

CITY OF LOS ANGELES

CALIFORNIA



Palms Neighborhood Council
Business Relations & Public
Beautification Committee

Eliot Hochberg, Chair
eliot.hochberg@palmsnc.la
Josh Nadel, Vice Chair
josh.nadel@palmsnc.la
Natasia Gascon, Member
natasia.gascon@palmsnc.la
Nick Smith, Member
nick.smith@palmsnc.la
Gabriela Sotomayor, Member
gabriela.sotomayor@palmsnc.la

business@palmsnc.la
beautification@palmsnc.la

10008 National Blvd. #210
Los Angeles, CA 90034

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

PALMS NEIGHBORHOOD COUNCIL

**Joint Board and Business Relations & Public Beautification Virtual Committee Meeting Agenda
Wednesday, April 20, 2022 – 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. For assistance, please contact the Ethics Commission at (213) 978-1960 or 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. **UTILITY BOX PROGRAM**
 - a. Guest: James Wilde, current UBP artist, explaining first person how graffiti is removed
 - b. Review of information obtained by Greg Gould after last meeting
 - c. Discussion (Cont): Should committee recommend NC attempts to repair utility box decorations?
Goal: create parameters of future meeting motion, or determine it's not a good idea
- IV. **REPORTS**
 - a. Gascon
 - b. Hochberg
 - i. Thank Gabriela for her service on the committee
 - c. Nadel

- d. Smith
- e. Sotomayor
- V. **WOODBINE KIOSK**
 - a. Report: Problems with paint not sticking to primer
 - b. Possible Motion: Up to \$200 to hire professional painter to fix the paint job
 - c. Possible Motion: Up to \$100 to order back plate for kiosk (instead of stencil)
- VI. **ENCOURAGE REBRANDING BUSINESSES AS PALMS**
 - a. Discussion: proposed promotional materials (Gascon)
 - b. Possible Motion: Up to \$100 for promotional materials
- VII. **BULKY ITEM PICKUP**
 - a. Discussion: proposed promotional materials (Gascon)
 - b. Possible Motion: Up to \$300 for promotional materials
- VIII. **MURAL MANUAL**
 - a. Discussion: proposed promotional materials (Gascon)
 - b. Possible Motion: Up to \$75 for promotional materials
- IX. **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

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 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. 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.

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



PIC	Description	Type of Print Job	Quantity	Vendor	Price	Tax & Shipping	Final Price	Approved?
	Mural Manual - Registering and preserving community murals	Tri-fold brochure	25	VISTA PRINT	\$	\$18.95	\$45.69	
	Woodbine Park Kiosk Back Plate	Plastic Sign with Holes 18.25" x 27.25"	1	VISTA PRINT	\$51.00	\$15.24	\$66.24	
	Palms Re-Branding Postcards	5.5 in X 8 in Postcards	100	VISTA PRINT	\$52.38	\$15.37	\$67.75	
	Bulky Item Pick Up Signs	Lawn Sign	10	VISTA PRINT	\$205.54	\$33.20	\$238.74	
TOTAL REQUESTED:							418.42	

WWW.PALMSNC.LA

YOU ARE PALMS

REBRAND YOUR BUSINESS TODAY

The logo for the Palms Neighborhood Council is a blue-outlined house shape. Inside the house, the text "PALMS NEIGHBORHOOD COUNCIL" is written in blue, stacked in three lines. To the right of the text, there are two small palm tree silhouettes.

PALMS
NEIGHBORHOOD
COUNCIL



DID YOU KNOW?

PALMS IS A VIBRANT, UNIQUE COMMUNITY OF 43,000 RESIDENTS AND OVER 4,000 BUSINESSES.

YOUR BUSINESS IS LOCATED WITHIN THE PALMS NEIGHBORHOOD OF LOS ANGELES.

SHOW YOUR PALMS PRIDE BY REBRANDING YOUR BUSINESS. JUST CHANGE YOUR LOCATION TO PALMS ON YOUR WEBSITE, SOCIAL MEDIA AND OTHER BRANDING.

IT'S THAT EASY!



FOR MORE INFORMATION ON HOW TO REBRAND YOUR BUSINESS, CONTACT BUSINESS@PALMSNC.LA





**PALMS
NEIGHBORHOOD
COUNCIL**

<http://palmsnc.la>
twitter.com/palmsnc
facebook.com/PalmsNC
instagram.com/palmsnc



<http://palmsnc.la>
twitter.com/palmsnc
facebook.com/PalmsNC
instagram.com/palmsnc

MORE WAYS TO HELP

SPONSOR A UTILITY BOX

Is there a Los Angeles Department of Transportation (LADOT) utility box near your business that you would like to add painted decorations to? Contact the Palms NC's Business and Beautification Committee at business@palmsnc.la. We will connect you with your local Council District 5 office to obtain a Utility Box Art Permit.

ATTEND A MEETING

Do you want more murals in Palms? Attend a Planning and Land Use Committee meeting and make your voice heard. Sign up for Public Comment during Developer Presentations and advocate for murals on new commercial buildings.

Have an opinion about an existing mural? Attend our Business and Beautification Committee meetings and let us know your thoughts.

Find meeting dates and times at palmsnc.la

REPORT VANDALISM

Is there graffiti on your mural? Have you spotted graffiti on other murals in the neighborhood, or on Palms NC Utility boxes? Contact business@palmsnc.la to report the vandalism, and we will assist with repairs to registered murals, or contact the City of Los Angeles to have the graffiti removed.

Murals with heavy graffiti that are NOT registered may be painted over by the City, so we highly encourage business owners to Register your murals with the Department of Cultural Affairs.

CONTACT US

PALMS NEIGHBORHOOD COUNCIL
Business Relations and Public
Beautification Committee

BUSINESS@PALMSNC.LA
BEAUTIFICATION@PALMSNC.LA

[HTTP://WWW.PALMSNC.LA](http://WWW.PALMSNC.LA)

THE CITY OF LOS ANGELES
Department of Cultural Affairs

201 North Figueroa Street, Suite 1400
Los Angeles, CA 90012
213 202 5500

DCA.PUBLICART@LACITY.ORG

[HTTP://WWW.MURALSLA.ORG](http://WWW.MURALSLA.ORG)



BUSINESS & BEAUTIFICATION
COMMITTEE

THE MURAL MANUAL

**HOW TO REGISTER
A MURAL ON YOUR PROPERTY**



MURALS IN PALMS

"Murals build a sense of community. They make it welcoming and walkable and they make you want to go there."

GRACE MCCAMMOND - MURALIST

The Palms Neighborhood Council (Palms NC)

recognizes the important role public murals have on our community. Murals beautify storefronts, activate public spaces, and create a sense of pride and belonging for our stakeholders.

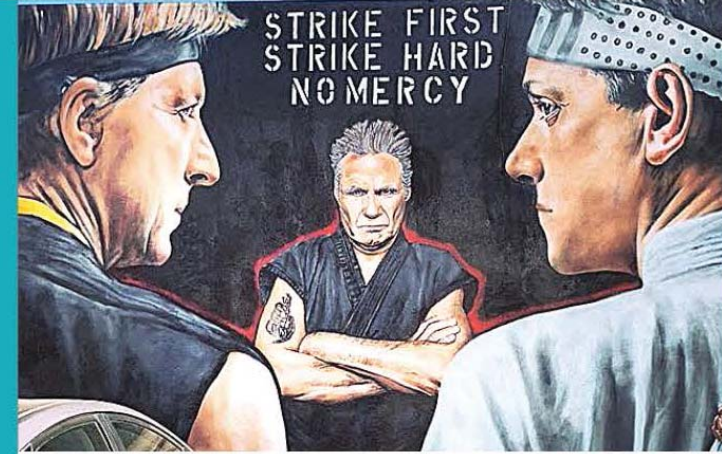
Our goal at the Palms Neighborhood Council is to celebrate and promote public art within our community, while still adhering to and compiling with existing laws.

This '**Mural Manual**' briefly summarizes the steps that business owners must follow to obtain official recognition and registration of a mural on their property, as outlined by the City of Los Angeles' **Department of Cultural Affairs (DCA)**. Businesses who do not follow these steps run the risk of their murals being considered "vandalism" and may be removed and whitewashed at the City's discretion.

NEW MURALS

REGISTER A NEW ART MURAL FOR YOUR BUSINESS

- Confirm the artist, mural design, budget, and location of the mural.
- Visit MURALSLA.ORG and download the Original Mural Registration Application.
- Contact the Palms NC's Business and Beautification Committee (B&B) at business@palmsnc.la. We will schedule a Public Meeting to fulfill the Neighborhood Involvement Requirement in the Mural Application.
- Once all requirements are met, complete application and submit to the DCA along with the \$60 registration fee.
- To complete the registration process, the DCA will send a **Covenant Agreement** that confirms you will be responsible for the maintenance of the mural for two years. This document must be filled out in the presence of a licensed Notary Public.
- Submit the Covenant Agreement to the DCA at DCA.PublicArt@lacity.org, and notify the B&B Committee. If the DCA approves the application, you will receive an official Notice to Proceed. The mural can now be painted.
- Wait for your approval letter and registration #.
- Enjoy your mural!



VINTAGE MURALS

REGISTER A "VINTAGE" MURAL (CREATED BEFORE 2013)

- Gather documentation (newspaper clippings, video links, artist contracts, receipts, etc.) proving the mural was created before October 12, 2013. This is the date that the Los Angeles 'Mural Moratorium' was lifted. Before that date, all murals created in Los Angeles were considered "illegal signage." To preserve your vintage mural, register it below:
- Visit MURALSLA.ORG and download the **Vintage Mural Registration Application**.
- Contact the Palms Neighborhood Council's Business and Beautification Committee at business@palmsnc.la to notify us of your intention to register a vintage mural. If the DCA determines you have a Neighborhood Involvement Requirement, we will assist in that.
- **Fill out the application, pay the \$60 Registration Fee and submit application and all materials to the DCA at DCA.PublicArt@lacity.org**
- Wait for your approval letter and registration #.
- Enjoy your mural!

LET'S KEEP PALMS PRETTY

REQUEST A BULKY ITEM PICK-UP



[BIT.LY/3JBM7HF](https://bit.ly/3JBM7HF)

BUSINESS@PALMSNC.LA

