



Board Meeting Agenda  
Thursday June 30, 2022  
7:00 pm  
VIA ZOOM Meeting ID: 871-5884-9408  
Or click [HERE](#)

1. Greeting and Meeting Opening
  - a. Called to order at: 7:02pm
  - b. Members Present: Robert Shore, Ramiro Castro, Kirk Henry, Chelle Buffone, Tobi Levine, Nicole Duquette
2. Approval of minutes
  - a. June Meeting Minutes
    - i. Motioned by Ramiro, Seconded by Nicole, passed by unanimous consent
3. Guest Speaker Updates, possibly including:
  - a. Senior Lead Officer Schube, LAPD- Tabled
  - b. Joaquin Macias, CD 5- Tabled
  - c. Jennifer Harbeck, field rep for CA33 - Ted Lieu - Tabled
  - d. Daniel Park, Supervisor Holly J. Mitchell's office- updates– Tabled
4. President's report
  - a. Utility Pass-Through Transparency Update
    - i. No status change at this time. Still in the Housing Committee. Hopeful that those who will be sworn in will be more inclined to take action on this bill.
  - b. Mid-City West Report
    - i. Adding a youth seat
5. Vice President's Report - shared by Nicole
  - a. Website Update
  - b. Specific email addresses- NEW
    - i. Will post on our website:
    - ii. Officer emails, General: ([questions@plbra.org](mailto:questions@plbra.org)), [billing@plbra.org](mailto:billing@plbra.org) & [Board@plbra.org](mailto:Board@plbra.org).
6. Treasurer's Report- shared by Nicole
  - a. We have ~\$40K in the bank

- b. We continue to lose about \$2K per month on the newsletter: ~\$1.5K in ad income, ~\$3.5K in printing and delivery expense
- c. Digital Services Committee: little to no interest from other board members in June, may meet in July if there is interest

## 7. Secretary's Report

- a. Renewal Strategies Discussion
  - i. Auto Pay renewals unless you opt out
  - ii. Emphasize calendar year
  - iii. Personal Reminders
  - iv. Send it in the mail
  - v. How can I look up my status online/Member Portal Login

## 8. Dues Increase Discussion: Motion to increase by \$5 (\$20/\$30)

- a. Chelle motions to increase dues by \$5. Nicole seconds.
- b. Discussion: We have not increased dues in many years. Funds dwindling. Within the bylaws and helps combat inflation
- c. Motion amended to make the change effective August 1st, 2022
- d. Discussion: Should we go even higher? Bylaws cap increase at \$35. What do people receive as a benefit of membership? We need to be able to articulate that. Can we leverage the newsletter/front page space? Can we have block captains to help communicate? Bullet Point list of talking points on benefits so members are empowered to vocalize and share.
- e. The motion passed unanimously
- f. Membership postcards loop

## 9. New Officer Position: Public Relations Officer

- a. Nicole motioned to create a Public Relations Officer position and name Ramiro to that post. Tobi seconded. Ramiro accepted.
- b. Discussion: What would the role mean? A focus on newsletters, socials, outreach and engagement.
- c. Motion passed unanimously

## 10. Data Gathering for Newsletter Impact and Options

- a. How to gather data?
  - i. Survey in the next newsletter
  - ii. Email survey
  - iii. Can we collect emails at food truck and movie nights
  - iv. Ask PLB to email a survey to all residents
- b. Considering Print v. Digital and impacts of both
- c. Reduced Print quantity and move to lobby stands (with permission)

## 11. Committee Updates:

- a. Social Committee- International BBQ “Taste of PLB” paired with e-waste in late August or mid-September?
  - 1. Is there insurance liability around food?
  - 2. Maybe pizza mixer to get started
- b. EV Charging Update:
  - 1. Kirk apologized: management had originally announced that Garage 6 would be a mirror of the pilot program in Garage 4 with 20 chargers. Subsequently they decided to add 8 more chargers. Angela had said 28 and Kirk wants to affirm that Angela was correct.
  - 2. Can we ensure we get the poll results online before the Newsletter announces it? Kirk will send to Nicole who will work with Ally to get this done

12. Public Comment

- a. None

13. Good of the Order

- a. David J offered to help PLBRA host movies in the future

14. Adjourn

- a. Nicole Motioned, Ramiro Seconded. Motion Passed 5-0-1 (Tobi Abstained)