

CITY OF LOS ANGELES

CALIFORNIA



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

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**PALMS NEIGHBORHOOD COUNCIL**

**Joint Board and Business Relations & Public Beautification Virtual Committee Meeting Agenda  
Wednesday, December 15, 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 September 16, 2021 Enactment of the California Assembly Bill 361(Rivas) and due to concerns over COVID-19, the Palms Neighborhood Council General, Committee, or Special meeting will be conducted entirely with a call-in option or internet based service option.

AB 361 Updates: Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned.

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at [ethics.lacity.org/lobbying](https://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org).

- I. **CALL TO ORDER & ROLL CALL**
  - 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**
- III. **REPORTS**
  - a. Gascon
  - b. Hochberg
    - i. Woodbine Kiosk update
    - ii. Update re: Beautify Earth, need new non-profit partner
    - iii. Results of Farmer's Market tabling
  - c. Nadel
  - d. Smith
  - e. Sotomayor
- IV. **DISCUSSION: CALL FOR WEB DEVS TO UPDATE PALMSNC.LA**

- V. **UTILITY BOX PROGRAM UPDATE**
  - a. Venice/Bagley approved, submitted to CD5/LADOT
- VI. **DISCUSSION: VENICE BLVD BEAUTIFICATION**
  - a. Medallions
  - b. String lights
- VII. **DISCUSSION: SUGGESTIONS FOR AREA REP MEETING JAN 20**
- VIII. **2022 BUSINESS CONTACT PLAN**
  - a. What's our hook?
  - b. Divide and conquer - who will take on what area? Working in pairs?
  - c. Realities of contacting businesses in person vs. phone calls
  - d. Creating a Palms NC Pitch

The following are included to continue discussion. Items will be skipped if there is no new info or public comment.

- IX. **REBRANDING BUSINESSES AS PALMS**
- X. **BUSINESS CONTACT LIST**
- XI. **PALMS INTERNATIONAL FOOD DISTRICT**
- XII. **PALMS RESOURCE MAP**
- XIII. **BUSINESS COMMUNICATIONS PLAN**
- XIV. **MURALS**
- XV. **PALMS GATEWAY LIGHTING PROJECT**
- XVI. **MANAGEMENT COMPANY WELCOME PROJECT**
- XVII. **COMMUNITY SCHOOL PARKS**
- XVIII. **CLOSING GENERAL PUBLIC COMMENT**
- XIX. **Adjournment**

Time allocations for agenda items are approximate and may be shortened or lengthened at the discretion of the President/Committee Chairs. Public comment will be taken for each motion as well as for any item in the consent agenda prior to Board action. 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/Committee 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](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). You can also receive our agendas via email by subscribing to [LA City's Early Notification System](#) (ENS)

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)