



## HDCA General Meeting

### Attendees:

Marilyn Anderson  
Laurie Beckland  
Richard Bostard  
David Brewer  
Nicole Carcel  
Arturo Castillo  
Clark Crites  
Terri Gerger

Laszlo Horvath  
Brentley Jones  
Judy Kass Dowden  
Lisa Katz  
Kwock Koe  
Cynthia Martinez  
Lisa Meredith  
Tom Meredith

Monica Morris  
Patti Negri  
Don Searles  
Massoum Shayegi  
Alexa Iles Skarpelos  
Jenny Skoble  
Robert Sorcher  
Justin Walker

*Meeting was called to order at 7:35 pm*

## **I. WELCOMES & INTRODUCTIONS, Patti Negri – HDCA President**

## **II. EVENTS & ANNOUNCEMENTS**

### **A. Beachwood Canyon Neighborhood Association Asks for HDCA Letter of Support**

BCNA has been embroiled in a dispute regarding the recent increase of traffic from people seeking access to the historic Hollywood sign (see link below). The BCNA had posted directional signs to guide tourists towards Lake Hollywood Park where the sign could be viewed safely (and away from a problematic bottleneck at Deronda Drive which dead-ended at the gate to an emergency access road). An opposing group represented by Hollywoodland Association has objected to the directional signs (because traffic was then passing by their homes). **The BCNA would like a letter of support from the HDCA for re-posting the signs.**

A motion was made in favor of the letter of support, it was approved by unanimous vote.

<http://online.wsj.com/article/SB10001424052748704529204576256561864418114.html>

### **B. Millenium Hollywood Project Hearing**

There will be a public hearing on the proposed Millenium Hollywood Project **Wednesday, May 11<sup>th</sup> from 6 pm – 8 pm at the Taglyan Cultural Center** (Vine Street). This is a “scoping” meeting. The purpose of the scoping process is to determine the scope of the Environmental Impact Statement (EIS) to ensure that issues are identified early and properly studied. Residents who have concerns about the impact of this massive project at the border of our neighborhood are encouraged to attend. If there are important environmental or social impacts that the public

wants considered, the time to raise these issues is at the scoping meeting, and to make sure to fill out the cards they will provide for comments/concerns.

### **C. Emergency Preparedness (Cynthia Martinez)**

Recent events in Japan have reminded us all that we should be thinking about emergency preparedness. It's a good time to check your earthquake kit and make sure it is up to snuff. Here's a helpful link for what you need: <http://www.ready.gov/america/getakit/index.html>

Here are some upcoming events as well as ongoing programs to be aware of:

The Los Angeles Police Protective League is hosting an **Emergency Preparedness Fair – May 21, 2011** from 10 am – 1 pm at Helen Bernstein High School. For more information check out the website: [http://lapd.com/events/emergency\\_preparedness\\_fair/](http://lapd.com/events/emergency_preparedness_fair/)

Dell resident and Hollywood United Neighborhood Council (HUNC) rep, Jamie Rosenthal is working to put together a **July “town hall.”** The objective is to get the LA Fire Department to give hands-on training to citizens.

At least 3 people at the meeting had participated in CERT training programs offered by the city. **CERT stands for Community Emergency Response Team.** During a disaster, emergency services can be overwhelmed. The Community Emergency Response Team program is an “all-risk, all hazard” training, designed to help residents protect themselves, their families, their neighbors and neighborhoods in an emergency situation. For more information about CERT, or to sign up for training: <http://www.cert-la.com/index.shtml>

## **III. COMMITTEE REPORTS (Presented By Committee Chairs)**

### **A. Crime Prevention & Neighborhood Safety Committee (Justin Walker)**

There was a **LAPD Senior Lead Officer Summit** on May 5<sup>th</sup> at Temple Israel of Hollywood. The purpose of the summit was to bring together LAPD with the community, identify and prioritize key issues, and strategies for handling them. The Hollywood Dell's system of taking digital photos and passing them along to our SLO is seen as a proactive, useful, and successful approach by LAPD. Other neighborhoods will be following our lead.

As a critical next step, we need to **reach out to the commercial interests and apartment management** near Holly / Dix and enlist their support in keeping on top of criminal activity. We need a volunteer to take on this aspect of crime prevention & neighborhood safety. If you are interested please contact Justin: [jwalker536@sbcglobal.net](mailto:jwalker536@sbcglobal.net)

Additionally, we need someone to be in charge of looking into **permit parking** for key areas in the Dell. Visitors to the Hollywood Bowl, nightclubs and bars and other businesses bordering our neighborhood are coming into the Dell to park and conduct other activities. Neighbors along Holly Drive, Primrose, Odin, Dix, Vine and Willetta have had to deal with the inconvenience of not being able to park in front of their own homes as well as an increase in crime associated with late night visitors from outside the neighborhood.

It was discussed that **not everyone wants permit parking on their street**, therefore it would have to be a street by street review and there would have to be consensus amongst affected neighbors before permit parking would be pursued. Anyone interested in heading up this project should contact Justin: [jwalker536@sbcglobal.net](mailto:jwalker536@sbcglobal.net)

**B. Cheremoya Foundation Update (Justin Walker)**

Cheremoya Foundation member and LAUSD teacher Anji Williams has been working on a **test case tutoring program**. The program pairs high school students with underperforming 6<sup>th</sup> graders at Cheremoya.

On the heels of the March HDCA meeting, the Hollywood Arts Council has brought a **SOAR program to Cheremoya** starting this spring. SOAR (Students Overcoming All Risks) provides arts education programs for free, in LA public schools.

Cheremoya will be having a **career day in June**. Anyone who would like to come and share their career experience with the kids is encouraged to participate.

For more information about Cheremoya or the Foundation:  
<http://cheremoya-laUSD-ca.schoolloop.com/>  
<http://cheremoyafoundation.org/Front.html>

**C. Treasurer’s Report (Terri Gerger)**

**Terri Gerger provided a report on HDCA current financial status, a summary of the report follows.**

\$33,161.30	<b>Bank Balance</b>
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<b>2011 Accounting as of May 10, 2011</b>	
\$6,000.00	2011 Dues Received
(\$150.00)	Hillside Federation Dues
(\$253.51)	Welcome Baskets new neighbors
(\$1,160.00)	Gardening/Trash for 2011
(\$75.00)	Membership Drive Materials
(\$850.00)	501(c)(4) application with IRS
(\$1,154.00)	1st Qtr Newsletter
<u>(\$3,642.51)</u>	Expenses through May 10, 2011
<u><u>\$2,357.49</u></u>	<b>Net 2011 Accounting as of May 10, 2011</b>

**Summary of Membership for 2011**

120 Paid Members for 2011

16 of those Paid Members are New Members

104 Members who have paid at least one other year

165 Members for 2010

Currently, HDCE has 45 Fewer Members Than 2010  
or \$2,250 Less Income to Cover Expenses

**D. Membership & Neighborhood Outreach (Tom Meredith)**

Currently our rate is just over 10% of the total number of households in the Hollywood Dell. **The goal of the membership campaign is to increase the rate of participation.**

As part of that effort, resident Lisa Katz and her business partner have created an **ad campaign** to increase awareness and to offer reason to those who are not yet members of the HDCA. The cleverly designed “ads” will be displayed as yard signs at key locations around the neighborhood.

There is also a plan for a **street-by-street membership drive**. It will be a neighbor-to-neighbor approach and focus on direct communication with those who may be unaware of the HDCA. Anyone interested in helping with this should contact Tom Meredith: [tommeredit@aol.com](mailto:tommeredit@aol.com)

As head of the HDCA welcome team, Lisa Meredith has put together **new neighbor packages** for over 30 new residents in the last couple of months. The packages are delivered in person and include a small plant, a brochure about the neighborhood and information about the HDCA. If you know of a new neighbor who has not received a welcome, please contact Lisa: [lisa\\_meredith@rand.org](mailto:lisa_meredith@rand.org)

**E. Friends of La Rocha Trail (Judy Kass Dowden)**

April 28, 2011 meeting with LA Council Member Tom LaBonge. **LaBonge pledged \$225,000** in Prop A funds towards the purchase of the 10 La Rocha lots.

May 4, 2011 meeting with the Federation of Hillside & Canyon Associations. The **newly elected board voted to continue support** of the Friends of La Rocha Trail and pass along communications to their membership.

May 6, 2011 meeting with CA State Assembly Member Mike Feuer and his Los Angeles team. **Feuer praised the community for our efforts to preserve this greenspace and offered valuable advice** regarding the public vs. neighborhood perception, parking near the trail and 501C3 partnerships for fundraising.

While we are 90% to goal, we **still need to raise about \$25,000 to complete the deal**. The Friends of La Rocha must provide \$40,000 in addition to the \$299,000 purchase price. This is to pay for the maintenance fund, closing costs and fees. We have already received \$8,500 and pledges for another \$7,000.

A motion was made for **the HDCA to make a contribution to MRCA for La Rocha Trail**. A vote was taken and the motion was approved. It was decided that the HDCA board would review the budget before deciding on the amount.

For information about the project and how to donate: [www.savelarocha.org](http://www.savelarocha.org)

To contact Judy: [judykass@sbcglobal.net](mailto:judykass@sbcglobal.net) or phone 323.464.1591

To contact Alexa: [info@savelarocha.org](mailto:info@savelarocha.org) or phone 323.469.4977

*Meeting Adjourned at 9:30 pm*