

WINNETKA NEIGHBORHOOD COUNCIL

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President	Vice President	Secretary	Treasurer	Sergeant At Arms	
JJ Popowich	Art Sims	Vacant	Erick Lace	Jozef Essavi	
Board Members					
Armineh Chelebian	Marilyn Robinson	Dwight Burgess	Nina Essavi	Nalini Natarajan	Annie Palai
Edesa Aghakhan moshabad	Howard Seflin	Edwina Hollins	Open Seat		Youth Position-Vacant

From: JJ Popowich
 To: WNC Board Members, Public
 Re: WNC Regular Board Meeting Minutes for 03/13/07

1. Pledge of Allegiance, Call to Order, and Board Members Roll Call.

Board Member	Present	Absent	Excused
JJ Popowich	X		
Art Sims	X		
Erick Lace	X		
Jozef Essavi	X		
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Seflin	X		
Edwina Hollins	X		
Lores Rizkalla	X		
Open Seat			
Youth Open Seat			
Total	13		

1.1.1. Mr. Popowich announced that Ms. Palai has resigned.

2. Explanation of Meeting Rules.

3. Approval of Minutes from February meeting.

3.1. Postponed because the minutes were not completed yet.

4. Public Comments – Comments from the public on non-agenda items within the Board’s subject matter jurisdiction.

The public is requested to fill out a “**Speaker Card**” to address the Board on any agenda item before the Board takes

an action. The Speaker Card is requested so that the Speaker’s names are complete and correct in the meeting Minutes.

4.1. None

5. **State and local government representatives updates:** Senator Alarcon’s representative, Assemblyman Levine’s representative, Mayor Villaraigosa’s representative, Councilman Smith’s representative, Councilman Zine’s representative, Department of Neighborhood Empowerment representative, and other local or state government representatives that may wish to attend.

5.1. Mr. Octaviano spoke about various upcoming events. He also took some time to address the Board on the status of the Runnymede Park issues. He said that Ken Novak from the Recreation & Parks Department would like to meet with the WNC on current efforts to improve the park (including the recent removal of trees and work done on the tennis courts). He said that the Rec & Parks Dept has some additional funds that they want to spend at the park and would like to involve the WNC in this process.

6. **Discussion and possible action to appoint the final adult Appointed Board Member position from all WNC Stakeholders who have submitted a valid application by the revised deadline. This may include a brief statement by the applicants prior to selection and appointment.**

6.1. Mr. Popowich announced that due to a posting delay the deadline for the submission of the appointed candidate forms was extended as previously announced via email. At this time they had two submissions, Ms. Tess Reyes-Dunne and Ms. Lores Rizkalla. He invited Ms. Rizkalla to speak before the Board since Ms. Reyes-Dunne was not available tonight.

6.2. Ms. Rizkalla introduced herself and spoke to the Board. Ms. Rizkalla said she is a radio talk show host for KRLA and a part time high school teacher. She went on to say she has a passion for getting involved in local politics. She has long been frustrated with all levels of politics and government. She said she wants to be part of the solution.

6.3. Several Board members asked her about her commitment level in terms of time and he desires in terms of what committees to be a part of.

6.4. Mr. Essavi nominated her for the Board.

6.5. Mr. Sims seconded the nomination.

6.6. Mr. Popowich called roll:

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims	X		
Erick Lace	X		
Jozef Essavi	X		
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Seflin	X		
Edwina Hollins	X		
Open Seat			

Open Seat			
Youth Open Seat			
Total	12		

6.7. Motion passed: 12-0.

7. Discussion and possible action on a presentation by Wendy Moore, of Moore Business Results on a proposal to build and maintain a new website for the WNC. This discussion may include a decision to allocate approximately \$3900.00 for the design and publication of the website and \$4500.00 yearly to maintain the web site.

7.1. Mr. Popowich moved this item up on the agenda due to Ms. Moore’s previous commitment. Ms. Rizkalla was not appointed at the time of this vote. Mr. Popowich introduced Ms. Moore and took a moment to let the Board know that he felt what she was offering was a good deal. He also said that he felt that the content management that Ms. Moore was offering was likely unique and extremely important for this Board given the Board’s lack of historic participation in managing the web site.

7.2. Ms. Moore introduced herself and showed the Board three other sites that her company is currently doing. Those sites were City of Duarte (design only), a local school district, and Porter Ranch Neighborhood Council (for which she does the design, management, and content management).

She addressed what she felt the target audience was given her discussion with the Outreach & Events Committee: reaching out to the stakeholders to get them involved and keep them interested. She discussed various type of Outreach that are typically done and indicated that a good web site is the most inexpensive way to reach a large number of people. In terms of the WNC web site she said the goals, as she understood them, were to modernize the current web site, make it more user friendly, and allow for future growth.

Ms. Moore said that her approach to creating a web site is:

- Work with a committee or point person to create two designs.
- Share the two designs and allow the Board to make a choice.
- Build the pages
- Review the current content to determine what to keep or get rid of.
- Get final approval and roll out.

In terms of content management Ms. Moore indicated she will:

- Will find local events to include on the web site.
- Review minutes and look for items to highlight.
- Import third party info if asked to.
- Work with Board members to include articles or take direction from the Board on what to include.

7.3. Mr. Seflin asked about reports from the web site.

7.3.1. Ms. Moore indicated that is something that can be provided.

7.4. Mr. Popowich said that one of the key things that he liked was that Ms. Moore does not host the web site. He pointed out that the current web site is hosted by Freeservers which allows us to have numerous reports, email addresses, and other free options such as a free phone number for the WNC’s use.

7.5. Ms. Cheleblian said she liked what she saw but was concerned about the price. She noted it was based on an hourly rate and asked what would happen if t hey went over the hours allotted for the price.

7.6. Ms. Moore said that she does provide Quarterly reports which allow us to determine early on if she is going over what was expected.

7.7. Ms. Chelebian asked what it takes now.

7.8. Mr. Popowich said that he believes that it can be done for that amount of time. He also pointed out we don't always have meetings every week so some weeks would be none and some would be more.

7.9. Ms. Jurgenson, an Outreach & Events Committee member, asked if the PSA could be used on the web site and asked if we could host something like that.

7.10. Mr. Popowich said he believes we could and we can even expand on what we have with Freeservers if we needed more space or bandwidth.

7.11. Mr. Lace clarified the cost.

7.12. Mr. Sims made the following motion:

WNC-031306-02: The WNC will enter into a contract for one year with Moore Business Results to create and manage the WNC web site per the terms and agreements presented to the Board tonight. The cost of this will be \$3900.00 for the design and creation of the web site and \$4500.00 for the yearly maintenance.

7.13. Mr. Lace seconded the motion.

7.14. Mr. Popowich called the roll:

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims	X		
Erick Lace	X		
Jozef Essavi	X		
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Seflin	X		
Edwina Hollins	X		
Open Seat			
Open Seat			
Youth Open Seat			
Total	12		

Note: Ms. Rizkalla was not yet appointed at the time of this vote.

7.15. Motion passed: 12-0

8. Discussion and possible action on a presentation by NC Taskforce member Jacque Lamishaw on the NC-Planning Department MOU pilot program. This may include a decision on whether to participate in this program and the selection of a representative to the MOU Taskforce.

8.1. Ms. Lamishaw did not appear at the meeting.

9. Discussion and possible action on ratification of the final NC-DWP Five Year MOU2 (Memorandum of Understanding) Renewal document negotiated by the DWP and the NC-DWP Oversight Committee and authorization for the President to sign the ratification document.

9.1. Mr. Seflin asked the Board members if they had time to review the MOU that he had emailed to them.

Mr. Seflin made the following motion:

9.2. Mr. Popowich seconded the motion and called roll:

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims			
Erick Lace	X		
Jozef Essavi			
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Seflin	X		
Edwina Hollins	X		
Lores Rizkalla	X		
Open Seat			
Youth Open Seat			
Total	11	0	

Mr. Sims had to leave early. Mr. Essavi stepped out of the room and was not present for this vote.

9.3. Motion passed: 13-0

10. Discussion and possible action on a motion to modify the WNC By-Laws as follows

10.1. Mr. Popowich introduced this item and reiterated it in context of his announcement that he could no longer do as much work as he had been doing on the Board.

10.2. The Board had numerous corrections (detailed below in the final version) and concerns about the intent. Some Board members wanted additional clarification and felt that this was the time to do so.

10.3. Mr. Popowich made the following motion:

- WNC-031307-04: The WNC hereby approves the modification of the WNC By-Laws as follows (***all bold italicized, and underlined areas are additions to the existing By-Laws***):

Section 3: Definitions: Item (G) shall be modified as follows:

“SECRETARY shall mean a member of ***the*** Board of Directors ~~and~~ chosen by the Board ***to draft in conjunction with the President, Vice President, and Treasurer, and post (in accordance with all applicable laws, By-Laws, and Board Rules) the Board of Directors Agenda and*** keep minutes of all meetings. ***The Board of Directors may choose by a vote of the majority to split the duties of the Secretary into Correspondence Secretary (a person who will serve on the Board of Directors and who will retain full voting rights and rights of the “Secretary” as described in all other areas of these By-Laws, except where noted) and Recording Secretary (a person responsible for recording and posting meeting minutes in***

accordance with all applicable Laws, By-Laws, and Board Rules, who may be a Board member or who may be a contracted vendor, and who shall not hold any voting rights).”

Article 7: Election of the Board of Directors: Section E: shall be modified as follows:

Officers shall serve for the length of their election. Officer terms are for 1 year. Officer terms after subsequent elections will be 1 year. The Board of Directors may select **or contract** an ~~Assistant~~ **Recording Secretary** (as described in Section 3: Definitions (G)) to serve as an alternate Secretary in the absence of the primary Secretary to take minutes at **Board and/or** committee meetings, ~~as needed~~. The alternate **Recording Secretary** shall not be a member of the board, nor hold any voting rights on the board. The Board President may appoint a Sergeant-at-Arms, a Parliamentarian, and other administrative officers as may be required by decision of the Board. Directors who are elected as officers of the Board may be removed as Officers of the Board by a 2/3rds-majority vote of the entire Board.

10.4. Mr. Burgess seconded the motion.

10.5. Mr. Popowich called roll:

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims			
Erick Lace	X		
Jozef Essavi	X		
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Sefflin	X		
Edwina Hollins	X		
Lores Rizkalla	X		
Open Seat			
Youth Open Seat			
Total	12	0	0

Mr. Sims had to leave before this vote.

10.6. Motion passed: 12-0

11. Discussion and possible action on creating a three or four item letter to be sent to Councilmember Zine and Councilmember Smith stating the WNC’s main priorities. Proposed for this letter are: Winnetka Median Improvement, Establishment of an improvement district/program for the Mason-Winnetka Saticoy Corridor, focus on public safety and community improvement.

11.1. Mr. Popowich introduced this item. He said that he over the last year the WNC has been able to get a lot accomplished. He went on to say that unfortunately one of the errors he has made was to allow the relationship with Councilmember Zine’s office to be handled by other Board members and some of the messages and intentions of the Board has not come across as clear as he would have liked. In order to address this lapse, he has had discussions with Councilmember Zine’s office on how to work more closely together. Last month he went to dinner with Mr. Octaviano and one of the items that came out of the discussion was that Councilmember Zine may not be aware of our exact priorities. This is to create a list of our priorities for the remainder of the year.

11.2. The Board had a discussion on top priorities and narrowed the list to the following:

- Winnetka Median Improvement Project (including landscaping, lighting, and beautification).
- Park Quality of Life (including clean up, security, and maintenance issues at Runnymede and Quimby)
- Street Vendor Sweeps and Litter Control
- Establishment of a Business Improvement District on Saticoy between Winnetka and Oso Ave.
- Public dumping (in alleys and along streets) and Shopping Cart (retrieval and roll out of the parking lot electronic barrier system)

11.3. Mr. Seflin made a motion that the following motion:

WNC-031307-03: The WNC authorizes the President to draft a letter to Councilmember Zine’s office to outline the above listed priorities for the WNC in order as presented. (Seflin)

11.4. Mr. Essavi seconded the motion.

11.5. Mr. Popowich called roll:

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims	X		
Erick Lace	X		
Jozef Essavi	X		
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Seflin	X		
Edwina Hollins	X		
Lores Rizkalla	X		
Open Seat			
Youth Open Seat			
Total	13	0	0

11.6. Motion passed: 13-0.

12. Discussion and possible action on the following Committee reports & recommendations:

- **Finance Report (including Treasurer’s Report)** (Lace)
 - Mr. Lace passed around the latest report and pointed out that the Bank Fee charges have been removed.
 - Mr. Popowich asked Mr. Lace to convene meetings on the budget for 2007-2008.
- **Interfaith Committee** (Chelebian)
 - *Discussion and possible action on expanding the Interfaith Committee from 7 members to a total of 11 members.*
 - Ms. Chelebian announced that the committee will meet the fourth Tuesday of every month at 6:30 PM. She went on to explain that she wanted to expand the committee’s size in order to accommodate more of the faiths in the community. She explained that the expansion would allow for Protestant, Catholic, Jewish, Muslim, Hindu-Siek, Buddhist, Bahia’s, Christians, a spot for a

representative from the Valley Interfaith Committee, and a seat for the LAPD. She went on to say that she has had discussion with the Valley Interfaith committee and they are very excited about the chance to work with the WNC. This would be something others have not done. She also stressed that this is one resource in our community that we have a lot of and that the involvement of so many faiths allows us to tap into this resource and work with them for the betterment of the entire community and not one religion. She made the following motion:

- WNC-031307-04: The WNC authorizes the expansion of the Interfaith Committee from 7 Committee members to a total of 11 Committee members. (Chelebian)
- Mr. Essavi seconded.
- Mr. Popowich called roll:

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims			
Erick Lace	X		
Jozef Essavi	X		
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Sefflin	X		
Edwina Hollins	X		
Lores Rizkalla	X		
Open Seat			
Youth Open Seat			
Total	12	0	0

Mr. Sims had to leave early and was not available for this vote.

- Motion passed: 12-0
- **Outreach & Events Committee Report:** (Edwina Hollins)
 - *Discussion and possible action on a presentation by Chris Jurgenson regarding the status and progress of the WNC PSA and Public Cable show. This may include discussion and action on the next step of this project.*
 - Mr. Jurgenson updated the Board on the status of his project. Mr. Jurgenson ran the PSA that he created for the Board and announced that he had spent \$650.00 of the approved amount so far. He said he is ready to proceed with the rest of the project, to create a cable show which will air on Time Warner Cable. He spoke about the benefits of the program. He went on to say that he has about \$150.00 invested in the footage recorded to date. This included footage of a PWT meeting, the sign dedication, and the 2006 National Night Out. In addition he has various still footage available.
 - Ms. Chelebian said that she also had still shots for use.
 - *Discussion and possible action on WNC participation in Councilmember Zine's clean up event on March 31, 2007.*

- *Discussion and possible action on planning for the WNC Diversity Fair.*
 - Ms. Hollins mentioned that the WNC was again going to focus on this goal. She said that she had spoken to several Board members and they were on Board with this project. She felt that this is one project that can really get the community together.
 - There was some discussion on where this could be held. In addition to the parks the possibility of closing a street was raised.
- Ms. Hollins also reminded everyone that the Home Show was coming up in April and encouraged all Board members to attend and help out on this event.
- **Planning & Land Use Management (PLUM) Committee report (Popowich):**
 - *Discussion and possible action to select a new Chair for this committee.*
 - *Mr. Popowich opened this up for discussion. He again pointed out that while he was interested in this, he no longer had the time to devote to doing this job right.*
 - *There was a discussion about Mr. Essavi possibly taking over as Chair of this committee. Ms. Chelebian asked if he was asked to serve if there would be a possible conflict of interest since he is a real estate broker.*
 - *Mr. Popowich indicated that in his opinion, since he had taken the Ethic Training, that it may be considered a conflict of interest. He went on to state that because Mr. Essavi could potentially see a monetary benefit to improving an area through development because he would be able to realize an increase in prices offered for property. He went on to point out that this really applied for any Board member. For example, if someone improved property behind my house, he said, then he would have to recuse himself because that may cause the value of his property to change. The same principle works for Mr. Essavi on a larger scale. However, he concluded that he is not an expert and that this is really something for Mr. Essavi to decide.*
 - *Mr. Essavi declined.*
 - *Discussion and possible action on authorizing the President to send a follow up letter to the LAUSD opposing the proposed Sutter Middle School-Elementary School Project and registering our official opposition arguments for the EIR.*
 - *Mr. Popowich introduced the topic.*
 - *Ms. Robinson said she had spoken to Hart St. School and they indicated that with only four more bungalows they would have enough room to handle the children and there would be no need for an additional school. She went on to say that she was under the impression that the reason for this project was really to relieve Hart St. more than any of the others in the area.*
 - *Mr. Popowich said he would include that in the letter.*
 - *Mr. Seflin said that he would like to make sure that we demand the LAUSD Board hold their meeting here in the Valley at Sutter.*
 - *Mr. Popowich said he would add that as well.*
 - *Mr. Lacey made the following motion:*

WNC-031307-05: The WNC directs the President to draft a follow up letter as a response to the EIR and stress or opposition to the Valley Region #10 School proposal for the Sutter Middle

School location with the inclusion of the Hart St. Bungalow concern and the demand for a meeting at Sutter Middle School when the item is voted on. (Lace)

- *Ms. Robinson seconded the motion.*
- *Mr. Popowich called roll:*

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims			
Erick Lace	X		
Jozef Essavi	X		
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Seflin	X		
Edwina Hollins	X		
Lores Rizkalla	X		
Open Seat			
Youth Open Seat			
Total	12	0	0

Mr. Sims had to leave early and was not present for this vote.

- *Motion passed: 12-0.*
- **Public Safety Committee Report:** (No Chair At This Time) – No Meeting Held
 - *Discussion and possible action to select a new Chair for this committee.*

- *Ms. Chelebian nominated Mr. Essavi for Chair.*
- *Mr. Burgess seconded the motion.*

WNC-031307-06: The WNC appoints Mr. Jozef Essavi as the Chair of the Public Safety Committee.

- *Mr. Popowich called roll:*

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims			
Erick Lace	X		
Jozef Essavi			X
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		

Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Seflin	X		
Edwina Hollins	X		
Lores Rizkalla	X		
Open Seat			
Youth Open Seat			
Total	11	0	1

- Motion passed: 11-0-1.

- **Public Works & Transportation Committee Report:** (Chelebian)

- WNC-PWT-012507-01: “The Public Works & Transportation Committee of the Winnetka Neighborhood Council moves to open the competitive bidding process for the selection of an electrical planner/engineer to draft and submit a plan for City approval of the Winnetka Sign Solar Illumination Project and necessary funding.”

- Ms. Chelebian explained the history behind the motion and where the project was at currently.
- Mr. Popowich complimented the Committee and said that he felt that they were on the edge of really moving this forward. He went on to say that this motion is to find someone who can carry the project through from start to finish including working with the City.
- Ms. Chelebian made a motion that the Board accept the committee’s recommendation:

WNC-031307-07: The WNC Board approves the Public Works & Transportation Committee recommendation that the WNC move to open the competitive bidding process for the section of an electrical planner/engineer to draft and submit a plan for City approval of the Winnetka Median improvement project (including the Winnetka Sign Solar Illumination Project and landscaping).

- Ms. Natarajan seconded the motion:
- Mr. Popowich called roll:

Board Member	Yes	No	Abstain
JJ Popowich	X		
Art Sims			
Erick Lace	X		
Jozef Essavi	X		
Armineh Chelebian	X		
Marilyn Robinson	X		
Dwight Burgess	X		
Nina Essavi	X		
Nalini Natarajan	X		
Edesa Aghakhanmoshabad	X		
Howard Seflin	X		
Edwina Hollins	X		
Lores Rizkalla	X		
Open Seat			
Youth Open Seat			

Total	12	0	0
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Mr. Sims had to leave early and was not present for the vote.

- Motion passed: 12-0.
- Ms. Chelebian also addressed the Saticoy Business District Improvement Project. She said that she had spoken to Ms. Pauline Talent, the new Winnetka Chamber of Commerce President and that she was completely opposed to the project. She went on to say that Ms. Talent indicated the entire Chamber was against it. Ms. Chelebian said that she has asked Ms. Talent to include the Mr. Popowich and her on the next agenda to that they may present it to the WCC Board and get the official position.
 - Ms. Robinson said that Ms. Talent does not speak for the entire Chamber and that she could not guarantee that the Chamber would vote against it.
 - Mr. Popowich said that it was the next step in the process. He went on to say that even if the WCC does reject it they can still go directly to the businesses and even then they can still look at trees and benches. He said that it was important to get the WCC's view on this because if necessary we would have to go to the businesses and explain that the Chamber is not interested in seeing one of the most blighted areas with the high crime rate and rundown look be improved.
- **Rules, Elections, and By-Laws Committee Report:** (Popowich) - No Meeting Held

13. **Reports from liaisons: LANCC, DWP Oversight Committee, Councilmember Smith's Service Cabinet, VANC (Valley Alliance of Neighborhood Councils).**

14. **Discussion and possible action on what the WNC would like to address at Councilmember Zine's Quarterly Presidents Meeting.**

15. **Adjournment**