

CITY OF LOS ANGELES

CALIFORNIA

Palms Neighborhood Council  
Business & Beautification  
Committee

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**PALMS NEIGHBORHOOD COUNCIL**

[www.palmsnc.la](http://www.palmsnc.la)  
[@palmsnc](https://facebook.com/PalmsLA)

**Business & Beautification Committee Meeting Agenda**

**Wednesday, December 18, 2019 – 7 p.m. - 9 p.m.**

**Los Angeles Fire Dept. Station 43 – 3690 Motor Avenue, Los Angeles, CA 90034**

*The Neighborhood Council system enables meaningful civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an advisory body to the City of Los Angeles, comprised of stakeholder volunteers who are devoted to the mission of improving our communities.*

- I. **CALL TO ORDER & ROLL CALL** (5 minutes)
  - a. Call to Order (Hochberg)
  - b. Roll Call (Halff)
  - c. Review of code of conduct (Hochberg)
  - d. Agenda preview (Hochberg)
- II. **GENERAL PUBLIC COMMENT/ FUTURE AGENDA ITEMS** (10 minutes)
- III. **REPORTS** (10 Minutes each)
  - a. Halff
  - b. Hochberg
- IV. **REPORT and DISCUSSION: PALMS FOOD CRAWL** (10 minutes)
  - a. Report by Josh Nadel (see supplemental materials attached)
- V. **DISCUSSION: UPDATING UTILITY BOX PROGRAM** (10 min)
- VI. **DISCUSSION: MANAGEMENT COMPANY WELCOME PROJECT** (5 min)
  - a. Request for stakeholder volunteer(s) to begin contacting management companies
- VII. **MOTION and DISCUSSION: BUSINESS PAMPHLET** (10 minutes)
  - a. Motion: Approve text of pamphlet
- VIII. **DISCUSSION: WESTSIDE DEVELOPMENT TOWN HALL** (5 minutes)
- IX. **MOTION & DISCUSSION: PALMS GATEWAY LIGHTING PROJECT** (10 min)
  - a. Motion: Schedule a time and date for lighting demo at location
- X. **CLOSING GENERAL PUBLIC COMMENT**(5 minutes, time permitting)
- XI. **Adjournment**

Time allocations for agenda items are approximate and may be shortened or lengthened at the discretion of the President. Public comment will be taken for each motion as well as for any item in the consent agenda prior to Board action. The public is requested to fill out a "Speaker Card" to address the Assembly on any item of the agenda prior to the Assembly taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Assembly's subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 1 to 2 minutes per speaker, at the discretion or unless waived by the Assembly. In the interest of addressing all items on the agenda, time limits for individual comments and discussion may be set at the discretion of the President. All items on the consent agenda will be determined by a single Committee vote and without Committee discussion. Committee members may request that any item be removed from the consent agenda and considered individually at any time prior to that vote.

Per Board of Neighborhood Commissioners Policy #2014-01, agendas are posted for public review at: 1) Woodbine Park Kiosk, 3409 S. Vinton Ave.; 2) Palms Neighborhood Council website, [www.palmsnc.la](http://www.palmsnc.la) .

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at Woodbine Park Kiosk, 3409 S. Vinton Ave, at our website: [www.palmsnc.la](http://www.palmsnc.la) or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact the Secretary at [secretary@palmsnc.la](mailto:secretary@palmsnc.la)

Palms NC Board and Committee members abide by a code of civility (<http://empowerla.org/code-of-conduct/>). Any person who interferes with the conduct of a Neighborhood Council meeting by willfully interrupting and/or disrupting the meeting is subject to removal. A peace officer may be requested to assist with the removal should any person fail to comply with an order of removal by the Neighborhood Council. Any person who resists removal by a peace officer is subject to arrest and prosecution pursuant to California Penal Code Section 403.

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SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 DIAS DE TRABAJO (72 HORAS) ANTES DEL

EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL [secretary@palmsnc.la](mailto:secretary@palmsnc.la)

# Palms Neighborhood Council

## Business & Beautification Committee presents: the 1<sup>st</sup> ever Palms Food Crawl

### **WHAT THIS EVENT ENTAILS:**

This event is a food crawl of the diverse restaurants Palms has on Venice Blvd. In the roughly 1.5 mile stretch of Venice Blvd that is in Palms, there are over 30 kinds of differing global cuisines from our local restaurants. The goal is to get as many restaurants as possible in participating (giving out free samples, coupons, and to go menus). This will get more residents aware of the restaurants in Palms.

This event will start on the eastern side of Venice Blvd near the In n Out, where there will be a Palms NC booth (table, tablecloth, chairs & swag). That booth will be the greeting location and starting point for the event. There should be 1-4 greeters there that will pass out Palms NC bags for collecting restaurant coupons and menus. If there are multiple greeters, one or more may become “runners” alerting restaurants 15-25 minutes before the group gets there. The group will leave the starting place within a few minutes of the start time.

Diners will be given a passport at the starting booth. These passports will be a sheet of glossy paper folded in half and designed in the style of a passport. Every restaurant that is participating will get a square inside the passport and have their logo placed on the front and back of the passport. Each restaurant will be given a stamp to stamp each person’s passport after they get their food sample. Palms NC will collect these stamps to re-use them for future food crawls.

Each restaurant will get approximately 5 minutes for handing out samples, making stamp marks, and passing out coupons and menus. We will assume an average of 3 minutes of walk time with 2 minutes of starting & stopping. If we get 10 restaurants, this event will take about 1.5-2 hours. If we get all 30 global cuisines, then about 5-6 hours. If we get every restaurant, then the event would be 7-8 hours. That is ok because more engagement is good and will make the marketing & advertising easier. We will have passports detailing every restaurant involved and the rough progression path and time we project just before the event when every restaurant is confirmed. If many restaurants want to participate, then the event will be long, and everyone will have tons of fun. Tons of people would come out too for free food. The cost of the event for Palms NC does not really change very much depending on the turnout, so more is better from a cost standpoint. Details are below in the budget and accompanying discussion.

Restaurants will be expected to provide a sampling of food and a stamp on the passport. This food could be on a toothpick, from a wrapper or in a container in a manner the restaurant determines based on the food choice and other factors. They will be able to give away coupons and to go menus. When we approach them for the event, we should encourage them to do so saying these are local residents and that they may be getting exposed to this restaurant for the first time. If they only want to provide food, then that is ok, as it’s the main point of the event. No coupons and menus will be given out by a restaurant if they do not provide food because of both time constraints and fairness issues to the other participating restaurants.

There should also be an end booth staffed by 1-4 volunteers. This booth will be to collect information on how many stamps people got. This would let us know which restaurants participated and followed all the guidelines. Also, people could get some Palms NC swag if there is any available at the time. This will be a good opportunity to see how event participation went during the day and to learn lessons for doing the event again in the future.

### **BUDGET**

This event will have a handful of expenses. They can be grouped into several bunches: event promotion, event consumables, repeat event purchases and miscellaneous. Event promotion would involve printing out some post card sized event flyers and signs to post on restaurant windows and street poles. Additionally, more cost effective marketing will come from leveraging the Outreach Committee and their social media platforms.

Event consumables would be passports and signs posted the day of for aesthetic or directional purposes that are not reusable. Repeat event purchases would be stamps for the restaurants, durable event signs and any miscellaneous that survives the event.

After speaking with the DONE office (Jasmine), the impression was given that this event requires no insurance since the Palms NC is not serving food or doing much of anything liability causing beyond passing out flyers and bags then walking around.

An approximation of the budget is

Event Promotion - \$80

Promotional signs - \$40

Promotional postcards - \$40

Event Consumables - \$100

Passports - \$70

Directional signs (paper) - \$30

Repeat Event Purchases - \$120

Stamps - \$60

Directional signs (durable) - \$60

Miscellaneous - \$100

Budget over-run that is pre-approved \$100

Total - \$300 with \$100 of over run

**Event Timeline**

November 2019	Submit proposal to Business & Beautification committee
December 2019	General Assembly Funding Motion
January 2020	Find and confirm restaurants
February 2020	Print event materials & start social media campaign
March 2020	Distribute promotional materials to restaurants
April 2020	Targeting the 4/18-19 weekend – B&B committee will select date
May 2020	Maybe a 2 <sup>nd</sup> food crawl involving Motor Avenue Association area, targeting 5/23-24 weekend (same basic timeline for both events)