



AGPCC Board of Director SPECIAL Meeting
Meeting Minutes

Thursday, May 12, 2005, 7:00 pm to 8:15pm

Tam O'Shanter Inn (2980 Los Feliz Blvd, Los Angeles, CA 90039)

Present: Directors: Luis Lopez, Sandra Caravella, Betty Bartlotta, Stephen May, Andy Hasroun, Romi Rios and Sean Labrecque.

Absent: Kim Baxter and Jeff Gardner

1. Call to Order & Roll Call

- Meeting was called to order at 7:05pm

2. Review and approval of minutes of previous meeting

- Unanimous approval of minutes of previous meeting.

3. Special New Business:

a) Discussion & action: Join the Coalition to Save the Van de Kamp's

- Luis Lopez reports that the Coalition to Save the Van de Kamp's is looking to revamp its coalition roster for its ongoing efforts to have the LACC Satellite Campus (San Fernando Rd / Fletcher Drive) built as original proposed.
- General discussion about the LACC Satellite Campus proposal
- Motion by Stephen May (2nd by Sandra Caravella) for the Chamber to join the Coalition to Save the Van de Kamp's. Motion passes 7-0.

b) Discussion & action: Glendale Blvd Improvements – New Chamber initiatives to promote / improve Glendale Blvd.

- Luis Lopez reports that Council District 13 has finished securing funds to begin two phases of the 2003 Streetscape Plan for Glendale Blvd and will begin one of the two phases in June 2005. These phases will include among other improvements building community identity signs at the median located between Glenhurst to Madera (with Federal funds) and the other at the median between Revere to Seneca (with City funds). Council District 13 will base the community identity signs on designs developed and paid for by the Chamber. The community identity sign plans developed by the Chamber were part of a Chamber project to erect one sign at the Glendale Blvd median by Larga and Bruwnswick.
- Luis Lopez also reports that in order for Council District 13 to use the Chamber community identity sign plans new "plot plans" must be developed for the two new signs locations. The total cost for doing the both new "plot plans" are approximately \$7,000.00 and CD13 has offered to pay for ½ of the cost, which leaves an outstanding balance of \$3,500.00. The firm contracted to develop the new plot plans is Kathy Cerra Associates.
- Luis Lopez requests that the Chamber pay for outstanding of cost to develop the new plot plans out of the "Atwater Village Signage" account and enter into contract with Kathy Cerra Associates.
- General discussion, Q&A and review of contract submitted by Kathy Cerra Associates.
- Unanimous agreement that the Chamber enter into and that the executive team oversee the contract with Cathy Cerra Associates to develop new

signage "plot plans" to be paid out of the "Atwater Village Signage" account, not to exceed \$3,500.00.

- Further discussion on focusing Chamber efforts to improve Glendale Blvd.
- Luis Lopez recommends that the Chamber participate in a joint community project with Friends of Atwater Village to improve the green "Atwater Village Waste Receptacles" located along Glendale Blvd. Joint project would consist of installing tile artwork which depict historical pictures of Atwater Village.
- Luis Lopez explains that improving these waste receptacles with tile artwork depicting historical pictures would create an environment friendly to pedestrians as well as educate.
- General discussion and Q&A.
- Unanimous agreement to participate in joint community project with Friends of Atwater Village and fund project from the "Special Project" account not to exceed \$2,300.00.
- Betty Bartlotta requests that the Chamber send letters to Glendale Blvd merchants encouraging them to "spruce-up" their storefronts.
- Unanimous agreement to develop a generic mailer to distribute to Glendale Blvd to educate and encourage them to properly maintain and "spruce-up" their storefronts.
- Luis Lopez and Stephen May volunteer to create mailer and submit to Chamber board for approval prior to mailing.

b) Discussion & action: Neighborhood Matching Fund for Fletcher Drive and Glendale Blvd Projects.

- Luis Lopez recommends that the Chamber apply for two Neighborhood Matching Fund project to help fund new community projects for Fletcher Drive and Glendale Blvd.
- General discussion and Q&A
- Unanimous agreement to follow-up with project proposals at future Chamber meeting.

4. Regular Meeting – Old Business

a) Discussion & action: Chamber participation at AVRA's June 12th Street Festival.

- Romi Rios reports on progress to develop tee-shirts for sale at June 12th street festival.
- Romi Rios recommends that the Chamber use Iron (a new Atwater Village business) to create and print the tee-shirts.
- General discussion and Q&A.
- Sean Labrecque suggests that the cost of the tee-shirt be offset by getting local merchants to sponsor the tee-shirt; the sponsoring merchant logo / name to be printed on the shirt.
- Unanimous agreement to use Iron as the tee-shirt vendor and fund the purchase of the tee-shirt from the "Special Project" account not to exceed \$800.00.

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

- None.

6. Adjournment @ 8:25pm

Minutes taken and submitted by Luis Lopez