

CITY OF LOS ANGELES

CALIFORNIA



Palms Neighborhood Council  
Business & Beautification  
Committee

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PALMS NEIGHBORHOOD COUNCIL

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**Joint Board AND Business & Beautification Committee Meeting Agenda  
Wednesday September 21<sup>st</sup>, 2022 – 7:00 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 Meeting ID: 895 6926 6147 and press #  
Passcode is 259712**

**The toll free call-in numbers are: (833) 548-0276, (833) 548-0282, (877)  
858-5257, and (888) 475-4499**

**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 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](http://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
  - b. Roll Call
  - c. Introductions
- II. **GENERAL PUBLIC COMMENT**
- III. **COMMITTEE REPORTS**
- IV. **COMMITTEE BUSINESS**
  - a. **Discussion and Possible Action:** How to apply to be on the committee & requests for appointment

- b. **Discussion and Possible Action:** MOTION for the Palms NC to put on a Business focused Community Day and spend up to \$12,000 on an event in 2023  
[https://docs.google.com/document/d/1jETIuwUN-uqN1inPyN7aplgUack2BgUW\\_VZIGtw6r\\_E/edit?usp=sharing](https://docs.google.com/document/d/1jETIuwUN-uqN1inPyN7aplgUack2BgUW_VZIGtw6r_E/edit?usp=sharing)
- c. **Discussion and Possible Action:** Mural Manual
- d. **Discussion and Possible Action:** Palms Business Branding
- e. **Discussion and Possible Action:** Utility Box Program
- f. **Discussion and Possible Action:** Palms Sculpture

## V. Adjournment

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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.

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)

Thank you all for your hardwork and assistance with the spring 2022 Connect Day. We were able to accomplish what this event is intended for and that is to connect our unhoused neighbors with services that can help them in their situation. This message will serve as debriefing so we can cover what went well and what didn't go as planned. Overall it was still a good turn out and this wouldn't have taken place without all of your hard work and great minds. This was put together by James, Vishesh and Margaret.

### **What went well**

- Both Zac and James sent out confirmation emails to all of the service providers. Letting them know where and when to show up.
- Zac did a great job with the layout of the event. Everyone was able to be tabled where they were positioned on the map.
- Jeffrey did a great job at signing in volunteers and clients.
- On paper we had 40 clients sign in. Some of you mentioned that you observed between 10-15 people not sign in. So unofficially, there were roughly 50 clients we were able to help.
- The bagels lasted throughout the day and there was one person handling that which was great.
- The food truck was very convenient because it allowed for volunteers to be used in other areas instead of having to pass out food. We gave out over 110 noodle soups!
- We had a lot of clothing donations and we had a lot of enough volunteers to assist clients with finding clothing.
- There was a wide variety of service providers so we met every single need of the people that attended the connect day— no one (except those that came closer to 3pm) left saying that they didn't find what they were looking for.
- Medical service was a big hit— the UCLA medical team assisted several clients with severe health issues.
- DMV was able to assist a lot of people with IDs (they did recommend having someone that can pull birth certificates, especially for out of state clients)
- Haircut truck was a big hit. You could see the boost it gave to every client that used that service.
- Bags were a great last minute investment!. They helped clients carry the many things we and service providers had to offer.

### **What didn't go so well**

- Triple A dropped off the tables later than scheduled. It was supposed to be between 9:00 and 9:30 am and they showed up around 10:30 am because of traffic. (Maybe give them an earlier drop off time next time)
- Wehope showers arrived and set up later than scheduled. (Also give them an earlier arrival and set up time next time)
  
- We were able to get lunch, however, it was last minute. Thank you the AAPI-LA for this. We know some of you expressed how important it is to have food from someone in our district. James would recommend keeping our options open with restaurants or food providers who aren't in our district as well next time so that we aren't scrambling at the last minute trying to find someone to provide lunch even if they aren't in our district. We can also try to recognize the ones that do help out as a means to promote this philanthropy in other businesses.

- We started breaking down a little earlier than scheduled which led providers to leave earlier than scheduled. Also, one of the providers mentioned that someone
- Attendance at the beginning wasn't great. Vishesh suggests to start the next one even later in the day. Maybe start with lunch and close with tea/coffee in the early evening.
- Some service providers did feel that they didn't get to assist too many clients (this was true for a couple that were focused on senior services)

## Recommendations

- One person needs to be in charge of the event on-site, and everyone else working the event needs that person's cell phone number for immediate response to issues as they arise. There was a lot of confusion and frustration when people were told different things by different people or weren't told anything at all. For the next one, I don't mind being the person in charge on-site but whoever it is needs to be designated beforehand.
- Core agencies and outreach organizations need to do meaningful street outreach beforehand by engaging directly with the people who need the resources being provided.
  - Dignity on Wheels should do outreach everywhere they go for the week before, even if all they do is give a flyer to each person who comes to them for a shower;
  - St. Joseph's, PATH and TPC should be doing outreach at their westside access centers every day, all day, and they should post the flyer everywhere it will be seen;
  - LAHSA outreach teams on the westside should be doing outreach in the streets throughout their shifts and posting the flyers where they will be seen;
  - DPSS, DMH, etc. need to do outreach and post the flyers wherever they will be seen
  - The electeds' offices need to do street outreach in their districts however they see fit, and also partner with other government agencies like libraries etc. to post the event
- The volunteer coordinator needs to walk the event the whole time to make sure all the volunteers are active and engaged
  - make sure the volunteers have something to do and, if not, to help them find something to do [too many volunteers wandering around aimlessly]
  - make sure that every table that's supposed to be staffed with a volunteer actually has someone there and engaged. [Throughout the day, I found tables with no one staffing them and volunteers who had been assigned to a table were MIA. The UCLA med students ended up staffing the clothing donations because they wanted to help and no one was there. Other tables had volunteers chatting among themselves instead of focusing on the tables – staffing a table means being actively engaged with every client and facilitating them understanding what's there]
- Vendors need to be there no later than one hour before the event starts. Showers and porta-potties were the most obvious failures but many others came late too. If we tell the public we're open at 11:00 am, then every vendor needs to be ready when the bell rings.
- We need a volunteer at each point of entry starting an hour before the event and throughout the day to guide people on where to go for what. We had volunteers, vendors, and clients all wandering around without guidance.
- Volunteers need to be matched to their skill sets. Anyone interacting with the clients needs to be suited for that role.  
Bagel lady ("well, help yourselves we don't have any homeless people here" and after the client said she was homeless "well then you're our token homeless person"). She should not have been in a client-facing role.