



March Membership and Board Meeting Agenda  
Thursday May 4th, 2023  
7:00 pm  
PLB Theatre (In Person)

1. Greeting and Meeting Opening
  - a. Called to order at: 7:07pm
  - b. Members Present: Bob, Ramiro (Zoom), Mark, Nicole, Angela, Tobi, Chelle, Mike (arrived at 7:15pm)
  - c. Members Absent: Walter, Angie
  - d. Approve April 4th Minutes:
    - i. Motioned by Nicole, seconded by Tobi. Minutes adopted unanimously
  
2. Current Issues:
  - a. Fobs for residents in towers- access for *appropriately-aged* children?
    - i. See Presidents Report
    - ii. Myriad of issues across different towers
    - iii. No solutions for teenage children
  - b. Updates from PLB Management:
    1. Laundry progress
      1. Behind schedule but making progress and adding dog wash stations
      2. Closely monitoring the number of machines which is impacting residents/reduction in amenities
      3. Prices per wash have gone up
    2. Water conservation
      1. tabled
    3. Smoking violations
      1. tabled
    4. Rami's Grill replacement
      1. Lease issues caused Rami to choose to leave
      2. Management is soliciting PLBRA's input on what we might want there
      3. We are delighted to be asked and will be happy to collaborate.
  
3. Guest Speaker Updates, possibly including:
  - a. Senior Lead Officer Schube, LAPD- tabled
  - b. Katy Young Yaroslavsky, CD 5- Michelle Flores
    - i. Budget hearings began last week
      - a. How can we address sidewalk repairs and ADA street parking
      - B. 800 DWP pools in the city that need critical repair. She has ordered them to come before the committee to explain plans to replace the infrastructure
    - ii. LADOT has begun the refresh of crosswalks, curbs, and pavement markings across the intersection around the tragedy at Hancock Park Elementary

- a. She will lead a single meeting between residents and LADOT to ensure clear, direct communication and she will share these with PLBRA to help advertise the meeting
        - Also working to increase crosswalks and add crossing guards at all LAUSD schools
    - c. Adam Schiff's Office- Constituent Services- May 9th in the Theatre from 2-5pm for his staff to support your needs
    - d. Daniel Park, Supervisor Holly J. Mitchell's office- tabled
    - e. Academy Museum – Marty Preciado
      - i. October 14<sup>th</sup> street closure for the annual gala closing Fairfax from Wilshire to 6<sup>th</sup> Street- will partner with PLRBA to get feedback and collaborate.
        - 1. Last year was a soft closure but the rubbernecking made traffic worse. 2023 will be a full closure from Noon-Midnight
      - ii. Academy Museum movie theatre. \$5 before 7pm.
      - iii. Contact Marty directly via [mpreciado@oscars.org](mailto:mpreciado@oscars.org)
      - iv. June 2<sup>nd</sup>- free access to the museum
      - v. Summertime free daytime outside activities
      - vi. Will bring free museum tix and swag to PLBRA Thursday Night at the Movies
4. Special Guest: FixTVC
  - a. Presentation (10 minutes)- Nicole will insert their fact sheet here
    - i. Danielle Peters shared [these](#) key statements
    - ii. They ask PLBRA to endorse their view
  - b. Q&A (10 minutes) 7:32pm
    - i. In all reality, how can we stop them? They shared that they really want to guide them- push back/guide them so that they make some serious changes- we won't be able to stop them entirely
    - ii. Where are they in the process with the city? They have submitted their DEIR to the planning office to start their rezoning and they will respond to the comments from the planning team and they will submitted a revised environmental impact report and then there will be public hearings that residents can speak at.
    - iii. What can residents ask for with representatives so they advocate properly? The best way to advocate is to contact Katy Yaroslasky's office and voice opposition. They shared that her opinion will weigh most heavily in the success of this project. The good news is that she has experience with land use and is already asking tough questions about their land use. The current zoning is 1.5:1 ratio. **The single most clear message is to oppose the zoning change** if you do not want this project to move forward
    - iv. Can Katy stop this? They feel she is unlikely to give a hard no but she could be encouraged to rein it in
5. Committee Updates:
  - a. Communications Committee:
    - i. Newsletter Content and Ads Deadline- May 15th. (delivery date June 3rd)
    - ii. Kay to deliver Friday and Walking Man confirmed for June 3rd
    - iii. Comms email will be deleted
  - b. Community Services/Amenities Update
    - i. Gym/Pool membership is combined with priced tiers for single v. family and based on the length of your contract

- ii. Issues that PLB is working to resolve:
  - 1. Guest Pass increase from \$15-\$25 without warning. Effective per the last increase the contract states that there must be a 2-week notice. As such, we advocated for a price rollback. Their response was that pricing is comparable so they will not reduce. Chelle and Tobi called to fact check. LA Fitness and Meridian has free guest passes and Planet Fitness is only \$10 so guest passes are somewhat moot. One new idea is to allow a guest pass for one or the other- split the guest pass. This would make the guest pass family friendly,
  - 2. Some of the equipment is damaged and unrepaired- some equipment has been fixed recently
  - 3. None of the cardio machines are connected to the internet/TVs and none of that works anymore- once the new ellipticals come, then the TVs will work but TBD on the timeline
  - 4. Lack of times and variety of group classes- used to have 21 per week and now there are only a few and the teachers that users loved are all gone
  - 5. The business center is now closed to “build out the gym” but there is no sign of adequate progress. They state that “plans are in the works”
- iii. The Gym/Pool is managed by a man named Chuck and Jay is the General Manager. It is contracted out, it is not run by PLB. **Can we find out who it is?**
  - 1. The pool is no longer a salt water pool and the adult-only hours are gone and return the hours to the longer weekend hours. The pool is also dirty
  - 2. Who is Steve Labosky? Resident states that he calls the shots. Handicap fountains are broken and even workers could not access water to drink. The paint is terrible and the fence is rusting. Pool personnel were slashed and no one cleans the locker rooms at night. Angela shared that this operation is owned by the close personal friend of the owner of Prime Management.
  - 3. Do children get discounts because seniors do not get a discount and children come to the pool with their nannies, etc and seniors get no support. Allegedly children are \$7/month. Resident asks if we can advocate for seniors and Tobi shared they asked and he will not budge

c. Security Committee- tabled

d. Movie Committee

- i. TNM evolving well – schedule, w/next movie promo, now on a specific webpage
- ii. MC Meetings 2nd Tuesday of the month, 7pm, PLBRA Zoom room
- iii. Good, enthusiastic turnout for music-themed night – hope to do regularly, continue diversity; free popcorn, BYO beverages
- iv. Working on turning on email blast via Prime (Sylvie), to all residents
  - 1. Send once on Mondays, week of movie (other suggestions?)
  - 2. Use Ramiro’s digital flier for email body
  - 3. Should increase turnout (particularly non-members)
  - 4. Opportunity to get grow membership

6. Budget Planning

a. PLBRA 2023 Budget - [HERE](#)

- i. Hope is that with fundraising the newsletter can expand back from quarterly to monthly to reach all 12,000 residents
- ii. Please review to vote formally at the June meeting

## 7. President's report

- a. Proposed statement re pedestrian safety (action item)
  - i. Motion that PLBRA formally express its condolences to the family of Ghadeh Abduljabbar and that we further commend Councilwoman Yaroslavsky for her proactive actions in advance of this tragedy to address pedestrian safety near schools.
    1. Motion seconded by Chelle. No Discussion. Motion adopted unanimously
- b. Fobs for Families (action item)
  - i. Motion that PLBRA formally take a position that it is unacceptable to deny residents named on the lease a physical instrument providing access to the building in which their apartment sits.
    1. Motion seconded by Tobi.
    2. Discussion: Bob will take the issue to City Council for support. Mike believes the complex should honor the minimums and allow us to purchase extra fobs as needed. Mike wants us to file a lawsuit and he wants us to take action. Angela asked Mike to serve on this issue and Mike said this Board does not speak so it does not work.
    3. Motion adopted unanimously
- c. Utility Pass-Through Transparency
  - i. Report Back Ordinance passed February 14th and the Report Back is now overdue so we wait
- d. Right to Counsel in eviction proceedings
  - i. This is in its beginning stages to expand the right to counsel eviction proceedings to include any action in which the lease includes an attorney fee provision. This will take time to build but there is some interest from Councilmember Nithya Raman.
- e. Town Hall in the PLB Theatre on May 18th featuring our newly elected Assemblymember Rick Chavez Zbur from 5-7pm

## 8. Vice President's Report

- a. Television City reps will be coming to next month's meeting, June 6th.
- b. PLB Film Festival idea: My VP points, thinking Sept/Oct, under 10 minute shorts and by people who live (or have lived) in PLB- PLBRA supports this event and we can move forward with plans

## 9. Treasurer's Report

- a. [2022 Annual Report, click here](#)
- b. [2023 Budget, click here](#)- Draft form
- c. BofA Balance, P&L for April- \$28,500 in checking
- d. Contacting potential advertisers for June Newsletter
  - i. New Quarterly Rates
  - ii. Newsletter idea: Go digital (PLBRA.org), with monthly single page flier delivered by Walking Man, w/headlines & top story, link/QR, ads

## 10. Secretary's Report

- a. Membership Update-
  - i. 99 paid members
- b. View all upcoming meeting dates [HERE](#)

## 11. CFO Report (Fundraising)

- a. Outbound Fundraising Plan and Strategy

- i. What is the vision we will pitch for fundraising? We do not have a strategy as an organization and we are good at not spending money on advocacy.
- ii. We are a 501(c)4 which means we operate as a PAC so we can advocate in addition to social events. If we don't want to be a 501(c)4, we need to switch to a 501(c)3 instead.
- iii. For advocacy we have built relationships with policyholders, pushed legislation to support and protect residents, We also now have strong relationships with the offices of Schiff, Zbur, and Yaroslavsky
- iv. We also now have a stronger relationship with Management including getting a new security company and securing tower access- however they need to be refined and improved.
- v. What is our strategy we want support for? Block Captains, voter education, etc
- vi. How can we inspire membership if we don't fight for the things residents bring up for us to fix
- vii. Need: A strategy development process- Angela will chair this work- goal to finish by the end of July and she hopes Board Members and Residents are welcome
  - 1. Holly, Bob, Nicole will join this committee

12. Public Comment by PLBRA Members and Guests

- a. Lynda LaRose: MidCity West Neighborhood Council chairing Homeless, Refugees, and Renters' Rights Committee- she is happy to hear our concerns and she has been a resident since 1995. She shared this meeting has opened her eyes. She invites residents to attend MidCity West and speak publicly about PLB concerns. Bob added that Lynda and her committee have been invaluable allies in advancing PLBRA's concerns through Mid-City West.

13. Good of the Order shared by PLBRA Officers

- a. Next Meeting- June 6th in person

14. Adjourn: Motion to adjourn by Nicole/ Chelle Seconded. Motion passed unanimously. Adjourned at 8:35pm