



## March Membership and Board Meeting Agenda

Tuesday March 7th, 2023

7:00 pm

Zoom Meeting ID: 858 215 9044

Or click [HERE](#)

1. Greeting and Meeting Opening
  - a. Called to order at: 7:02pm
  - b. Members Present: Bob, Ramiro, Nicole, Mark, Angela, Walter, Angie, Tobi, Mike, Chelle, Tobi
  - c. Members Late: Chelle, Tobi, Mike
  - d. Members Absent: Amanda
  - e. Approve February Meeting Minutes
    - i. Motioned by Angela, Ramiro Seconded. Motion passed unanimously
2. Guest Speaker Updates, possibly including:
  - a. Senior Lead Officer Schube, LAPD- tabled
  - b. Katy Young Yaroslavsky, CD 5- Report from Michelle Flores (PLB Field Deputy)
    - i. Katy's office is working on a storm response bill to also help strengthen the power grid
    - ii. Meet and Greet Webinar re Renter's Rights is in the planning phase- will be later in March or early April
    - iii. Nicole asked for a follow up on details for how to get reimburse for new tires due to the damaged streets since the storm
    - iv. Field Office location is still in the works, possibly Wilshire & Detroit
  - c. Adam Schiff's Office- Tabled
  - d. Daniel Park, Supervisor Holly J. Mitchell's office- tabled
3. Current Issues:
  - a. Key Fob Access for Children; late night delivery code
  - b. New Laundry App not discovering washers/dryers, also the need to transfer old funds to new funds account
    - i. What is the action for quantity issues? One solution is to check the app but Randi's concern is the lack of number of machines
    - ii. Some shared the app works really well for them
    - iii. How do we get reimbursed for the old system cards- Allen shared that if you mail in the card you can get reimbursed.
      1. For refunds on used laundry cards, please send your card(s) to the following address:
        2. WASH Multifamily Laundry  
Attn: Card Refunds  
2200 W. 195th St  
Torrance, CA 90501

3. Please make sure to include the following:
  1. Your Full Name (This will be used to issue you a check).
  2. Full Address, including Apt# of where to send the refund.
  3. Telephone # (in case we have any questions).
  4. Current Amount on each card. (If not sure, then leave it blank or put an approximate amount)
  5. Short note indicating you would like a check refund for your used card balances.
4. If you have any issues with your laundry card refund or experience long delays in receiving your laundry card refund, please contact our customer support team at 1-800-342-5932 during business hours on weekdays.

c. MidCity West Endorsement Process Update

- i. Nicole called a special meeting, seconded by Angela. The meeting will be Saturday at 9am
- ii. Candidate Statements [HERE](#) and the recorded [Candidate Forum](#) link is [here](#).
- iii. Nicole will circulate the agenda and post.

d. Tower v. Garden Homes Needs/Advocacy

- i. Walter wants to be sure to advocate for tower needs
- ii. Wendy expressed a concern on concrete restoration that can impact residents for up to a week. Nicole suggested she contact Aryn, Alice, and Sylvie.
- iii. Walter expressed concern about the caliber of the contractors

e. Short Term Rentals- PLB has a committee and a workflow to respond. Please report to Aryn and Sylvie

f. Repainting Policy

- i. Unclear. Angela will ask

g. Updates from PLB Management:

- i. New Logo and Branding Initiative
- ii. The Lounge/Mailroom Project is in the works.
  1. Outstanding quotations: how will we access? When does this transition occur?
- iii. Reporting Trash Issues: [Support@ValetLiving.com](mailto:Support@ValetLiving.com) and [PLBService@parklabrea.com](mailto:PLBService@parklabrea.com) (no weekend response)
- iv. New Security Team
  1. Allied is out.
  2. New Team is beginning.
  3. Increased budget by 30%. Dedicated parking enforcement team, supervisor on every shift, better transparency and communication
  4. Walter raised the issue of the gates not having guard access at most gates- can we modernize the gates. Controlled access? Cameras?

4. Committee Updates:

1. Communications Committee:

- i. Drive Access and Email Set Up
  1. Nicole got it started and Mark added emails
- ii. Newsletter update:
  1. Chelle motions to suspend production and distribution until it can be fully funded. Mike seconded the motion: Discussion:

- a. Chelle shared that the monthly newsletter needs to be addressed. One solution is to make it a 4-page newsletter. A second suggestion is that only actual members get hard copies and it is otherwise digital. We could provide some stacks in lobbies. And/or we look at a quarterly newsletter. The monthly ad projections are \$1250- we need realistic room to meet an affordable newsletter.
  - b. Mike shared that he is in support of the suspension and that we should work to raise membership such as hosting events to promote membership and get more income to fund these projects
  - c. Angela shared that our job is to advocate for our community and that the newsletter is an important resource and that the community asks for it. She is in support of a quarterly newsletter and back it up to support a drive to digital
  - d. Mark shared that ad revenue on 8 pages doesn't translate to 4 pages because the ads would take up all of the space. He also shared the value in reach and that it is important for our community to put out the newsletter. However, we have to solve a difficult problem. \$24,000 v. \$8,000 in loss is still inevitable.
  - e. Linda (resident) shared that membership is hard in all entities. Re the newsletter she uses the newsletter to understand what is happening at PLBRA and focus on resident updates. Can we post fliers and information in other mediums in addition to the newsletter.
  - f. Ramiro moved to limit debate and Mark seconded the motion- The motion failed 3-5-2
  - g. Bob motioned to defer this vote until after Angela's fundraising report. 7-2-1. The motion to defer carries
2. Upon return to this topic, Bob motioned to amend the motion of suspension to instead motion to switch to a quarterly production. The motion to amend passed 5-3-2
    - a. The motion on the floor is to produce a quarterly newsletter- March-June-September- December
      - i. The motion passed 5-3-2 (Mike and Tobi abstained)
  - iii. Social platform update- Angela will take the lead in the interim
2. Community Services
    - i. Recap meeting with Steve; gym updates
      1. Tobi and Chelle met with Jake
      2. Construction permits have still not been issued. Senior Planning Deputy Dylan Sittig will help us ascertain the project's status.
      3. Guest passes are now \$25 without notification as was previously promised
      4. 3 of the 12 new cardio machines work- she is working on this issue
    - ii. Green light from Aryn for "Mamaisms" play in May 13 at the PLB Theater
  3. Movie Committee
    - i. Test screening and Official Opening Night successful
      1. Test screening: Everything Everywhere All At Once (own)
      2. Opening: TG: Maverick (rental) went smoothly
    - ii. [Schedule](#) has links to everything, including image and blurb for each movie, 2 months in advance
    - iii. Promotion Ideas
      1. Appreciations to Angela and Ramiro

2. Website, News section (comms or movie committee?)- Mark
3. Mailchimp Campaigns (Angela)
4. Social - Angela
5. Newsletter- tabled but will go in the newsletter when produced
6. Resident Portal Community Calendar- not worth the effort
7. Questions? Would like to streamline the workflow. Access to docs, schedule, etc

## 5. Budget Planning

- a. PLBRA 2023 Budget - [link to working draft](#)
  - i. Everyone please review the draft budget and come with analysis and notes at our next meeting.

## 6. President's report

- a. Current status of PLB eviction policy
  - i. Evictions are still occurring.
  - ii. See webinar for information
- b. Utility Pass-Through Transparency (report)
  - i. Looking to move to an ordinance in the next 2-3 months if it continues to advance and PLB got a shout out on the floor in support
- c. Right-to-counsel in eviction actions (proposed motion)
  - i. Council file 18-0610-S3 was introduced to provide an income-limited right to counsel in eviction proceedings. Bob is advocating to expand the right to include eviction proceedings where the lease includes an attorney fees provision. Motion: Support Council file 18-0610-S3 and address that the proposed right to counsel where leases have a prevailing party attorney fees provision xxx. Angela seconded. Discussion: None. The motion passed 9-0-1 (Tobi abstained)
- d. Thank you to Councilwoman Yaroslavsky for making the encampment at 6th and Fairfax a priority (proposed motion). Motion To officially thank Councilwoman Yaroslavsky to thank her for making it a priority and the success of the action. Mark seconded. Discussion: Mike offered that we take her to lunch. The motion passed 9-0-1 (Tobi abstained)
- e. Impact of resignations
  - i. Two resignations: Alexis Juday-Marshall effective immediately; Amanda Lipsey effective March 15th. View Amanda's resignation letter [HERE](#).
  - ii. Echoed that they raise legitimate concerns that need to be evaluated and addressed around how we do business moving forward.
    1. Angela shared that some comments felt unfair due to lack of information and that last year the org started a strategic plan. She shared that the Board needs to take to heart that we need to get our ducks in a row and work to finish the strategic plan and act in an aligned manner. [Draft strategy doc](#) Remember that this is a working board and we are here to do the work.
  - iii. Bob emphasized that the key limitation on what we can accomplish is availability of personnel to do the work.

## 7. Vice President's Report

- a. Ramiro is working on a guide/packet to help guide members on Robert's Rules of Order and how to serve on the Board. This will help with effectiveness and onboarding- New Member/Board Member Welcome Initiative
- b. Block Captain / Cool Block Initiative with Angela

- i. Use a team of block captains to represent their zones and work as a communications conduit. Suggestion that PLBRA works to create this structure (look at [www.coolblock.org](http://www.coolblock.org)) as proposed previously by Betsy Hunter. Perhaps start with Livability and Disaster Preparedness. Aryn is in support.

## 8. Treasurer's Report

- a. Form 990N filed successfully on 2/24/23, was accepted by the IRS as "regular" (in order)—confirms 501(c)(4) for 2023
- b. 2022 Annual Report completed, available to members on request.
- c. P&L, Bank balance- \$31,000 and change in our current account with no main expenses in Jan/Feg and membership raises \$2,000/year
- d. For Comms: Correct website "since 1985" s/b 1988- will change
- e. Who would like/should have GW admin/super admin access?
  - i. Comms committee in charge of GW?
  - ii. Current: me, Angela, Ramiro, anyone else?
- f. Zoom storage was full (fixed?)- Angela did some clean up- will retain recordings for 3 months

## 9. Secretary's Report

- a. Membership Update-
  - i. 99 Active Members/ HS Updated (Bob wants to look at a future motion to terminate memberships Nov 30 instead of Dec 31 moving forward)
  - ii. 62 non-renewals from 2022 to 2023
- b. Tower 39 Office Update/Access
- c. Decorum and Intentions
- d. New meeting date for July since we cannot meet on July 4th- July 6th
- e. April 4th will be on Zoom.
- f. May 4th in person
- g. View all upcoming meeting dates [HERE](#)

## 10. CFO Report (Fundraising)

- a. See the slide deck [HERE \(Angela link\)](#)
  - i. Fundraising goals and timing-
    1. these are stretch goals to help us secure
    2. Draft coming March 16th
  - ii. Fundraising pitch draft in the slide deck
  - iii. Target list: Foundations, individuals, grants
- b. Ramiro asked if \$20k or \$40k is needed and Angela suggested we could work on an advocacy organization if we could raise the funds.
- c. Angie echoed desires to host community events and it takes money to make money, etc and raise membership. Let's be the change that we want to see. We need to all get involved and be ambassadors for the residents. (Host Q&A, give treats, etc at the movie night)- Everyone should be active on their passion points to serve the community
- d. Mark shared that we are a phoenix rising from the ashes to move us forward and we can increase actuals- how do we message this to create members. Let's make incremental moves.

## 11. Public Comment by PLBRA Members and Guests

- a. Our elderly parents asked PLB for FOBs for us since we need to get to them due to medical issues & we visit regularly to help them since we live in another Tower. PLB would not give them FOBs for us. This is a serious medical/disability concern for our family & probably others as well, for Paramedics & visiting nurses. Their old phone does not open the door & they may be physically unable to do so. It is very difficult for them to go downstairs, if at all. Any suggestions would be very much appreciated. Who can we call? - Thank you for all you do.  
Michael & Marta: filmbymt@gmail.com
- b. Mike expressed concern that the Board did not learn from Amanda's letter- this is a sinking ship
- c. Ramiro shared that he does feel that the Board is following guidelines and acting appropriately
- d. Ramiro expressed concern that we cap meeting length in the future and honor meeting time.
- e. Mark shared he acknowledges we had a tough agenda tonight to cover

12. Good of the Order shared by PLBRA Officers

- a. Next Meeting- April 4th on Zoom

13. Adjourn: Mike motioned and Mark seconded. Adjournment passed 8-0-1