that board member can submit appropriate receipts and complete the requisite paperwork.

## Considerations

### Pro

It's good to encourage active outreach.

By reimbursing for individual printing, we avoid wasting money on a large amount of letters that will sit unused in storage.

### Con

People may not appreciate being approached in their homes and businesses.

It's not green to use trees to repeat information that is readily available elsewhere.

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**Greetings! Shalom! Salaam! Hola!** (check terms, use script)

## How can we serve you?

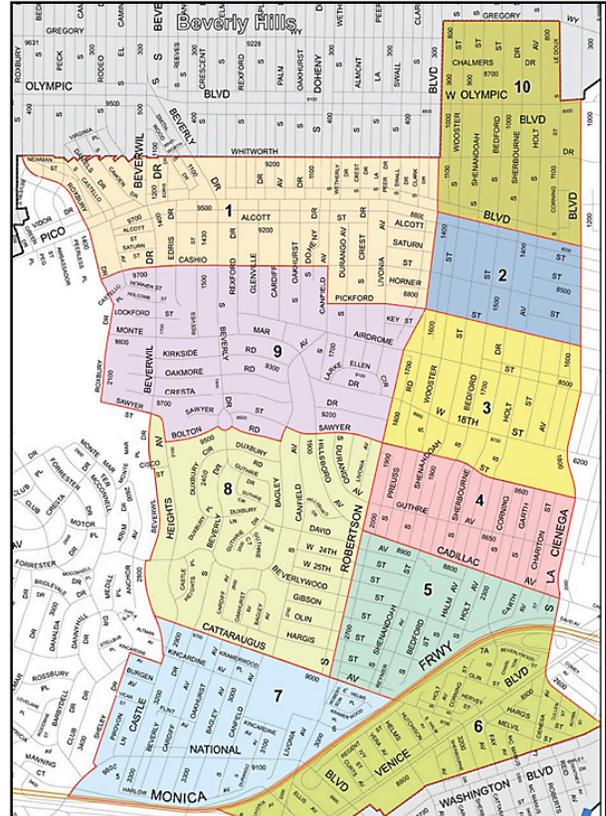
Please meet your SORO NC representative:

**Insert Name of Board Member**

**Insert Board member phone or email**

**Insert Zone of Representation**

The South Robertson Neighborhood Council (SORO NC) is part of the Neighborhood Council system, which was created by the City of Los Angeles in 1999 to allow those who live, work or worship in a particular neighborhood an opportunity to have a voice in community and city decisions. Each neighborhood council is funded with \$45,000 yearly.



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### Please come and join us at any of our monthly meetings:

**General Board Meeting**  
3<sup>rd</sup> Thursday of every month, 7pm  
Hamilton High School Cafeteria  
*Meet the board, City partners, and police. Food provided.*

**Green Team Committee**  
2<sup>nd</sup> Wednesday of every month, 7pm  
Hamilton High School Cafeteria  
*Help "Green" the neighborhood.*

**Public Safety Committee**  
1<sup>st</sup> Monday of every month, 7pm  
Robertson Recreation Center  
*Meet police partners. Be more aware.*

**Land Use and Economic Development**  
1<sup>st</sup> Tuesday of every month, 6:30pm  
Robertson Library (downstairs)  
*Land Use issues in the community.*

**Outreach Committee**  
Last Monday of every month, 7pm  
Robertson Recreation Center  
*Join us in community building.*

**Education Committee**  
Meets on an "as-needed" basis  
*Sign up to mentor a student at Shenandoah Elementary School*