

CITY OF LOS ANGELES

CALIFORNIA



**Palms Neighborhood Council
Business Relations & Public
Beautification Committee**

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Nick Smith, Member

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Los Angeles, CA 90034

www.palmsnc.la
facebook.com/PalmsNC
[@palmsnc](https://twitter.com/palmsnc)

PALMS NEIGHBORHOOD COUNCIL

Joint Board and Business Relations & Public Beautification Virtual Committee Meeting Agenda Wednesday, October 20, 2021 – 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
Press *6 to unmute when requested**

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. Notes regarding Joint nature of committee meetings
 - e. Agenda preview (Hochberg)
- II. **GENERAL PUBLIC COMMENT/ FUTURE AGENDA ITEMS/MULTIPLE ITEMS (10 min)**
- III. **REPORTS (Up to 30 minutes total)**
 - a. Gascon
 - b. Hochberg
 - c. Nadel
 - d. Smith
 - e. Sotomayor
- IV. **WOODBINE PARK KIOSK REPAIR AND UPGRADE (5 min)**
 - a. Update on recent work
- V. **UTILITY BOX PROGRAM (5 min)**
- VI. **DISCUSSION: APPLYING THE SUCCESS OF GO LITTLE TOKYO TO PALMS (30 min)**

- a. Guest speaker Regina Joy Alcazar, prev. Go Little Tokyo (see supplementals for presentation)
- VII. **UPDATE: PALMS INTERNATIONAL FOOD DISTRICT (5 min)**
 - a. Josh
- VIII. **DISCUSSION: BUSINESS CONTACT LIST (5 min)**
 - a. Nick
- IX. **DISCUSSION & POSSIBLE ACTION: VOLUNTEER BEAUTIFICATION GROUPS (5 min)**
 - a. Natasia
 - b. MOTION: Accept proposed flyer design and text
- X. **DISCUSSION & POSSIBLE ACTION: REBRANDING BUSINESSES AS PALMS (10 min)**
 - a. Natasia
 - b. MOTION: Accept proposed postcard design and text
- XI. **DISCUSSION & POSSIBLE ACTION: POSTCARDS FOR BUSINESS REBRANDING (10 min)**
 - a. Natasia
 - b. MOTION: Request up to \$500 for printing postcards to send to Palms businesses to encourage them to show Palms Pride and acknowledge their Palms location in their promotions

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

- XII. **PALMS RESOURCE MAP (2 min)**
- XIII. **BUSINESS COMMUNICATIONS PLAN (2 min)**
- XIV. **MURALS (2 min)**
- XV. **PALMS GATEWAY LIGHTING PROJECT (2 min)**
- XVI. **MANAGEMENT COMPANY WELCOME PROJECT (2 min)**
- XVII. **COMMUNITY SCHOOL PARKS (2 min)**
- XVIII. **CLOSING GENERAL PUBLIC COMMENT(5 minutes, time permitting)**
- XIX. **Adjournment**

Time allocations for agenda items are approximate and may be shortened or lengthened at the discretion of the Chair. 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 Chair. 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.

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.palmsla.org 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

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

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



GO LITTLE TOKYO NEIGHBORHOOD MARKETING CAMPAIGN

*Palms Neighborhood Council Meeting
October 2021*

*Regina Joy Alcazar
r.alcazar@columbia.edu*



GO LITTLE TOKYO NEIGHBORHOOD MARKETING CAMPAIGN

Go Little Tokyo is a multi-year, community-based marketing and outreach campaign aimed at revitalizing local businesses and cultural institutions during construction of the Metro Regional Connector.

www.golittletokyo.com

[@golittletokyo](https://twitter.com/golittletokyo)

Established in 1880s, over 140 years old.

One of three remaining historic Japantowns.

Three eras of redevelopment and displacement:

1940s - Forced incarceration of Japanese Americans, Bronzeville

1950s - Civic Center expansion

1970s - Redevelopment by Community Redevelopment Agency

+ 2000s - Resurgence of Downtown

Home to over 30 community organizations, and the highest concentration of seniors in the region.

LITTLE TOKYO, LOS ANGELES



1 MI

3



MetroTM



CARS

Community Arts Resources

01 MARKETING

02 COMMUNITY ENGAGEMENT



01 MARKETING

BRANDING

CONTENT CREATION

DIGITAL + TRADITIONAL MEDIA



01 MARKETING

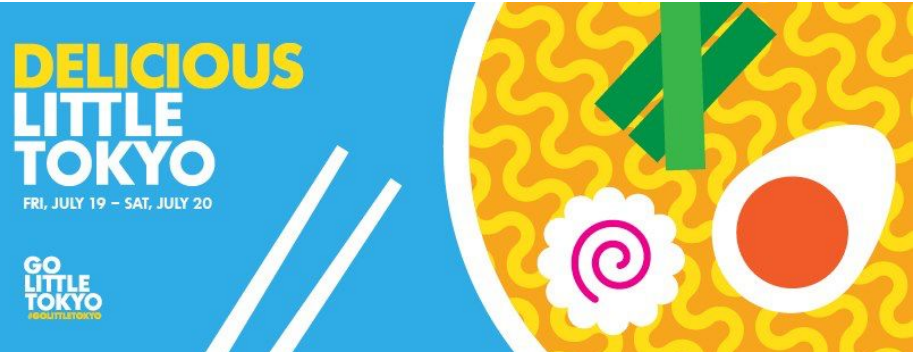
BRANDING



GO LITTLE TOKYO #GOLITTLETOKYO

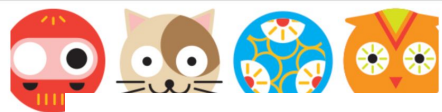


HOLIDAY MARKETPLACE



DELICIOUS LITTLE TOKYO
FRI, JULY 19 - SAT, JULY 20

GO LITTLE TOKYO #GOLITTLETOKYO



01 MARKETING

Next Step CONTENT CREATION

GO
LITTLE
TOKYO
FIGO.LITTLETOKYO

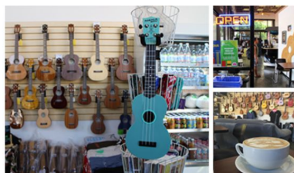


LITTLE TOKYO



Jason Arimoto & Petrice Oyama
Co-Owners of U-Space
(323) 577-5567
244 S. San Pedro St., Los Angeles, CA 90012

Partners in business and life, Jason Arimoto and Petrice Oyama have introduced the joys of music to the Little Tokyo community through their coffee-ukulele combo shop housed on the first floor of the Japanese American Community & Cultural Center (JACCC). Visit this neighborhood gathering place and meet regulars sharing a sip of coffee, 4-string enthusiasts perusing the ukulele wall and Jason's and Petrice's friendly faces behind the counter. With a strong passion for culture and community, this duo created a local spot where music is just an arm's-length away, hosting weekly ukulele lessons for all levels, and even bringing their performances and lessons to organizations in the neighborhood. Say 'Aloha' to Jason and Petrice!



Island Adventure in Little Tokyo

Sat, Aug 8, 2015

Next Stop Little Tokyo is your curated guide to one of Los Angeles' most vibrant neighborhoods.

Presented by Go Little Tokyo, these bi-weekly itineraries keep you in-the-know on all the best dining, shopping, arts and cultural destinations while giving you the tools to navigate and explore the streets of Little Tokyo in a whole new way.



MEET LITTLE TOKYO



Hiroshi Yamauchi
Owner of Kouraku
(213) 687-4972
314 E 2nd St, Los Angeles, CA 90012

Whether during the lunchtime rush or for 2:00 AM late night munchies, Hiroshi Yamauchi, owner of Japanese restaurant, Kouraku, serves up comfort food the way he remembers it in post-WWII Japan. During this time of reconstruction, foods like ramen and curry rice were the most accessible to the average person. If the plastic food models in the glass display case at the storefront doesn't give it away, read our one-on-one interview below to learn how Hiroshi is sharing authentic Japanese food with Americans, one plate at a time.





losangeles_eats • Follow
Little Tokyo

losangeles_eats REGISTER for @golittletokyo THIS FRIDAY 7/20 (7-10am) and SATURDAY 7/21 (10am-6pm)

PROFILE TV REELS FOR:
#deliciouslittletokyo

Load more comments

steph_stratfordbumpus @yoo_bro_tits_20
@alex.bumpus
shazad_khan @shazkhan_ 😍😍😍

wangyongsuk @kaaatgatita
va_ga @n.taegi

14,329 likes
JULY 19

Log in to like or comment.

The COMEBACK of CLAYTON'S
Eight Years After An Arts District Favorite Closed.

DT NEWS

INSIDE THIS: AN OLD HOTEL IS BEING REBORN AS A RECENT FOCUS ON NEW WORKS 14

DELICIOUS LITTLE TOKYO: A Culinary Experience in the Heart of L.A. FRIDAY, JULY 20-SATURDAY, JULY 21

THE VOICE OF DOWNTOWN L.A. SINCE 1973

WHEN YOU CAN TONE YOUR SUMMER BODY WITH THIS TOP TIER CAKE

DELICIOUS LITTLE TOKYO: Culinary Experiences in the Heart of L.A. FRIDAY, JULY 20-SATURDAY, JULY 21

INTERCHANGE AT LITTLE TOKYO: SPACE AVAILABLE

COMING SOON: Marshall's, CVS Pharmacy, Smart's Fin

CONTACT: Kristin Ambrose - 714-460-1564 kambrose@mimglo.com

Tastemade tastemade 45m

Which do you like?

LEFT SIDE RIGHT SIDE

01 MARKETING

DIGITAL + TRADITIONAL MEDIA



LIVE

FOX 11
6:43 53°

LITTLE TOKYO HOLIDAY

COMING UP

PASADENA TODAY: WARM HIGH TEMP: 85° FOX FORECASTS

Send message

02 COMMUNITY ENGAGEMENT

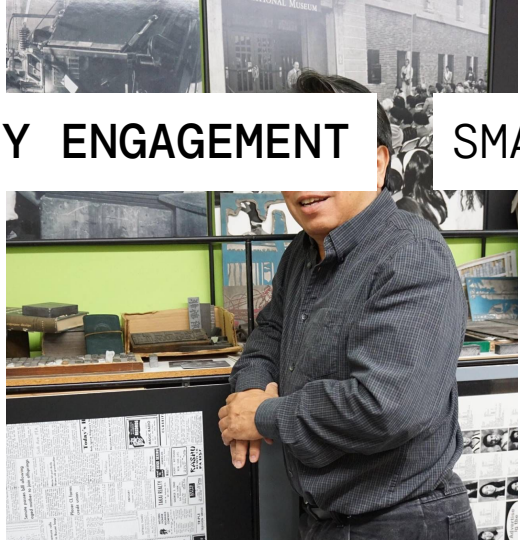
SMALL BUSINESS OUTREACH

VISITOR EXPERIENCES



02 COMMUNITY ENGAGEMENT

SMALL BUSINESS OUTREACH



LET'S STOP ILLEGAL DUMPING



CALL 311
1-800-773-2489
OR VISIT
myla311.lacity.org

To Request
BULKY ITEM PICK UP
Or other Los Angeles City Services



PALMS NEIGHBORHOOD COUNCIL



JANE AND JOHN DOE
Business Name
Address
Los Angeles, CA 90034

July 27, 2021

Dear JANE AND JOHN DOE,

I hope this letter finds you well! My name is Natasia Gascon, and I am a Business Representative for the Palms Neighborhood Council.

I am writing you this letter to introduce myself to you, and to encourage you to consider rebranding your business location. Currently you have your business listed/advertised as being located in Culver City / Mar Vista / South Robertson / Cheviot Hills. I would just like to let you know that your business in fact falls within the boundaries of the Palms Neighborhood, and wholeheartedly encourage you to rebrand your business' location.

The Palms Neighborhood is a unique, vibrant, and historic location within the City of Los Angeles. Founded in 1887, the neighborhood is home to over 42,545 residents and over 4,000 businesses.

The Palms Neighborhood Council is the governing body that represents the neighborhood to the City of Los Angeles. We work to bring the interests of stakeholders to the city council and advocate for our local community.

I sincerely hope you would consider becoming more involved with the Palms community by committing to rebranding your business. We also would love for you and your employees to be more involved in our local community by attending our meetings, joining our committees, and letting us know of any questions or concerns.

Please feel free to reach out to me if you have any additional questions about rebranding your business!

We look forward to working with you.

-Natasia Gascon - natasia.gascon@palmsnc.la


Palms Neighborhood Council - Randell Erving, President / Danya White, Vice-President / Helen Tocco, Secretary / Kay Hartman, Treasurer / Matthew Wait, Community Org. Rep. / Nick Smith, Residential Rep. A / Grace Hancock, Residential Rep. B / Gabriela Sotomayor, Residential Rep. C / Jessalyn Waldron, Residential Rep. D / Kristen Chiarello, Residential Rep. E / Natasía Gascón, Business Rep. / Josh Nadel, Business Rep.

To learn more about the Palms Neighborhood Council and sign up for updates visit <http://palmsnc.la/>
Follow us on [Twitter](#), [Facebook](#), or [Instagram](#)



YOU ARE PALMS

YOU'RE NOT
WHERE YOU
THINK YOU
ARE



Re-Brand Your Business Today!

www.palms.nc.la

Natasia Gascon - Business Rep.

natasia.gascon@palmsnc.la

DID YOU KNOW...?

YOUR BUSINESS IS WITHIN THE
BOUNDARIES OF THE PALMS
NEIGHBORHOOD, A HISTORIC LOS
ANGELES COMMUNITY FOUNDED IN 1886.

WHY SHOULD YOU CARE?

PALMS IS A VIBRANT, UNIQUE
COMMUNITY OF 42,545
RESIDENTS AND OVER 4,000
BUSINESSES.

RE-BRAND TODAY!

SHOW YOUR CUSTOMERS YOU
CARE ABOUT YOUR LOCAL
COMMUNITY. LET THEM KNOW,
WHERE YOU REALLY ARE!

02 COMMUNITY ENGAGEMENT



VISITOR EXPERIENCES

