

PARK LA BREA RESIDENT ASSOCIATION  
BOARD MEETING MINUTES  
FEBRUARY 2, 2021

THIS MEETING WAS HELD REMOTELY OVER ZOOM

PRESENT:

All five Board Members were present:

Robert/Bob Shore  
Michael Ann Easton  
Angela Gyetvan  
Chelle Buffone  
Brenda Stone

There were additionally other residents present, including Josh Gray Emmer, who attended as a guest.

Meeting was called to order by Bob Shore at 6:25pm, starting 25 minutes late due to technical difficulties.

Firstly, minutes from December 1, 2020, and from January 12, 2021 were presented to the Board for approval. Michael moves to approve both sets of minutes and Brenda seconds. Bob asks if there is any discussion on approving or if anybody opposes. Both minutes are approved without objection.

Next up, Michael resigns from the position of secretary, creating a vacancy. Madison Charap is nominated by Bob, which Michael seconds. Madison is approved unanimously 5:0 all in favor.

New guidelines for creating better communication at the meeting are discussed. The chat will be used and in lieu of hand raising, the word "stack" will be used.

Next an announcement is made by Park La Brea visiting guest Josh Gray Emmer, who has come to discuss a new project close by. Project 639 S. La Brea Hotel/Apartment [www.639labrea.com](http://www.639labrea.com), which is a transit-oriented community under construction for accessibility in close proximity to the Metro station. He mentioned that, "This is a few years out, but this is the time for the community to give feedback to the developers." Mr. Gray Emmer would like to host a virtual Happy Hour to create "community engagement" and enlist local restaurants to deliver food to residents' homes. "My role (is) that people in the community have a voice as a 'Point of Access,'" and stated that what makes this project different

is “(I’m) hired to make sure the community is informed, gets a chance to voice their opinions and urge developers to make changes before its locked.”

Bob encourages Mr. Gray Emmer to approach Nithya Raman’s office, specifically for Park La Brea contacts. Jeff suggested that food would not be necessary for a virtual discussion, and Angela thought it would appear to be “too much of an influence.” Jeff also suggested an ad be placed in the March Newsletter.

Mr. Gray Emmer is open to all suggestions and just wants to make sure the community has a voice.

Bob lets him know that 12,000 residents are reached through the Newsletter. Arno Hahn expressed concern about parking shortages caused by the development. Josh gives his contact info to Bob and Chelle.

Under Public Comments, Arno Hahn has forwarded conversation about sporadic hot water to Abel Maintenance. Michael confirms that it has been an issue particularly in the towers.

Bob gives a brief report about follow-up from Nithya Raman’s field manager Tabatha Yelos. Tabatha is aware of the lack of communication between the Board and Park La Brea Managment and is working to urge them to respond to us. Jeff is thankful to Bob for getting Nithya’s office involved but thinks the media’s involvement would not be unreasonable. Michael mentions that “(management) told us to write requests, but then nothing.”

Angela suggests putting out an anonymous survey about lease renewals and rent reductions, gathering information from the tenants, in which the data could then be shared with Nithya’s office.

Michael mentions there is a Park La Brea deal in place, where there is a one-time \$1000 rent reduction for the month following accepting a rent increase. Bob remarks that Nithya’s office is much more tenant-oriented than the previous councilmember, and the Park La Brea coalition that brought her in because she is looking for “simple engagement” and her campaigns and public position may be more on our side than on the side of the management.

Angela also adds she’s built a larger field staff and has people working on areas of concern such as renters, communities, and our staff, more so than David Ryu.

Two Different Programs have been instated:

1) INITIAL FEDERAL BILL (December) which directly allocated money to the cities and is trying to figure out how to distribute. The residents can apply for the money, or with landlords permission residents can apply. “What will residents be

offered in exchange for letting you do this” recommends tenants retain control until management makes real concession.

2)SB91 Bill passed January 28th, signed by Governor Newsom January 29th. State offers to pay 80% of outstanding rent in exchange for landlord agreeing to forget about the remaining 20%.

Bob has asked Management whether it intends to accept this offer, but no answer has been given.

Bob received a contact from the Academy Museum which may impact residents on 6th Street. The Museum looking for a variance from the city to secure parking spaces at nearby buildings via long-term leases (10-15 years with one option to extend) instead of via covenants. Michael is working with the residents on 6th and has spoken to a lot of them, the problem being that parking at LACMA and Peterson Museum is so expensive, visitors look for local parking that would otherwise be used by tenants. And with the eventual opening of the Academy, residents want parking on 6th to be permitted, and wants to work with Nithya’s office for that. Angela confirms it’s metered but not permitted.

Arno brings up the problem of abandoned vehicles and that they should be towed.

Angela lets him know restrictions have been relaxed, but he can still call, and they will send someone to tow. Arno also says that in the public streets there are some cars parked without vehicle registration decals, that have not moved during the pandemic. Arno has written to Angelo, Eric, Chris, Harry and John, but has gotten no responses.

Bob brings up issues of insurance.

Chelle is applying for and collecting quotes from insurance offices. The range is between \$1200-\$1700 and the hope is to allocate not more than \$1500 toward insurance.

Chelle moves to authorize an expenditure not to exceed \$1500 to acquire directors and officers insurance. Angela seconds the motion. Michael asks, “What does that mean if someone sues individually? We are covered by insurance?” Arno says that liability insurance may not be necessary if Park La Brea takes away the office space in Tower 39, but Bob has not heard of this happening. Proposed Allocation is voted upon and the motion passes 5 to 0.

Chelle provides update that no Paypal check has been received. The previous administration (Bernie) has reached out and said that it has been held up from year-end duties, particularly from the Garden Club. Annual returns need to be filed and she will let us know as soon as the check arrives, but since it is still in the previous administration’s name, it must be processed through them.

Angela reports that this month’s newsletter has been truncated from its usual format due to the changeover. The intention for March is for “Lifestyle Content”

and plans to bring it before the Board soon. She has also spoken to Tabatha Yelós at Nithya's office, and they will also be giving us a monthly piece. There will be coordination for social content.

Michael as VP of Community Affairs asks to pick out dates for the Park La Brea Zoom Magic Show and mentions April 10th-11th or April 17th-18th.

Bob wants to know about the allocation of money.

Michael moves allocate \$450 for the purpose of the show? Bob seconds the motion.

Michael explains, "We've had a magic show here for years, Alan Rich who works at The Magic Castle lives here, so we wanted to work with him and had a date but COVID hit. It (would be) a 45-minute interactive show done on Zoom, and all lighting and set up is done by talent."

Michael provides info: alanrichmagic.com, amagicallife.com

Angela is concerned about participation and wants to make sure there are enough participants and would need to "be promoted."

Michael asks Chelle if there is any info on past magic shows and how many participants usually showed up. Chelle will check.

Arno adds that in the past there was "standing room only" and that all refreshments were provided. All activities Park La Brea provided was always reimbursed by Park La Brea.

Michael said Susan had stated they are not sponsoring.

Chelle agrees, most activities were sponsored, and it doesn't hurt to ask.

Arno also adds that Park La Brea used to cover most newsletter expenses.

The motion passes 5-0.

Michael offers to put together a schedule to discuss at next meeting and wants to put a reminder about Outreach Program, letting people know we're open to volunteers.

Arno was on the newsletter committee in 2011 and discusses how much advertising is needed for copy, explaining that one page is needed for each page of copy. "They used to have a lot of ads but things got downsized."

Chelle says Park La Brea management did underwrite large portion of cost per month, but have not done so since March/April 2020. "We are running at a deficit (and) we are going to need to bring in a lot more ads and a lot more members."

Currently there are only 200 members. Chelle would also like to increase the price of the ads by 15%, in order to increase revenue. She has had more inquiries from businesses mentioning advertising with us, and hopes to break even.

Angela requests a spreadsheet, but Chelle says "it fluctuates."

Angela wants "a 'ballpark' just to understand."

Angela suggests we use events as a way to encourage membership sign up.

Bob suggests using the Magic Show as a means to advertise.

Michael feels using verbiage like "More membership — more events — the more we can do for you," could be helpful.

Claudia and Steven wanted to work on the board committee and had a list to research how to make the newsletter and ads better.

Bob suggests that everyone on the board network.

Jeff feels that people need to see that there's more benefit and delivery results that people can feel that's worthwhile. Issues of rent, service and security means something to people.

Angela says that we should be "strengthening our relationship with Prime."

Jeff compliments Bob that the columns he has been writing are very important ways to engage people.

Michael brings up that the ballots were sent out last year but there was a disconnect; that there were not enough votes collected by membership.

Bob states that it is extremely important that the board members be elected by the membership of the corporation. Hoping for an in-person meeting to be possible and held in the summer. "Hold an in-person meeting when we're able to do so, but not substitute our judgment." Chelle agrees. Bob does not support placing people in a "non-voting fashion."

Bob suggests a marketing committee might increase members.

Angela is "happy to take on that job. The reason I joined is to create a membership that represents the residents."

Bob appoints Angela as chair of Marketing Committee. Brenda is also on it.

Bob will make further appointments as necessary after Angela organizes it.

Arno is willing to help with grievances.

Bob asks if there is anything else to discuss.

The next Park La Brea Resident Association meeting is set for Tuesday, March 2nd at 6pm.

Motion to adjourn by Bob, which Chelle seconds.

Meeting adjourns 5-0 at 7:50pm.

Total meeting time is 1 hour 25 minutes.