



## AGPCC Board of Director Meeting

### Meeting Minutes

Wednesday, April 20th, 2005, 6:30pm to 7:45pm

Atwater Avenue Branch Library (3379 Glendale Blvd, Los Angeles, CA 90039)

**Present:** Directors: Luis Lopez, Sandra Caravella, Betty Bartlotta, Jeff Gardner, Stephen May, Andy Hasroun, Romi Rios and Sean Labracque. *General Participants:* Gene Gilbert, Officer Gina Chovan, Deputy Attorney Jeannie Kim, CPAB Representative Jeannie Wisniewski and CD13 Field Deputy Jim Omahen.

**Absent:** Kim Baxter

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#### 1. Call to Order & Roll Call

- Meeting was called to order at 6:05pm

#### 2. Review and approval of minutes of two previous meeting

- Unanimous approval of minutes of two previous meetings.

#### 3. Executive Office Reports

- President Report (by Luis Lopez)
  1. The Chamber was contacted by LA Weekly Magazine about starting a Co-Op advertising program for merchant members.
    - General discussion about possible Co-Op Ad program.
    - Unanimous agreement to assign Co-Op Ad program proposal to Stephen May for further research and refinement.
- Treasurer Report (by Romi Rios):
  1. **General Account Activity:** Paid - \$100.00, Sean Labrecque for reimbursement of March 30<sup>th</sup> mixer expenses. *Account Balance: \$1,963.87.*
  2. **Special Project Account Activity:** Interest earned - \$2.14. *Account Balance: \$5,747.29.*
  3. **Atwater Village Signage Account Activity:** No activity. *Account Balance: \$9,046.64*

#### 4. Approval of new memberships

- Luis Lopez re-reports that the Chamber received three applications for membership:
  1. Carey Dunn – Creative Grounds; applied for membership as a Regular Member.
  2. Victoria Conway – Commercial Property Owner; applied for membership as a Regular Business Member.
  3. Friends of Atwater Village – Nonprofit Community Group; applied for membership as a Community Group Member.
- Unanimous approval of membership for all applicants reported by Luis Lopez.

## 5. New Business:

### *a) Discussion & action: Letter of Support....*

#### **1. FAV's proposal to name the underused green space at Ferncroft / Glendale Blvd the "Red Car River Park"**

- Luis Lopez reports that Friends of Atwater Village is seeking to name the underused green space at Ferncroft / Glendale Blvd the Red Car River Park to help revitalize the area.
- General discussion of FAV's proposal.
- Motion by Romi Rios (2<sup>nd</sup> by Sandra Caravella) to take a position of support of FAV's effort to name the underused green space the Red Car River Park and issue a letter of support. Motion passes 7-0.

#### **2. CD13's effort to name the community room of the Atwater Village Branch Library in honor of Barbara Lass.**

- Jim Omahen reports the Councilman Eric Garcetti / CD13 is seeking to name the community room of the Atwater Village Branch Library in honor of Barbara Lass; who has served the community for over 30 years.
- General discussion
- Motion by Jeff Gardner (2<sup>nd</sup> by Andy Hasroun) to take a position of support of CD13's effort to name the name the community room of the Atwater Village Branch Library in honor of Barbara Lass and issue a letter of support. Motion passes 7-0.

### *b) Discussion & action: Take Back Fletcher Drive campaign follow-up*

- Luis Lopez presents Take Back Fletcher Drive newsletter proposal for the purpose of providing important information to Fletcher Drive merchants (Chamber member and non-members alike) to help educate them on what they can do for themselves to improve Fletcher Drive.
- Luis Lopez reports that the goals of the Take Back Fletcher Drive newsletter are to 1) Build the momentum for the Take Back Fletcher Drive campaign, 2) educate and empower Fletcher Drive merchants, 3) share information about existing resources for Fletcher Drive improvement efforts, and 4) send a clear message to all Fletcher Drive merchants: You are not alone.
- General discussion on proposal.
- Stephen May expresses concerns that the Take Back Fletcher Drive campaign may create an atmosphere not hospitable to day labors.
- Luis Lopez reiterates that the Chamber #1 concern is the well-being and concerns of its merchant members **and** the overall business community; not the day laborers.
- Sandra Caravella recommends that Stephen May take a more proactive involvement in helping day labors as a concerned Atwater Village stakeholder thru existing non-profit groups that dedicated to that issue.
- Motion by Romi Rios (2<sup>nd</sup> by Sandra Caravella) to approve the Take Back Fletcher Drive newsletter project and allow funding of up to \$70.00 for three mailings. Motion passes 6-0.
- Jim Omahen reports of CD13's efforts to remove 5 nuisance public telephones along Fletcher Drive.

1. The pay phone at M&W Liquor (2801 Fletcher Drive) was removed on April 15<sup>th</sup> with the cooperation of the property owner (Norman Mandel).
  2. The remaining 4 pay phones have proven more difficult to remove since they are located on private property (2730, 2728, and 2760 Fletcher Drive) and the property owners are not being cooperative.
- Jim Omahen recommends that the Chamber make an effort to contact the property owners for the remaining pay phones to seek their cooperation of its removal.
  - Unanimous agreement for Chamber to contact property owners.
  - Officer Gina Chovan comments that there have been no crime reports from the community for Fletcher Drive in the recent months.
  - General discussion on Fletcher Drive.

***b) Discussion & action: Chamber participation in AVRA's Street Festival on June 12<sup>th</sup>.***

- General discussion about street festival
- Romi Rios volunteers to set up what will be sold / distributed (tee shirts) at the event if someone volunteers to staff the table.
- Luis Lopez and Betty Bartlotta volunteer to staff the table.
- Romi Rios comments bring formal proposal for street festival for next board meeting.

**6. Board Member Comments and future agenda items (no action)**

- None.

**7. Adjournment @ 7:50pm**

***Minutes taken and submitted by Luis Lopez***