

CITY OF LOS ANGELES

CALIFORNIA

Palms Neighborhood Council  
Business & Beautification  
Committee

Eliot Hochberg, Chair  
[eliot.hochberg@palmsnc.la](mailto:eliot.hochberg@palmsnc.la)  
Natasia Gascon, Member



10008 National Blvd. #210  
Los Angeles, CA 90034

**PALMS NEIGHBORHOOD COUNCIL**

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

**Joint Board and Business & Beautification Virtual Committee Meeting Agenda**  
**Wednesday, November 18, 2020 – 7 p.m. - 9 p.m.**

**Zoom Meeting Online at <https://zoom.us/j/95072686582>**  
**or by telephone, Dial +1 669 900 6833 to join the meeting**  
**Then enter this Webinar ID: 950 7268 6582 and press #**  
**Press \*9 to raise hand for public comment**

*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.*

***VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION***

*In conformity with the Governor's Executive Order N-29-20 (MARCH 17, 2020) and due to concerns over COVID-19, the Palms Neighborhood Council meeting will be conducted entirely virtually. Every person wishing to address the Neighborhood Council must follow the instructions above to join the meeting. Instructions on how to sign up for public comment will be given to participants at the start of the meeting.*

- I. **CALL TO ORDER & ROLL CALL** (5 min)
  - a. Call to Order (Hochberg)
  - b. Roll Call (Hochberg)
  - c. Review of code of conduct (Hochberg)
  - d. Agenda preview (Hochberg)
- II. **GENERAL PUBLIC COMMENT/ FUTURE AGENDA ITEMS** (10 min)
- III. **REPORTS** (10 Minutes each)
  - a. Gascon
  - b. Hochberg
- IV. **DISCUSSION AND POSSIBLE MOTION: UTILITY BOX PROGRAM** (30 min)
  - a. Congratulations to Katie McGuire, Leslie Kim, and Gooley!
  - b. CD5 has offered financial support for additional Utility Boxes!
  - c. Review of submissions and discussion of additional approved locations
- V. **DISCUSSION: MURALS** (20 min)
  - a. Mural Manual status
  - b. CD5 may be able to financially support additional murals in Palms
  - c. Possible locations for murals
- VI. **DISCUSSION: STATUES IN PALMS** (10 min)

- VII. **DISCUSSION: UPDATES TO PALMS FOOD MAP SURVEY PROJECT (10 min)**
- VIII. **PALMS GATEWAY LIGHTING PROJECT (10 min)**

The following items are included in the agenda to keep them on our radar. Items may be tabled if there is no new information and no public comment.

- IX. **MANAGEMENT COMPANY WELCOME PROJECT (2 min)**
- X. **WOODBINE PARK KIOSK REPAIR AND UPGRADE PROJECT (5 min)**
- XI. **COMMUNITY SCHOOL PARKS (2 min)**
- XII. **BUSINESS FLYER (2 min)**
- XIII. **CLOSING GENERAL PUBLIC COMMENT(5 minutes, time permitting)**
- XIV. **Adjournment**

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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)

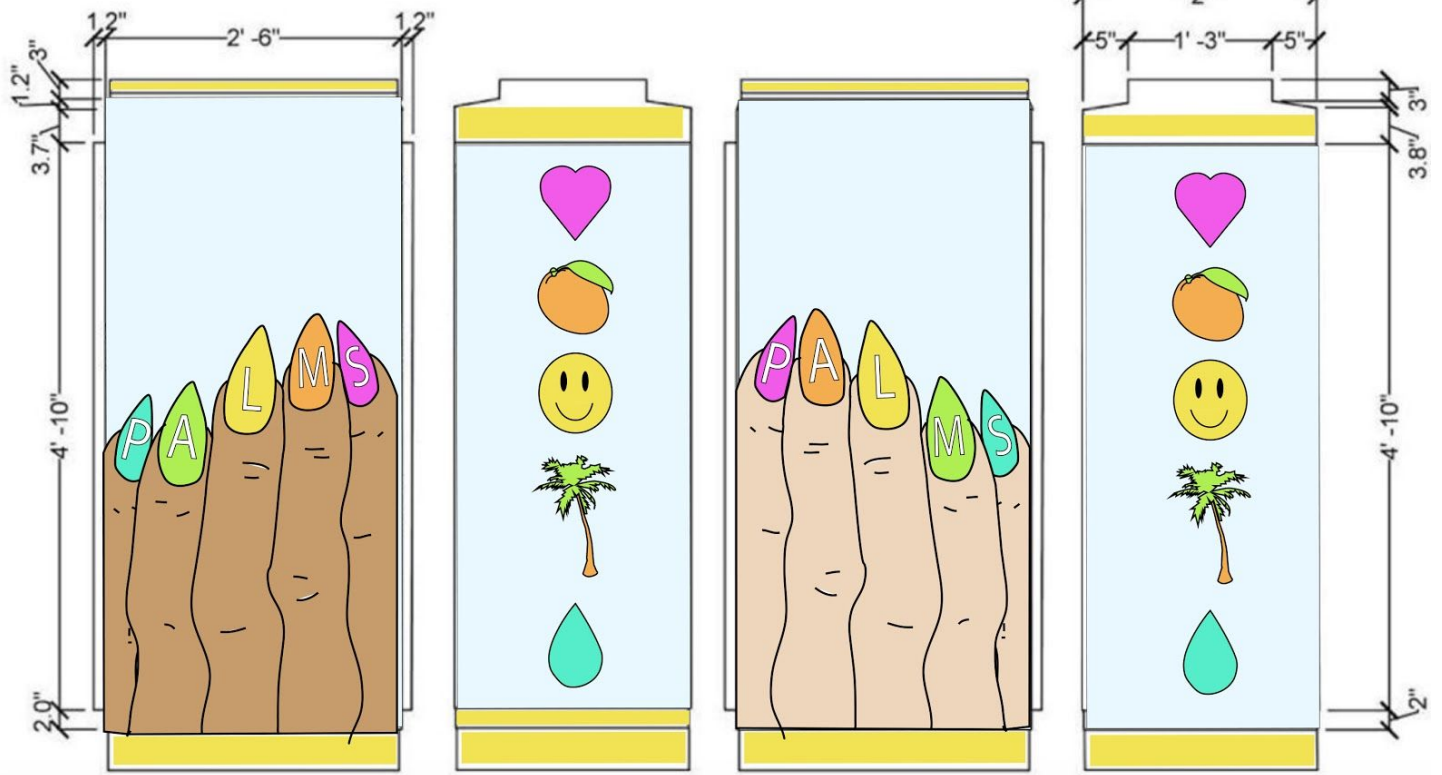
Palms NC Board and Committee members abide by a code of civility (<http://empowerla.org/code-of-conduct/>). Any person who interferes with the conduct of a Neighborhood Council meeting by willfully interrupting and/or disrupting the meeting is subject to removal. A peace officer may be requested to assist 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.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting the Secretary at [secretary@palmsnc.la](mailto:secretary@palmsnc.la)

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)

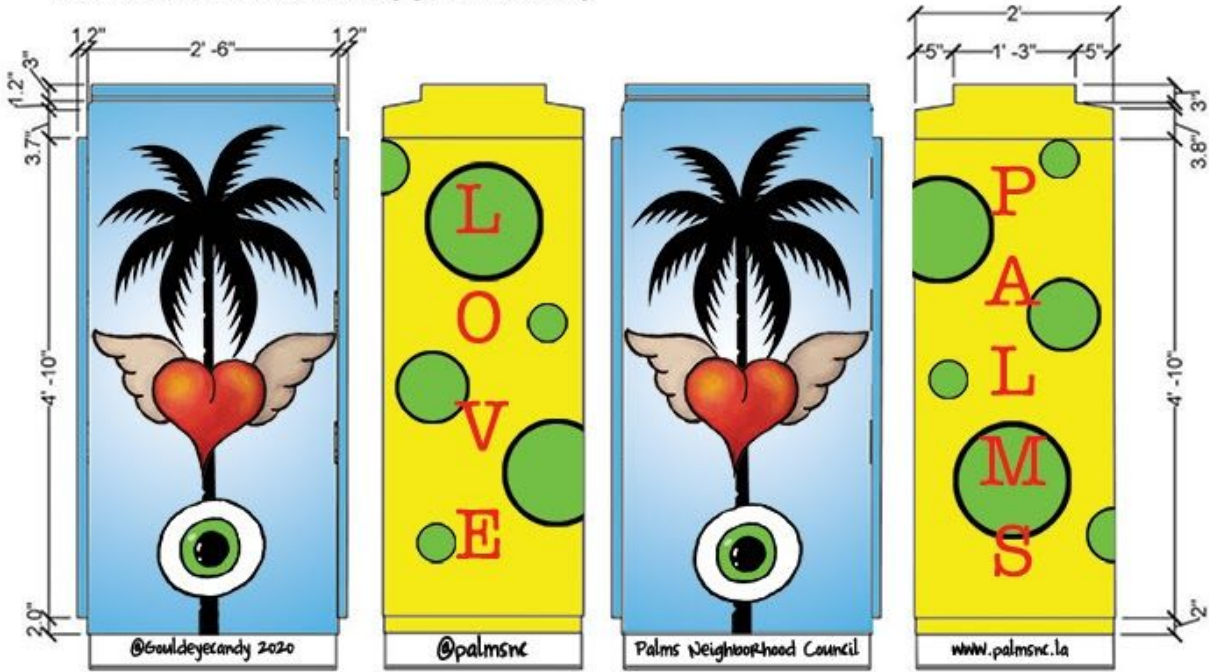
Rachel Hrbek  
rachelhrbek@gmail.com  
216.855.7505



# UTILITY ART SUBMISSION TEMPLATE



Artist: Greg Gould  
 Email: Greg@gouldeyecandy.com  
 Tel.: 323-828-9685  
 Submission #2: 'Palms Pride (Eye Love Palms)'

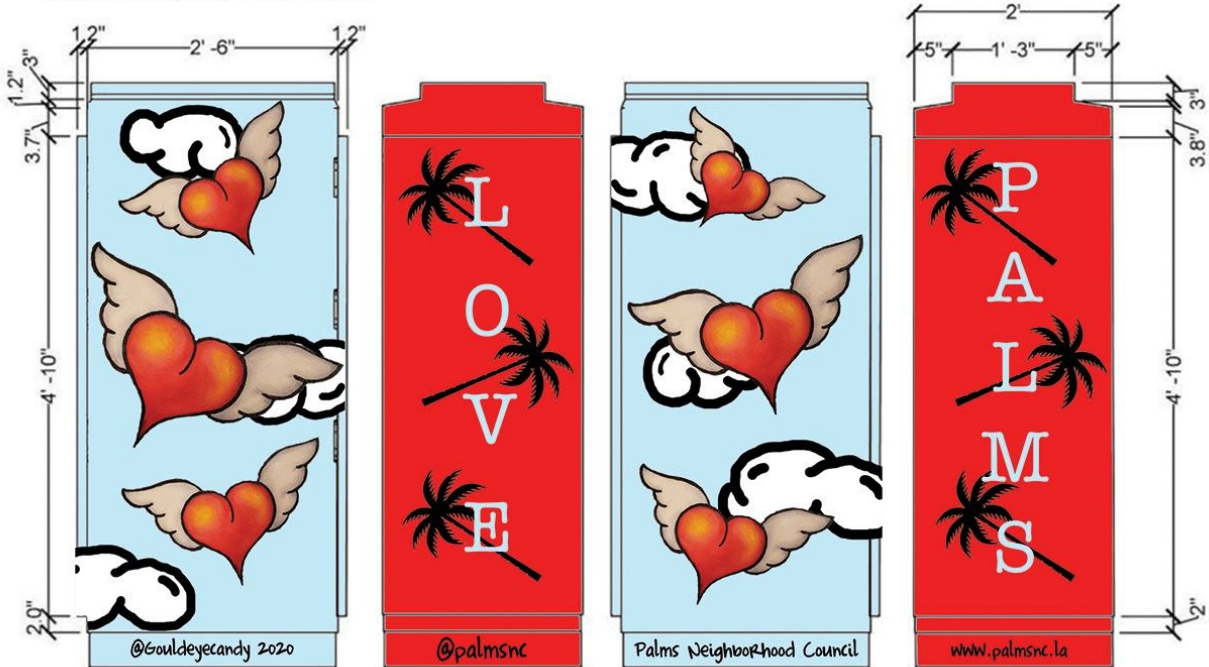


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# UTILITY ART SUBMISSION TEMPLATE



Artist: Greg Gould  
 Email: Greg@gouldeyecandy.com  
 Tel.: 323-828-9685  
 Submission #1: 'Love Palms'



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# UTILITY ART SUBMISSION TEMPLATE

Rheo Smith  
rheosmith@gmail.com



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# UTILITY ART SUBMISSION TEMPLATE

Rheo Smith  
rheosmith@gmail.com



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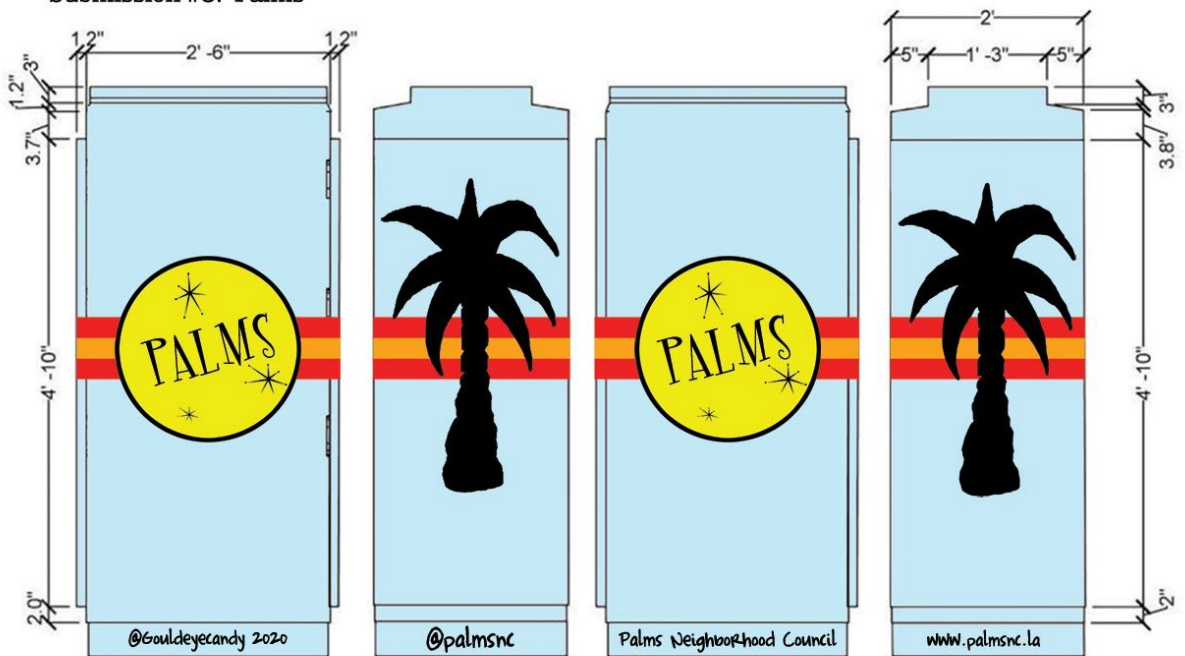
Artist: Greg Gould  
 Email: Greg@gouldeyecandy.com  
 Submission Name: 'PALMS SWANK'



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### UTILITY ART SUBMISSION TEMPLATE

Artist: Greg Gould  
 Email: Greg@gouldeyecandy.com  
 Tel.: 323-828-9685  
 Submission #3: 'Palms'



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## Palms Mural Manual - Rough Outline

The purpose of this manual is to combine the resources needed for private property owners in Palms to get a mural on their buildings.

Introduction:

- History of murals in LA :
  - Brief summary of the Mural Moratorium.
  - Current state of murals in Los Angeles.
  
- Brief intro on the legality of murals after the end of the Mural Moratorium: - What is a mural and what isn't?
  - Public Art on Private Property.
  
- How to get a mural on a private building:
  - Department of Cultural Affairs Guidelines.
    - City procedures.
  - Private/Direct sponsorships.
  - Non-profit partnerships.
  
- Community Input on Murals:
  - Preservation.
  - Complaints / Modification requests.