

ALL ARE INVITED / TODOS ESTAN INVITADOS
OUTREACH & COMMUNICATIONS COMMITTEE

7:00 p.m. Wednesday, February 15, 2012
IMAN Center – 3376 Motor Ave., LA CA 90034

Committee Chair: Natasha Erieta
Contact palmswest@palmsla.org

Minutes

- 1.) Call to Order/Roll Call – Neal, Niall and Natasha
- 2.) **Public Comment – We want to hear from YOU on how to better reach Palms Stakeholders!**
- 3.) Updates:
 - a. PNC t-shirts swag for this year – 200 shirts of green and white print, all sizes, male & female, 5 4Ts, will order at David K's and will go under bike rodeo budget
 - b. Street signs for Palms borders – waiting to hear back from David
 - c. Palms Beautification Grand Prize Winners will be announced at our March board meeting
 - d. Clean Up this Saturday February 18, 10AM @ Firestation
 - e. Jewish Family Service of Los Angeles outreach in Palms – have put up flyers in all senior care centers in Palms, St. Mary's, the library, few older adult stakeholders, Maureen will be working with Monica Dunahee, Interim Director, to do more outreach
 - f. New posting sites for council agendas motion passed in committee and will be on the agenda in next month's board meeting
- 4.) Bike Rodeo Planning
 - a. June 2, 2012 from 10AM to 2PM, Palms Elementary
 - b. Permit application and insurance (Jason)
 - c. What has been done: Hillcrest Invoice, Palms cycle for bike order, Celebration Sensation, Flyers, Red Cross application
 - d. Needs to be done:
 - i. Formal letters to be drafted by David – Dee has emailed David to ask him to write the formal invitations
 - ii. Work with schools to get 5 winners at Palms Middle, Palms Elementary (Niall) & Charnock Elementary (Jason)
 - iii. Get the band & photographer (Neal)
 - iv. Get confirmations from vendors, non-profits and local groups for their attendance of the rodeo – Kristoffer & Neal will split the current list of 20 organizations
 - v. Food for the rodeo will probably be between pizza & sandwiches & banner date updated
 - vi. Cadet Program – we will vote on the motion in the next board meeting about donating \$300 to the cadet program
- 5.) **Special Agenda item – Redistricting (SEE NEXT PAGE) – the PNC passed the revised motion (which removed some language from the original motion) by 5 Ayes and 1 Abstain**
- 6.) Adjournment - Announcements

WHEREAS, "the Palms" was established in 1886 as the first suburb of the City of Los Angeles and represents a historic neighborhood in LA literally at the crossroads of the 10 and 405 Freeways, the new Expo Line railway (built on the old tracks that made Palms a destination at the turn of the 20th Century), and LA's Westside; and

WHEREAS, Palms is unique community of interest – home to over 42,000 people in 1.95 square miles representing some of the most diverse and highest density

populations in the Southland, with high levels of education and single parent families, average income and age for the city of Los Angeles, and major cultural institutions including the IMAN Center, St. Mary's of Palms, the International Society for Krishna Consciousness of Los Angeles, Culver City Foshay Lodge No. 467, The Museum of Jurassic Technology, and the Culver Palms Church of Christ; and

WHEREAS, Palms businesses, residents, and stakeholders face a number of unique challenges including the lack of an official business improvement district, a strong city to the south (Culver City), low awareness of the area, no community center, a small pocket park, and the local library and high school divided from the community by a freeway; and

WHEREAS, Palms is served by one Los Angeles Fire Battalion (Station #43), one high school district, one Los Angeles Police Division (Pacific), but three council districts (5,10, and 11); and

WHEREAS, the Palms Neighborhood Council has represented the stakeholders in Palms since 2004 to improve the quality of life, give our neighborhood a voice, improve the delivery of City services, and represent the diverse people of Palms. This mission is challenged by split representation in the Los Angeles City Council between three council districts, requiring additional coordination for projects such as beautification, improving education, improving park space, and development in the neighborhood.

NOW THEREFORE BE IT RESOLVED the Palms Neighborhood Council affirms and supports the preliminary redistricting plan released on January 25, 2012, as it applies to Palms. The Palms Neighborhood Council further stands resolved that the Los Angeles Redistricting Commission place the Palms community in a single council district with a strong preference for a district that connects Palms with the Westside of Los Angeles. While not making a judgment on a particular councilmember, the PNC feels Council Districts 11 or 5 best represent its interests.