



#### SCNC BOARD

Jeffrey Carter  
Ben Di Benedetto  
Victor Helo  
Wayne Kartin  
Remy Kessler  
Ben Neumann  
Richard Niederberg  
Todd Royal  
Lisa Sarkin  
Lana Shackelford  
Gail Steinberg  
Ron Taylor  
Pasha Vafae  
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Lana Shackelford  
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Studio City, CA 91604  
(818) 655-5400

## BOARD MEETING APPROVED MINUTES Wednesday, October 19, 2011 Light Refreshments 6:30pm Meeting 7:00pm

at  
**CBS Studio Center, Building 8, MPR-3,  
4024 Radford, Studio City CA, 91604**

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

The public is requested to fill out a "Comment Card" to address the Board on any item of the agenda prior to the Board taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Board's subject matter jurisdiction will be heard during the Public Comment period. **Public comment is limited to two minutes per speaker, unless directed otherwise by the presiding officer of the Board.** The agenda is posted for public review at: Studio City Neighborhood Council website ([www.studiocitync.org](http://www.studiocitync.org)); as well as CBS Studio Center, Radford and Colfax gates; the Studio City Library, 12511 Moorpark St.; the Studio City Recreation Center, 12621 Rye Ave. and at Carpenter Community Charter School, 3909 Carpenter Avenue, Studio City, CA 91604. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least three (3) business days (72 hours) prior to the meeting you wish to attend by contacting the Neighborhood Council Project Coordinator (213) 473-5391 or by e-mail to [Thomas.Soong@lacity.org](mailto:Thomas.Soong@lacity.org). 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 by clicking on the following link: [www.studiocitync.org](http://www.studiocitync.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 [office@studiocitync.org](mailto:office@studiocitync.org).

1. Call to Order & Roll Call. Jeffrey Carter – present, Ben Di Benedetto – present; Pasha Vafae – present, Victor Helo – present, Wayne Kartin – present, Remy Kessler - present, Ben Neumann present, Richard Niederberg - present, Todd Royal – will arrive late, Lisa Sarkin - present, Lana Shackelford – present, Gail Steinberg – present, Ron Taylor – present, Rita Villa –present, John Walker – present, Denise Welvang – present. 13 voting members; 7 to pass a motion; 57 stakeholders present.
2. Approval of September 21 special, and regularly scheduled Board Minutes. Approved in the absence of objection.
3. Comments by the President. **John Walker** stated that the next election will be important. He encouraged everyone to keep informed and be involved.
4. Public Comments on non-agenda items within the Board's jurisdiction. **Candice Mark**, stated that the Studio City Library back to school open house will take place at the Studio City branch library this week. She had information packets showing resources available at the library including a library card application and list of events to be held during the month. She stated that the construction blocking the way to the library is over. She also reported that the Studio City branch library is third busiest in the City of Los Angeles out of 72 branches. **Dr. Helo** said there will be an additional computer class, an e-media class offered at the library. It will be a workshop showing how to download e-books onto their personal device if they bring it in. **Richard Niederberg** said his mom is learning how to use the computer at the library. **Arlene Samek** asked the Crime and Safety Committee or the Traffic Committee to look into speed bumps behind the Starbucks going toward the CVS. **Geoffrey Yazzetta** said it is private property. Wayne Kartin said he will try to get the information. **Mark Reed** thanked the SCNC for all we do. He is the congressional candidate for the 30<sup>th</sup> district. He is concerned about the economic downturn. He would like to debate the incumbents. **Andrew Lachman** gave his email address Andrew [Lachman@gmail.com](mailto:Lachman@gmail.com). He said he is running for state assembly in the 46<sup>th</sup> assembly district. He stated that he understands SB1818 and its impact. He wants to provide effective, responsive representation to the people of the 46<sup>th</sup> district. Education is important to

him. He is an attorney. **William Seeling** introduced himself and said that he represents district 24 of the American Legion of California. He coordinates public service projects. He wants to get veterans to help Neighborhood Councils. He stated that he will report on this meeting to the district. **Barry Johnson** stated that he has been attending the redistricting meetings. He believes that Studio City has done well as we are not in any districts that go over the hill. Now the City is starting its redistricting process. He attended the first city meeting and stated that no NC should be part of more than one district. He believes that the district in which Studio City is located should not be shaped like a barbell. He held up a three dimensional map of our city council district. It was the shape of a barbell. **Richard Adams** reminded everyone that the policing responsibility for Studio City is split between Van Nuys and North Hollywood. Ron Carter is returning as the senior lead officer for the area of Studio City where Richard lives. Tomorrow is the date for the "big shake out" (an earthquake preparedness drill). He requested that everyone participate. **Lisa Sarkin** explained to one of the speakers that he is a stakeholder. One of the stakeholders thanked Mr. Andrew Lachman for being here and said the most important thing to do right now is to rebuild our infrastructure. **Andrew Lachman** said we need to move empowerment to the local level.

5. Responses to comments from the Board. **(See responses in item 4 above.)**
6. Update from Council District 2 by **Geoffrey Yazzetta**. Reported that the Councilman Krekorian's committee passed the motion instructing the city attorney to move forward with the RFA. This should pass city council by the end of the year. He also reported that the Bureau of Sanitation Upgrade project on Ventura Blvd. The will begin replacing pipes starting towards the end of the month. Each zone will take one to two weeks to complete. Service interruptions will be noticed to residents and businesses a few days in advance. The trunk line on Coldwater is still in work zone one. The Councilman has \$250,000 in discretionary money for street service which he wants to use to reinstate some services and repairs. **Geoffrey Yazzetta** asked stakeholders to let CD2 know if there are project they think should be done so that the projects can considered and as much as possible can be accomplished. The Mayor signed the local preference ordinance to stimulate the local economy. **Richard Niederberg** said even an 8% preference is not enough. As small businesses are required to have a bond they can't take advantage of the preferences. **John Walker** asked what happened on the sidewalk repair issue today. **Lisa Sarkin** said she would send out information on sidewalk repair when she gets it. **Barry Johnson** said he asked public works why they didn't apply for federal funds for the back to work initiatives.
7. Guest speaker Mayoral Candidate **Wendy Greuel**. **John Walker** introduced Wendy Greuel. Wendy Greuel said that with respect to sidewalk repairs there was a 50/50 program and she would like to bring that back when she is Mayor. She said that she misses being a council member but does not miss going to city council. She gave her background and said that she has a unique prospective on what needs to be done in Los Angeles. She is a fighter. She remembers when you could walk to school and there were good public schools. You could create jobs and believe they would help the community. She wants to create jobs. An important industry in Los Angeles is the entertainment industry. It is our signature industry. We need to fight to keep it. **(Todd Royal** joined the meeting at 7:50. Now 14 members present, 8 needed to pass a motion.) **Wendy Greuel** said she wants to make sure the departments operate properly and efficiently. She wants to engage the public in solving the problems of our city. She wants to know where development should happen. We need to be engaged in the redistricting process. The future of our city is our schools. Every community in our city needs to have good schools. She will use her experiences as city controller and city councilman to improve and benefit the city. She wants people to love Los Angeles. She plans to live in Studio City for a long time as it is one of the greatest communities in the City. **Barry Johnson** asked how she will cut through the rhetoric from developers who say they will create jobs but do it at the expense of the quality of life. **Wendy Greuel** said she wants to have the rules in place as zoning codes has not been updated in many years and they should be. We need jobs but we need to be sensitive as to how they are

created. We need long term solutions to long term problems. **Remy Kessler** said for years we have heard of other cities that offer incentives to lure the entertainment business away from LA. He asked what Los Angeles is doing to counteract this. **Wendy Greuel** said that there are State taxes that are incentives. We have caps on the business tax. That is an incentive in Los Angeles. City incentives are related to the ease of doing business in the city. She is trying to develop incentives that we can provide locally. A stakeholder asked what she proposes to do to improve the quality of life in Los Angeles and reduce the red tape required to get things done. **Wendy Greuel** said that performance based budgeting would help with this. We need to be fiscally responsible. If we have good jobs and industry we will have more resources to improve our quality of life. **Ron Taylor** said the Mayor spent his political capital trying to control the school district. He asked how **Wendy Greuel** felt about working with the school district. **Wendy Greuel** replied that the Mayor forced the issue and now people at least talk about the schools and their importance. The parents and community are now more involved. She advocates more local control. One stakeholder said he misses her on the city council and asked if Wendy Greuel will create a commission to streamline the regulations to facilitate the entertainment business. **Wendy Greuel** replied that we should have someone in the Mayor's office who can pick up the phone and check in with businesses and get things done. **Richard Niederberg** said he reads the audits that come out of her office. He asked if it is more efficient and affordable to use outside auditors do the city audits. Wendy Greuel said they can only do 20 per year and they have some funds for outside consultants which she uses for expertise. Her department is independent and focused. **Arlene Samek** said as controller Wendy did 40 plus audits. Laura Chick complained that after the audits are done there is no follow up. **Wendy Greuel** said transparency has helped. **John Walker** said often we look at the first 100 days. One department does not know what the other departments are doing. **Wendy Greuel** said in her first 100 days she would implement the performance audits. She would do a LA Stat and have people respond as to what they are doing and improve structure for internal communications. She would also want to engage the public. She would also move on the job creation.

8. Introduction of Congressman **Brad Sherman**. **Brad Sherman** introduced himself and stated that he represents half of San Fernando Valley. He is a CPA and a lawyer. He has been a member of Congress since 1996. Studio City was not part of his district. As he would now have Studio City in a district that he would like to represent he has come to introduce himself to us. If he is elected to the new district he will be here periodically. He introduced two men from his constituent service office in Sherman Oaks. He asked stakeholders to pick up the brochure and/or the combs he hands out so that we can contact him. **Barry Johnson** said we hear about restructuring social security for those under 55. How does the congressman feel about that? He said he does not agree with the tier system. Of all the fiscal problems we face, social security is in better shape than most of them. He feels we should raise the amount on which people have to pay social security to \$250,000 and that would solve the problem through 2085. He thinks that is the lesser of all the evils. **Arlene Samek** said there should be a break for those earning under \$25,000 or \$30,000 and run all the way up. **Victor Helo** asked what is happening with pharmaceutical companies raising prices? The Congressman said he supports the government negotiating with drug companies for Medicare like they do for the VA. There will be an increase in social security payments this year but increasing deductions for Medicare so the pensioners end up with a smaller check. He explained a proposal that gives vouchers for Medicare. He said older people are having a problem now. **Richard Adams** asked about border security and the fast and furious situation. He wanted to know what Congress is doing about that. The Congressman said that fast and furious was a one-time only incredibly stupid mistake. He believes we must control the borders. **Todd Royal** asked "Given the Iranian situation is the Congressman in favor of economic sanctions or should we leave all options open?" The Congressman said the current sanctions are not effective. He also stated that Bradsherman.com is his campaign website. There will be a town hall at Reseda High School on Nov 6<sup>th</sup>.
9. Treasurer's report by **Remy Kessler**. **Remy Kessler** briefly went over the spreadsheet.

**MOTION A: The Board of the Studio City Neighborhood Council has reviewed the (October) financial statements and the (September) bank statements and hereby accepts and approves them. The motion was approved in absence of objection.**

10. Budget Committee Report by **Remy Kessler** for **Mark Batterman**. **Remy Kessler** said there was one budget request. **John Walker** read the motion.

**MOTION A: The Board of the Studio City Neighborhood Council approves a funding request for \$5,000 to be used for a community holiday event called "Winter Family Festival Plus A Taste Of The Holidays". The location of the event shall be at the Studio City Recreation Center (aka "Beeman Park") on December 4, 2011, from 1:30pm until 5:30pm. The funding is conditioned on the SCNC becoming a "presenting sponsor" and being acknowledged in all event promotion materials, including any flyers, banners, event programs, articles and similar publications and postings. The funding also is conditioned on the SCRA sending out before the holiday event, an email blast to all of its existing members encouraging them to subscribe to the SCNC mailing list. The SCNC's funding shall specifically be used to pay for a children's snow activity at the holiday event.**

**Alan Dymond** gave a presentation on the event. **Lisa Davis** said she supports the event but thinks that \$5,000 is too much. **Barry Johnson** said we should support this. The original proposal was \$7,500 and \$5,000 seems reasonable. **Richard Adams** said \$5,000 is too much for a short term benefit event. It would be better for the funds to go to the Studio City Beautification Association. **Victor Helo** said he supports the motion but asked if the SCRA has considered the mud and parking problem in the event of inclement weather. **Ron Taylor** asked what the total budget for the event is. **Alan Dymond** responded \$15,000 to \$20,000. **Lana Shackelford** asked what in monetary terms the Radio Disney involvement equates to. **Alan Dymond** said that he is not sure if the SCNC will get recognition on air. **Wayne Kartin** asked if we should pay for something that will be advertised outside Studio City. **Gail Steinberg** asked how many other big sponsors are there. **Alan Dymond** responded that the Farmers Market is the major sponsor with \$17,500. The BID is providing \$2,500. They are trying to get \$30,000 in sponsors. **Richard Niederberg** said he does not think our stakeholders are getting enough bang for the buck. **Ben Neumann** said he believes that it is good to have a family event. **Todd Royal** said it is a good way for people to come to Studio City and shop as it is the start of the holiday season. It is a great way for us to show ourselves. It is good outreach. **Remy Kessler** said after he voted on this at the budget committee meeting he felt that we should fund things that are more permanent, but we have not gotten those types of funding requests. **John Walker** said he supports the festival. We will have NC elections that will cost 7K. **Lisa Sarkin** proposed an amendment to revise the motion to a \$2,500 funding amount and that proposal was seconded by **Gail Steinberg**. **Todd Royal** asked how much funding would be required for the debate for the among the candidates for the Congressional seat. **Ben DiBenedetto** said that he would not support funding a debate at the \$7,000 level. **Ben Neumann** said that he thinks we should support this. **Lee Davis** said the Republic Pictures event was funded at one level and then they asked for more money later. We can do that here if an additional amount is needed. **Alan Dymond** said it will be advertised by Disney as a Festival of Giving. They will be asking people to come and give to charity. **Lana Shackelford** asked how much the snow activity is going to cost. **Alan Dymond** responded \$7,500. The SCNC will be a sponsor but not an exclusive sponsor of this event. **Vote to amend the motion: 10 yes; 4 no. Motion to amend carries. Arlene Samek** said we should sponsor this at the \$5,000 level as it is an event for our community. **Todd Royal** asked to amend the motion to delete everything after "5:30 PM". **Second by Ron Taylor**. The question was called. **Vote to cut off debate: 12 yes; 2 no. Vote on amended motion: 2 yes; 12 no. Vote on amended motion with funding at 2,500 and with all original conditions: 14 yes; 0 no. Amended motion carries. Denise Welvang and Remy Kessler** said they don't understand why the SCRA can't comply with the conditions. **Vote for reconsideration: 13 yes; 1 no.**

**Rita Villa** proposed and read a new motion. **Second** by **Todd Royal**.

**MOTION: The Board of the Studio City Neighborhood Council approves a funding request for \$2,500 to be used for a community holiday event called "Winter Family Festival Plus A Taste Of The Holidays". The location of the event shall be at the Studio City Recreation Center (aka "Beeman Park") on December 4, 2011, from 1:30pm until 5:30pm. The funding is conditioned on the SCNC becoming a "presenting sponsor." The SCNC's funding shall specifically be used to pay for a children's snow activity at the holiday event.**

**Jeff Carter** asked if this motion would now be ok with Alan Dymond. **Alan Dymond** said yes. **Richard Niederberg** asked for the email blast as well. **Vote on the motion proposed by Rita Villa: 8 Yes; 5 No; 1 Abstain.** **Remy Kessler** said now we are not getting any specific recognition. **Jeff Carter** asked if the e blast could be added in. **Ben Neumann** said we are getting a tremendous amount and we will be a preventing sponsor going forward. **Todd Royal** called the question. **Second: Ben Neumann.** **Vote to cut off any further debate: 9 yes; 5 no.** **Motion Carries.**

11. VANC Report by **Arlene Samek**. Wayne Kartin left the meeting. There are now 13 present 7 votes are required to pass a motion. **Arlene Samek** reported on the VANC Congress. She stated that a 21 person commission for redistricting has been established and not one NC board member is on the commission. This Saturday is the green practices workshop. VANC is looking for 3 people from each NC to be there. **Arlene Samek** gave a schedule of the proposed corridor to connect the orange line with City Terrace. She also reported on the ACE ordinance which will be taken up at a later VANC meeting. Also the sidewalk ordinance will be taken up by VANC in the future. **Richard Adams** said ACE came up at his neighborhood watch meeting. Various constituents do not want this ordinance enacted. One group against it is the landlords so this is not getting support at the council. **Barry Johnson** said the city attorney said that building and safety would be the last to be included in ACE. **Richard Niederberg** said that people would feel differently about the sidewalk responsibility if the property owners had ownership of the sidewalk.
12. Outreach Committee Report by **Lisa Cahan-Davis**. **Lisa Cahan-Davis** reported that the committee is looking into the pricing for advertising on transit shelters. We pay for the production only. Radio and other advertising opportunities are being considered. Looking at handouts such as pens and also considering t-shirts for board members to wear at events. Cultural events for 2012 are in the planning stages. The Banners – are being finalized. Locations to be determined by next week. Festival of Lights will be held December 11, 2011 at Campo de Cahuenga. There will be a charity connection. They are looking for musicians and working on the food. **Lisa Cahan-Davis** will talk to the Campo representatives and let them know we can't provide and insurance bond as the City is self insured. November 20<sup>th</sup> is the date that the SCNC will have a booth at the farmers market. **Barry Johnson** said Studio City has 2 kiosks where there is public space. **Lisa Cahan-Davis** said those are the locations she is taking about. **Barry Johnson** wanted to know if all NC's are paying to have their banners up. **Richard Niederberg** asked about additional poles. Should we order the extra banners now? **Lisa Cahan-Davis** is trying to find out as we may get a little break in price. **Richard Niederberg** explained about the color of the banner.
13. Transportation Committee Report by **Ben Di Benedetto**. **John Walker** read the motion below brought by Todd Royal. **Seconded** by Remy Kessler. **Todd Royal** gave background on the motion. **Barry Johnson** gave information from the transportation meeting that related to the motion. **Richard Adams** stated that he supports the motion. Rita Villa was instructed by John Walker to correct the spelling in the motion. **Vote: 13 yes.** Unanimous. **Motion Carries.**

John Walker read the motion.

**MOTION: The Board of the Studio City Neighborhood Council requests that the President of the SCNC write a letter in support of a combined study approach to relieve traffic on the I-405 Freeway by merging the Sepulveda Pass/Van Nuys Transit Project with the Van Nuys Corridor Rapid-way Project and that the letter include a request that the study consider a continuous subway alternative (similar to the Red Line) to relieve traffic congestion on the I405 Freeway.**

14. Government Affairs Committee Report by **Jeffery Carter** and **Rita Villa**. **Rita Villa** reported that the revised sign ordinance has been considered at PLUM today. **Barry Johnson** said he had attended the hearing and 60 out of 70 that spoke were against it. He was frustrated that is being continued for another 60 days.
15. Land Use Committee Report by **Lisa Sarkin**. **Lisa Sarkin** reported that the Bureau of Street Service representative that made a presentation at the Land Use Committee meeting said no State, county or city taxes go to sidewalk repairs. **Lisa Sarkin** asked for confirmation in writing on this. **Barry Johnson** thanked Lisa Sarkin for pursuing building and safety for not doing their job by reporting on houses that are over 60% of lot size. **Jeff Carter** said that with respect to Federal money for streets that is correct. **Richard Adams** said at a prior board meeting a representative from Street Services explained why they repair the streets in the order that they do.
16. Cultural Affairs Committee Report by **Richard Niederberg**. **Richard Niederberg** asked people to show up at the Luminarias Festival.
17. Crime & Safety Committee Report by **Wayne Kartin**. **NONE**
18. By-Laws & Procedures Committee Report by **Ron Taylor**. **John Walker** read the motion.

**MOTION A: The Board of the Studio City Neighborhood Council adopts the following revisions to its Bylaws:**

**Replace Article 5, Section 1 (D) and (E) with: (D) Three (3) Business Representatives.**

**A Business Representative is a person who (i) legally provides goods or services for compensation in Studio City and who maintains a valid City of Los Angeles Tax Registration Certificate (otherwise known as a City of Los Angeles business license) or (ii) owns business (real) property in Studio City.**

**Replace Article 5, Section 1 (F) with: (E) Two (2) Employees/Independent Contractors.**

**An Employee/Independent Contractor is a person who legally provides goods or services for compensation in Studio City, whose compensation is reported by way of a Form W-2 or a Form 1099, and who is not required to maintain a City of Los Angeles Tax Registration Certificate (otherwise known as a City of Los Angeles business license).**

**Barry Johnson** asked if this takes care of the real estate broker confusion from the past. **Richard Adams** said this is very clear. **Richard Adams** said that real estate persons must be employees. **Jeff Carter** thanked Ron Taylor for his work on this bylaws revision. **Vote: 12 yes; 1 No. Motion Carries.**

**John Walker** read the motion.

**MOTION B: The Board of the Studio City Neighborhood Council approves the following addition to its Operating Procedures:**

**A New Article 12: Committee Chair Training and Responsibilities**

**The President or his/her designee shall conduct a mandatory meeting within 30 days of the appointment of any committee chair. The purpose of said meeting shall be to review the provisions of the Committee Chair Manual and to stress the responsibility of each chairperson to follow the procedures therein.**

19. Comments from Board Members on subject matters within the Board's jurisdiction. **John Walker** reminded the board members that there will be a conference for committee chairs on Tuesday. Lisa Sarkin will be acting president for the November board meeting.

20. Adjournment at 11:18. **Moved:** Lana Shackelford; **Second:** Rita Villa; **Unanimous. Motion Carries**

