

Minutes for SBRA Board Meeting - Thursday, May 20, 2021

Present: Alisa Morgenthaler, Merri Huang, Norman Schwab, Armen Pandola, Pam Brown, Judie Hulett, Sue Hirsch, Marylin Krell, Melissa Spagnuolo, Toby Muresianu, Elyse Arbour, Adrienne Bacci, and Laurel Davidson.

Called to Order: 7:06 p.m.

Approval of Minutes from Board Meetings on 4/22/21

- Revisions:
 - Social Media: Mailchimp should be capitalized
 - Homeless Related Developments: LA County must offer housing to everyone on Skid Row within 120 days for families and within 90 days for individuals.
- Marylin moved to approve minutes with stated revisions; Armen seconded the motion; the motion was unanimously approved.

Reports:

- Treasurer's Report Melissa
 - Bank balance: \$3050.94
 - Received two membership payments in the last month.
- BCC Meeting on 5/12/21 Alisa
 - There was extensive discussion regarding mail theft; report provided by Janet Turner.
 - USPS Deputy Chief Inspector will be giving a presentation at the next BCC meeting.
 - Janet meets with USPS biweekly. You can email her if you have a mail-related problem in your building and she will look into it.
 - Officer Matt Kirk will assess any buildings with mail theft problems to resolve security issues and prevent recurring theft. He provided the following tips:
 - Change mailroom lock to automated lock that only allows access with a USPS master key during business hours.
 - Consider changing lock to a different master key.
 - Ensure mail room door cannot be pried open.
 - It was suggested that SBRA share Janet's name and email address in the next email update and/or add her information to our website so residents know they can contact her about issues related to the post office or mail theft.
 - An arson investigator presented and provided the following information:
 - Video evidence is needed to investigate suspected arson to determine origin.
 - If there is a fire at the VA encampment, you can call LAFD and they will report it to the LA County Sheriff.
 - City prosecutor indicated there are some challenges to prosecuting misdemeanor arson offenses.
 - Congressman Ted Lieu asked for funding to fund mental health units to respond to calls that law enforcement would normally respond to.
 - Doris Goldstein is now the BCC transportation chair; continuing to spearhead the \$2.5 million in Measure M funding to improve San Vicente.
 - Next step is to engage in comprehensive public outreach process through CD11 or Streets LA. Outreach will begin in late 2021; construction is expected to begin in 2023.
 - Resurfacing of Montana Ave.

- This has occurred; restriping now in progress.
 - Transit automation program at bus stops will only be installed at Wilshire and Bundy, and not on San Vicente.
 - Metro has introduced a fare-less pilot program for K-12 students.
 - Two companies are currently bidding on the Sepulveda transit corridor project.
 - Nancy Freedman provided a report on eradicating gophers on San Vicente; approximately 130 gophers have been eradicated thus far.
 - Berggruen project: Approximately 3-4 weeks ago, Berggruen reported that they would be drafting a specific plan as part of a formal EIR process.
- **Community Safety Report** Pam B.
 - Ralphs has increased security and now has a 360-degree video camera in the parking lot in response to ongoing problems with aggressive transients, alcohol theft, and physical attacks in the parking lot. Issues should be reported LAPDonline.org.
 - Judie provided Officer Matt Kirk's report from last week:
 - Two grand theft auto incidents reported. One involved a person who left the car running for 5 minutes - one on Cliffwood and one on Kiowa.
 - Two burglaries (Sunset and Dorothy); confrontation with an armed robber.
 - Mail theft: Key used to get in building lobby and stole mail.
 - Issues reported with neighbors having chickens; 35' clearance from any property line is required to house chickens. Roosters are only allowed with a special permit. It was noted that a resident living on Shetland and Gretna Green has chickens.
 - It was recommended that residents/property managers look under and on the sides of door intercom systems if the system is not flush with the panel; several delivery drivers have written the door code in Sharpie to enter the building and thieves are aware of this practice.
 - Commercial break-in occurred in the 11700 block of San Vicente; laptop stolen.
- **Social Media Report** Merri
 - Facebook traffic down by nearly two-thirds but engagement up almost 30%.
 - Top Posts:
 - #1 New wine shop coming to Town & Country Center
 - #2 Re-posting of Architectural Digest tour of Eli Broad's home; posted the day he passed away
 - #3 Interview with Catherine O'Hara; honorary mayor of Brentwood
 - #4 California wildlife overpass getting \$25 million funding from Annenberg Foundation; matching grant – please look it up and donate to the cause.
 - It was recommended that instructions for favoriting/following SBRA posts on Facebook be shared with followers to ensure they see SBRA posts.
 - Merri now looking at adding keywords to posts to increase visibility and engagement.
- **AGM Report** Merri
 - This year's AGM topic is *Unity in Our Community: From Businesses to Homelessness*.
 - Toby will moderate; Pam Brown will co-chair the program.
 - Next AGM Committee meeting will be held on June 1.
 - Taking on membership:
 - 97 members; membership has always fluctuated
 - Elyse sent list of contacts for 15,000+ residents and HOAs
- **Marketing/Membership Report** Gary/Merri
 - Is there anything we can do to offer instant notifications when there are traffic incidents?

- Members might find it useful to get that information and could entice people to join.
 - Brentwood Homeowners Association members are very active and send them out.
 - Could do this for paid membership.
 - Need some tool to engage people/perk of membership
 - Certain perks that only paid members get
 - Population in South Brentwood is comprised of mixed ages.
 - In 90049, 9% Asian; 81% white. Higher percentage than other places in LA
 - May be due to UCLA student population.
 - Need to have a clear mission, met last on May 13.
 - Could possibly use the Wild Apricot application to manage members, input people's information; would help with CRM and membership management.
 - Looking at different cohorts and constituencies we can target and develop messages specific to these people. Mail/email type programs, any # of ways we can reach people.
 - Renters
 - Students
 - Older/less computer savvy – more responsive to calls/mail
 - Condo/homeowners
 - May develop subcommittees; bring in volunteers within committees and subcommittees to grow and be effective.
- **BCC Homeless Task Force Meeting** Marylin/Merri/Toby
 - Guest speaker Kevin James; former head of City of LA Public Works Department – also running for office.
 - Reasons for homelessness in CD11 - #1 Domestic violence, #2 substance abuse, #3 mental health issues.
 - BCC is opposing Bonin's proposal on cabins; opposed in beach parking lots and public parks; no official position on putting cabins on private property; asked Bonin to consider Civic Center area on Santa Monica Blvd.
 - Thousand Oaks – No camping allowed within the city; homeless can sleep on sidewalks but only between 10:00 p.m. and 6:00 a.m.
 - Judge Carter's Order: Government cannot remove homeless individuals from streets unless there are adequate shelter beds to accommodate them. City is appealing that ruling.
 - CD11 has more than 3,000 homeless and 1,400 chronically homeless.
 - City of Los Angeles has 38% of County's homeless.
 - Santa Monica also has a citywide no camping ordinance.
 - Homeless in Los Angeles come from many other places; not just LA.
 - 20 different applications for applying for housing across LA County. LAHSA is trying to make one uniform application for all.
 - First tiny home village has opened in North Hollywood.
 - Not allowed to use drugs but have private property and a locker on the edge of the property.
 - Tiny homes specifically designed for use as transitional housing with services offered on-site.
 - City just had a competition to design multi-family homes in single-family residential neighborhoods.
 - City currently has 12 ADU designs you can choose from; provide alley access to garages.

New Business:

- **Coco Delivery Robots, visit from Ryan Wiggins, LA Metro** Lauren
 - Personal delivery device – robots that deliver food
 - City just approved a motion to address regulatory environment for these robots.

- Potential negative impacts noted include:
 - Could potentially result in some job loss.
 - Profiting from free use of public right of way.
 - Robots could run into people who are visually impaired.
- Benefits noted include the facilitation of contactless deliveries and robots are clean energy electric vehicles.
- Programs currently being piloted in San Pedro and Venice; Santa Monica also recently approved a pilot program.
- One neighborhood council (Greater Wilshire) supports the study
- **WRAC Homeless Committee Developments** Alisa
 - Alisa is SBRA's representative; motions put forward by the BCC WRAC homeless committee then go to the full WRAC, then to all the neighborhood associations, and if approved, then can go to the City. Four motions approved by BCC.
 - Increase safe parking.
 - Enforce prohibition of blocking sidewalks and rights of way.
 - Increase funding for homeless services.
 - Enforce laws/correct sanitation issues.
 - It was noted that many people advocate for the homeless because there are not enough shelter beds for all of them, so they have nowhere else to go.
- **Reorganization of BSM Committee, Passage of H.R. 711** Laurel
 - BCC is reaching out to try to coordinate and encourage parents living in the neighborhood to enroll their children at Brentwood Science Magnet.
 - BCC was supposed to hold meetings in the auditorium at the school but had sound issues.
 - Improving the school would help the community at-large; the school could be closed if enrollment remains low.
 - Need to demonstrate to the Board of Education that the community cares about the school, considers it to be a valuable resource, and wants it to remain open.
 - Next meeting will be held on Monday, June 21; Laurel and Elyse plan to attend.
 - If you know families or friends with small children, please encourage them to enroll at BSM.
 - BSM is rated 5 out of 10 and people do not want to send their kids to a low-rated school.
 - Need to incorporate more programs to increase ratings and attract more students. New programs being considered are Mandarin immersion and drama.
 - Outreach to parents at farmers' market could be effective.
 - LAUSD is very difficult to work with to open the campus to the community during non-school hours.
 - Currently 450 students are enrolled at BSM.
- **Annual Dinner, Resumption of In-Person Meetings** Alisa
 - Annual dinner will be held in June or July
 - Need reasonable prices
 - Have a table configuration that could accommodate us
 - Members discussed preferences for hosting the dinner at a restaurant (indoors vs. outdoors) or in someone's backyard.
 - It was decided that the dinner will be held in Lauren's backyard again.
 - Polling for a specific date will be done by email.

9:08 p.m. Adjournment

- Marylin moved for adjournment; Judie seconded the motion and it was approved.

Next meeting scheduled for June 17, 2021.