



March Membership and Board Meeting Agenda
Tuesday June 6th, 2023
6:00 pm
PLB Theatre (In Person)

1. Greeting and Meeting Opening
 - a. Called to order at: 6:10
 - b. Members Present: Ramiro, Bob, Angela, Angie, Mark, Walter, Nicole (6:30pm), Chelle (6:30pm), Mike (6:40pm)
 - c. Members Absent: Tobi
 - d. Approve May 4th Minutes, Mark motioned to approve, Angela seconded. Approved 6-0-4.

2. Current Issues:
 - a. Forum with CD 5 and LADOT re Colgate and Ogden
 - b. Updates from PLB Management:
 - i. Laundry progress - tabled
 - ii. Water conservation - tabled
 - iii. Smoking violations - tabled
 - iv. Rami's Grill replacement - Angela, vetting what the process is and asking for any interest at large for Rami's Grill. Public comment - asked if we can have one of the food trucks that are successful to make a home there.

3. Guest Speaker Updates, possibly including:
 - a. Senior Lead Officer Schube, LAPD- not present
 - b. Katy Young Yaroslavsky, CD 5- Michelle Forbes - Forum upcoming 6/8/2023, Katy is coming and all are welcome to join at the Theater. Their office has their own clean team, contact their office to report any trash in our CD5 area.
 - c. Adam Schiff's Office- Not present.
 - d. Daniel Park, Supervisor Holly J. Mitchell's office- Not present.
 - e. Academy Museum – Eden Bui (or colleague) - Not present.

4. Special Guest: Hackman Group: Zach Sokoloff, Omar Pulido, Lisa Trifiletti
 - a. Presentation (10 minutes) - Video and slide presentation.
 - i. Video link TBD
 - ii. Slide Deck link TBD
 - b. Q&A (10 minutes) -
 - i. Traffic Study and Impact? There will be a dedicated bus line on Fairfax to the Purple Line to help lower traffic
 - ii. Will this be a direct impact to residents? No, this will benefit you to make jobs closer and improved sidewalks and walkability. Will also help local small businesses
 - iii. Could you get a variance instead of re-zoning so that the neighborhood doesn't have to also get higher buildings? They responded that they will only re-zone their site and that it will not change the zoning for other sites. There will be no "piggybacking"

- iv. Diversity Initiative will help elevate and lift up minorities and those who have faced different diversities in the job base.
- c. Fact Check from Dylan Sittig, planning deputy for Councilwoman Yaroslavsky- presentation content seemed fair and accurate

5. Committee Updates:

a. Communications Committee:

i. Newsletter Debrief and Plans for September

- 1. Kay had a production equipment delay so deliveries will now go out June 15th
- 2. Publish Date: September 2nd
- 3. Articles and Content Deadline: August 13th

i. Email - stats and list status

- 1. 712 members on Mail Chimp- goal to hit 1,000 or more
 - a. 53% average open rate (which is high); click rate is the average 4%
 - b. Community can forward and share with friends to help us grow our list and increase our impact and leverage

b. Community Services

i. Amenities Update

- 1. PLB Fitness was provided a summary of the issues raised at the last meeting but they have not responded
- 2. Chlorine Concern- Aryn shared that they check the levels weekly and the city inspector and that the amount of chlorine is within the salt pool guidelines.
- 3. Gym/Pool property is owned by Prime but the management is a 3rd party provider Park La Brea Fitness and the Owner manager is Chuck Grieves. He would be Jay's boss.
- 4. Issues:

List of comments, concens, and our questions:

- 1. **What is the status of the Cardio equipment repairs and cable connection and internet?**
- 2. One man said he tested the water himself and there was no salt, questions about whether it was a true saltwater pool were raised (*Aryn answered; resolved*)
- 3. Complaints that the gym used to be open till 10pm and pool 11 pre-pandemic(true), now close an hour earlier and prices are higher(true) and less staff working(unverified).
 - a. **Can you please comment on when the pre-covid hours will be restored?**
- 4. Guest passes huge increases are a major upset; (*i.e. See letter attached we were cc'd on*). We were told this new price was comparable to other local gyms pass prices but a few phone calls found that not to be true...so while the reasoning behind this huge increase is still unknown, there is a way to move forward and provide an option that will work for all parties. That is the idea of having 2 separate guest passes at an affordable rate of \$12.50 for *just* the pool and \$12.50 for *just* the gym. Then you can keep the 40% increased rate for the combo one at \$25, but provide an option for folks who only want one that is literally half of that price and not force people to buy something they may not want and can't afford.
 - a. **Will you provide this affordable, family friendly option? If not, why not?**
- 5. Someone commented that the handicapped water fountain at the pool is not fixed and the bathing suit dryer was removed because it was "too expensive".
 - a. **Can you please comment on this?**
- 6. Expressed concerns over locker rooms not being that clean and should be tended to more regularly
 - a. **Do you have a regular schedule of daily cleaning? What is it and how is it being monitored?**
- 7. Strong sentiment over membership prices being too high and that there should be a senior discount if there is a child discount on memberships and guest passes. People threatened a discrimination lawsuit.
 - a. **Will you consider adding a Senior Membership at a lower price and Senior Guest pass at a discount? If not, why not?**
- 8. Several folks have brought up the 6-month commitment clause that forces people to sign up for at least 6 months and we are told it was not there before.
 - a. **What is the rationale behind *not* offering a shorter-term membership like 3 months? PLB offers leases for 3 months so where/what are the options for those tenants? Will you create a 1 or 3 month option? If not, why not?**
- 9. **Finally, where do we stand with construction of the new gym? Has the City given you a permit yet?**

5. Will share updates once they respond

c. Security Committee

- i. Two recent acts of arson (Block 12 and on South Orange)- PLB says they cannot provide more without violating tenant privacy so Walter will go straight to the police precinct to get answers
 - ii. New contractor USGI- We've invited them to come present at PLBRA meeting in July
- d. Strategy Committee:
 - i. Scheduling first meeting for next week in order to meet July plan deadline
 - ii. First to be generated: list of community-building initiatives that we can use for fundraising pitch. Please pass along any ideas, e.g.
 - 1. Film Festival
 - 2. Emergency Preparedness Training Program
 - 3. "Block Captain" Program
 - iii. Reach out to fundraising@plbra.org to add ideas to the strategy
- e. Movie Committee
 - i. Next meeting Tues 6/13, 7:30p via Zoom
 - ii. Meeting notes and docs in Shared Folder (9)
 - iii. Getting good feedback from audiences.
 - iv. Promoting via:
 - 1. MailChimp, Newsletter, Bulletin Board, Electronic Billboards (does not reach townhome residents)
 - 2. Bulletin Board at Activity Center: access granted, flier up w/schedule through 8/3
 - 3. Facebook promotions
 - a. 2 Park La Brea Community accounts- Ramiro
 - b. PLBRA account- Chelle
 - 4. We will track attendance at each movie but the range is between 6-20 people
 - 5. Can we do a poll to see which movies people want to see?
 - 6. Send suggestions to movies@plbra.org- selections must be on the allowed studios list

6. Budget Planning

- a. PLBRA 2023 Budget - [HERE](#)
 - i. Motioned by Chelle; seconded by Ramiro
 - ii. Discussion- budget can be amended at any time
 - iii. Budget passed 8-0-1-1 (Chelle Abstained and Tobi is Absent)

7. President's report

- a. Update on right-to-counsel
 - i. PLBRA's endorsed legislation to expand the right to counsel from income-limited to any cases in which the lease awards attorney's fees to a prevailing party- Bob will pull back until he gets more research on the facts to find out how many tenants prevail by going to judgment (as opposed to settling).
- b. Update on Utility Pass-Through Transparency-
 - i. report due back to the City Council this summer and Bob is confident that it will become law by the end of summer. Bob also met with Aryn on the issue and they said that they attribute 30% to common areas and the rest is divided amongst tenants.
 - ii. Question raised on how and why 30% goes to common areas
- c. Report on Town Hall with Assemblymember Rick Chavez Zbur-
 - i. One issue raised is regarding year-to-year leases with automatic renewals- and can that not automatically default to month-to-month at the tenants option after a period of time (such as 3 or 5 years)
- d. Possibility of hosting Mayor Bass for a Town Hall this summer/fall

- i. We will coordinate when her new community engagement staffer comes online later this month
 - e. Report on Mid-City West elections
 - i. Bob reelected and Ramiro elected
 - ii. PLBRA's endorsed slate was mostly elected (33 out of 36)
 - f. Newsletter impact of 4,000 doorsteps and 12,000 residents has a lot of power in elections endorsements to get support for PLB residents
 - i. Bob is proposing a monthly digital flyer with a Walking Man flyer delivery and a quarterly publication in full.
 - ii. Nicole expressed concern that this team doesn't have the capacity to do a monthly newsletter right now. Ramiro echoed that we would need a community member to take on editor-in-chief to make this happen
 - iii. Angela raised concerns on rate of return for digital versions sent via email- maybe pilot it and see what happens
 - iv. Newsletter Hybrid physical/digital version Cost estimate for single-page, b/w two-sided printing on 20-lb paper (any color), 4,300 copies for delivery (hybrid newsletter): \$400, vs. ~\$2,600 for current 8-page color newsletter. Walking Man costs \$625 so this idea would cost \$1,000/month v. \$3,000/month
 - v. Community member shared an idea to use the email list and promote the email group by pushing out coupons etc.
 - vi. Mark asked if we can partner for Prime to send the newsletter but Bob said that Prime refuses to push the newsletter.
 - vii. Angela suggests we do not consider monthly cost but instead impact and that the goal of the strategy committee/fundraising can help cover this cost so that we can do it monthly and maximize the value of this tool that we know that works
 - viii. Ramiro suggested that a monthly would be a 2-page version only and not a full newsletter
 - ix. This idea of an abbreviated newsletter will be tabled for now
 - x. We will have a guest book collection to help with the email campaign
 - xi. Nicole motioned to approve the production of a flyer and Walking Man delivery to promote our PLBRA list serv. Mike seconded the motion.
 - 1. Discussion: can we mail it? Can we do postcards for less money?
 - 2. Nicole will research cost options and withdrew the motion (bulk mail division at Beverly office can help)
 - 3. Mike doesn't want to postpone the motion and he will personally help deliver flyers- Walter would help pass out pamphlets too

8. Vice President's Report

- a. Ramiro reached out to Aryn and Sylvie regarding the PLB Film Festival - moving on to a partnership with The Motion Picture Academy to source shorts.
 - i. Management shared concerns on liability about having resident-produced films due to licensing and liability. - However we could use the Television City theater instead
 - ii. An alternative idea is to use the PLB theater to do the festival with the Motion Picture Academy
- b. Voting in local elections matters, the reality is 3 candidates only got elected by a margin of 5 votes.

9. Treasurer's Report

- a. BofA balance: \$28,717
- b. P&L for May: 218.22;
- c. P&L YTD (highlights)
 - i. Income
 - 1. Membership Dues 720.00
 - 2. Sales, Newsletter Advertising 1,350.00

- ii. Expenses
 - 1. Computer Services 347.71
 - 2. Legal & Professional Services 1,210.00
 - 3. Movies expenses 61.93
 - 4. Newsletter Distribution 625.00
 - 5. Newsletter Printing 2,463.75
- iii. NET INCOME \$ -2,694.25

d.

10. Secretary's Report

- a. Membership Update-
 - i. 101 paid members
- b. View all upcoming meeting dates [HERE](#)

11. CFO Report (Fundraising)

- a. Better late than never: [Fundraising pitch deck](#) will be completed tomorrow for first pitch.
- b. Have set up list of prospects; will be managed from GiveButter
- c. GiveButter allows text-to-donate (and pay dues!) functionality - would we like to test?
 - i. Yes, we will try it out at a Thursday movie or the next meeting

12. Public Comment by PLBRA Members and Guests

- a. Community and Mike feel that next time we should grant more than 20 minutes to big topics such as the Television City project
- b. Jeff feels we cover top issues in meetings but not in emails or in the newsletter
- c. You can do a raffle with a permit
- d. Newsletter topics such as arson would be helpful and push on email too
- e. Mike suggests a Park La Brea Unlocked group to push out ideas

13. Good of the Order shared by PLBRA Officers

- a. Next Meeting- Thursday July 6th on Zoom and we will consider a motion to amend the bylaws to end November 30th instead of December 31st
- b. Visions of Possibilities for Mamaisms- PLBRA received a very gracious thank you note. [Linked HERE](#)

14. Adjourn: motioned by Mark; Chelle seconded. Passed unanimously. Meeting adjourned at 8:04pm