



April 2024 Membership and Board Meeting Agenda
Thursday April 4th, 2024
7:00 pm in the Theatre

1. Greeting and Meeting Opening
 - a. Called to order at: 7:07pm
 - b. Members Present: Bob, Ashley, Nicole, Angela, Holly, Tobi, John, Walter, Henry
 - c. Members Absent: Chelle
 - d. Approve March Minutes
 - i. Motioned by Nicole; seconded by Walter, minutes adopted 9-0

2. Current Issues:
 - a. Bicycle Racks (Tobi)
 - i. Tobi will be investigating if and where bike racks will be placed for safe bike storage

3. Guest Speaker Updates, possibly including:
 - a. Asm. Rick Chavez-Zbur, AD 51- tabled
 - b. Katy Young Yaroslavsky, CD 5- Michelle Flores
 - i. Katy's Office Updates are [HERE](#)
 - c. Daniel Park, Supervisor Holly J. Mitchell's office - tabled
 - d. Academy Museum – Eden Bui (or colleague)- tabled

4. Committee Updates:
 - a. Communications Committee:
 - i. Social media: Ashley is working on a 'friendly neighbor registry' for local providers
 - ii. Newsletter Timeline:

Print Month	Content & Ads Due	Print to Kay	Delivery
June	May 14th	May 23rd	June 1st
September	August 13th	August 22nd	August 31st
December	November 12th	November 21st	December 7th (Maybe Nov 30?)

- b. Community Services
 - i. Gym/Pool Updates:
 1. IconFIT
 - a. PLBRA has received a lot of complaints about the price hike and that the membership is now all-inclusive of gym + pool + classes
 - b. Anyone who did not get a price notice email can grieve the increase
 - c. Loss of Activity Center
 - d. If you want to work to make change:

- i. chuck@iconfit.com
 - ii. jhenedd@parklabreafitness.com
 - iii. chelle@plbra.org and board@plbra.org
 - e. Gym management states that membership has increased
 - f. Suggestions from members are to resign in mass to force economic loss
 - ii. Restarting Activities
 - 1. Propose that this committee develop a plan for restarting former Activities Center programs in our newly-inherited library space.
 - a. Have PLB approval.
 - b. Need to establish programs and possibly seek funding
 - c. Explore partnership with JFC
 - d. Could help raise some revenue
- c. Security Committee
 - i. Update on PLBRA Suggestion Box suggestions@plbra.org
 - ii. New Youtube Channel: https://www.youtube.com/@PLBRA_Suggestion_Box
 - iii. Meeting with Aryn Thomez
 - 1. Helps direct communication for PLBRA to share concerns directly with management
 - 2. Smoking violations will be taken more seriously
 - 3. Street Lights are the City. Please report to 311
 - 4. Progress on Lawncare switching to electric blowers is underway and improvements have begun.
 - iv. Patio and Courtyard Inspections for Garden Units
 - 1. Execution of enforcement is the current barrier so Walter will collaborate with Dora on this
 - v. Walter will continue to monitor Crime Mapping
 - vi. Holly reinforced to call security to report. 323-549-5508
 - vii. Walter is sharing concerns about lack of skill for internal maintenance like painting etc. Feedback needs to go to Justin Khan and Aryn. Emails at the bottom of [this page](#).
 - viii. New Senior Lead- Andrew Jones- wants to collaborate
 - 1. Julie and Clifford- new captains
- d. Movie Committee
 - i. Finally ready to restart.
 - ii. Henry is helping.
 - iii. Proposed calendar:
 - 1. 4/11/24 Willie Wonka and the Chocolate Factory (1971)
 - 2. 4/25/24 A League of Their Own (1992)
 - 3. 5/9/24 Aquaman (2018)
 - 4. 5/23/24 Bride and Prejudice (2004)
 - 5. 5/30/24 42 (2013)
 - 6. 6/13/24 Wonder Woman (2016)
- e. Health Fair Committee (please read for Nicole)
 - i. Committee Report Out
 - 1. Over 30 vendors
 - a. Solid turnout

- ii. August Event- would be cool to move forward
- iii. Debrief w/ Sylvie
 - 1. Security Management didn't relay to day of staff but that staff delivered
 - 2. Cafe did not deliver on promised menu and promo items
 - 3. Someone approved a film crew that overlapped and we had to disrupt them
 - 4. Utter Failure of IconFIT to engage or execute- no demos, no table, no personal trainers, no raffle items, no participation, EXCEPT BALLETT! (we love her)
 - a. Jhe took credit for all event planning at PLB Weekly Management Meetings and then did NONE of it on event day

5. President's report

- a. Town Hall event went well and 40 members attended
 - i. Television City was a large topic at the Town Hall and they want to come back to PLBRA meeting/Town Hall or event in early summer
- b. Possible action item: Do we accept a four-figure contribution from SEIU to publish an additional issue of the Newsletter?
 - i. No capacity to do an an additional newsletter publication in early May
 - ii. They could buy paid ads in the June newsletter
 - iii. We do not want to give up editorial control or a perception of being bought/influenced
- c. Invitation to serve on Neighborhoods and Community Advisory Board
 - i. Board by Rick Chavez Zbur which will start April 18th - Bob may attend and he can advocate for issues at the state level
 - 1. Share issues by sending them to president@plbra.org
- d. Election results and next steps
 - i. Tenant advocacy candidates did well in the March election- City Council will hopefully see that renters rights issues are winning issues for the councilmembers
 - 1. Examples, Nithya Raman, Ysabel Jurado

6. Vice President's Report-

- a. Recap of the Academy Museum Community Engagement Workshop
 - i. MidCity West was well represented
 - ii. How can Museum Row service PLB Residents as their neighbors - they will work on promos specific to residents
- b. Re-engagement opportunities for the community - what events would you like to attend?
 - i. Resume and Interview coaching (Ashley- Nicole will connect you with Kiwanis Club of LA who can also help with this)
 - ii. If you have event ideas please email Ashley at vp@plbra.org

7. Treasurer's Report- *Please note I am still researching Jan newsletter ad payments.*

Month	Jan	Feb	Mar	Apr (projected)
Starting Balance	\$ 26,247.87	\$ 22,649.42	\$ 22,489.61	\$ 22,308.68
Deposits/Credits	\$ 424.68	\$ -	\$ -	\$ 1,682.00
Membership Dues	\$ 424.68			\$ 107.00
Advertising	**			\$ 1,575.00
Expenditures	\$ (4,023.13)	\$ (159.81)	\$ (180.93)	\$ (3,867.51)
Gsuite	\$ (48.00)	\$ (50.88)	\$ (72.00)	\$ (72.00)
Black Sheep	\$ (65.00)	\$ (65.00)	\$ (65.00)	\$ (65.00)
Mailchimp	\$ (26.50)	\$ (26.50)	\$ (26.50)	\$ (26.50)
Zoom	\$ (17.43)	\$ (17.43)	\$ (17.43)	\$ (17.43)
Altshuler				\$ (450.00)
Newsletter printing	\$ (3,241.20)			\$ (2,611.58)
Walking Man	\$ (625.00)			\$ (625.00)
Ending Balance	\$ 22,649.42	\$ 22,489.61	\$ 22,308.68	\$ 20,123.17

- a.
 1. Working on a plan that will extend advertising abilities to digital - we'll be trying it with one client April-June.
 - b. Fundraising Strategy:
 1. In holding pattern with Hackman - will return to this week of 4/8.
 2. Revisiting other outreach week of 4/15.
 - c. Office move
 1. Need volunteers to pack boxes this weekend (4/7) or next (4/14)
 2. PLB will conduct the move on April 26th
8. Secretary's Report (please read for Nicole)
- a. Membership Update-
 - i. 121 current members for 2024
 - b. Community Event- Voter Information for the November Election:
 - i. Timeline- Need to confirm an event date asap-
 - ii. Committee Members- Nicole, Bob, Tobi, Ashley, Henry (Angela to get Schiff)
 - iii. Candidate Debates- New Idea
 - c. View all upcoming meeting dates [HERE](#)
 - i. New date for July?
 1. Nicole motioned for July 11th, Walter seconded, Motion passes 9-0
9. Public Comment by PLBRA Members and Guests
- a. How can we increase the membership base? What is the Board's approach to expanding membership? How can this be a priority?
 - i. Can we flyer Walking Man (Nicole)
 - ii. How does the Board make this an actual priority? (Angela)
 - iii. Walter echoed power of email list as well
 - iv. How can we use community engagement as a tool to drive new members (Holly)
 - v. Current Members bringing new members is a strong tool (Holly)
10. Good of the Order shared by PLBRA Officers
- a. Next Meeting: Political influence will continue to be a powerful tool for us
11. Adjourn: motioned by Nicole, Tobi seconded, motion passes 9-0; meeting adjourned 8:18pm