



THE CENTRAL SAN PEDRO NEIGHBORHOOD COUNCIL

Stakeholder Meeting Agenda – Tuesday, September 13, 2011
Port of Los Angeles High School, 250 W. 5th St, San Pedro, Calif.

Refreshments will be provided at 6 p.m.; Meeting starts at 6:30 p.m.

6:30pm - Call To Order & Roll Call

1. **President's Report** (Linda Alexander)
2. **Approval of Minutes:** August 9, 2011 Board and Stakeholder Meeting (Action Item).
3. **Reports from Public Officials, City Departments, and their representatives:** CD15, Mayor's Office, LAPD, Port of Los Angeles, PBID, etc. (5 min. limit enforced).
 - a. **Port Police: I-Watch Video** presented by the Port Police (6 minute video)
 - b. **Report on Status of CD15 List of Action Items** (Andrew Silber)
4. **Presentation on Safe Streets Initiative** by Megan Hunter of the CRA Re: Proposed Pacific Avenue Lane Changes (Possible Action Item)
5. **Public Comments on non-agenda items (see *Note 1 below)**

OLD BUSINESS

6. **DWP Resolution Re: Rate Increases:** Update from Andrew Silber (Action Item)
7. **Dangerous Intersections Issue:** Update (Possible Action Item)
8. **CAL TRANS MEETING Re: SR47/I-110 Update** (Frank Anderson)

NEW BUSINESS

9. **Request for Rancho LPG EIR:** Letter and motion in support of the community's request to the City of LA and Port of LA that they withdraw rail permission rights until Rancho LPG completes their overdue environmental review process that reflects the current operation and adequately meets the legal requirements of CEQA law. (Frank Anderson) (Action Item)
10. **Stakeholder Request for Assistance Re: Illegal Dumping Issue.** Motion to approve letter to CD15 requesting signage and better patrolling of area. (Andrew Silber) (Action Item).
11. **Downtown Parking Structure:** Discuss possible letter from Central SPNC to the CRA asking for assistance in moving forward on a potential 5 story parking structure on 7th street. (Andrew Silber) (Possible Action Item)

COMMITTEE REPORTS

12. **Finance Committee Report** (Kali Merideth)
 - a. Approval of Monthly Expenditures for August 2011 (Action Item)
 - b. Approval of funding for Candidate Forum and LA Congress of Neighborhoods.
13. **Port Committee Report** (Frank Anderson)
 - a. **LA County Civil Grand Jury Report:** Discussion Re: Grand Jury's recommendations for community relations with the Port of Los Angeles and goals for reducing total particulate matter. (Possible Action Item)

- 14. Outreach Committee Report** (Pat Carroll)
 - a. Discuss possibility of creating a coordinated committee representing those organizations that want to participate to develop a marketing plan (branding) for San Pedro. Appoint a Central SPNC representative to the committee. (Action Item)
- 15. PCAC (Port Community Advisory Committee)** (Carrie Scoville)
- 16. HANC (Harbor Alliance of Neighborhood Councils)** (Carrie Scoville)
- 17. ACE District (Arts, Culture, and Entertainment)** (Linda Alexander)
- 18. CRA (Community Redevelopment Agency)** (Sue Castillo/Andrew Silber)

- 19. Calendar of Upcoming Neighborhood Council Events:**
 - a. **2011 LA Congress of Neighborhoods, Saturday, September 24, 2011, 7:45am-4:00pm**
 - b. **NC Election Alternatives Meeting, September 26, 2011.**

- 20. Adjournment**

- 21. Next Meeting: Tuesday, October 11, 2011**

**Note: (1) Public comments (on non-agenda items) are limited to 3 minutes apiece. Members of the public are further entitled to speak on any agenda item following the presentation of that item for three minutes.(2) The Central San Pedro Neighborhood Council may adopt positions by resolution on any of the above items.*

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THE CENTRAL SAN PEDRO NEIGHBORHOOD COUNCIL

Stakeholder Meeting Minutes - Tuesday, August 9, 2011 Port of Los Angeles High School, 250 W. 5th St, San Pedro, Calif.

1. **Call to Order & Roll Call:** Linda Alexander called the meeting to order at 6:33. The following board members were in attendance: Linda Alexander, James P. Allen, Art Almeida, Frank Anderson, Pat Carroll, Sue Castillo, Harvey Contreras, Kara McLeod, Alan Ramirez, Bill Roberson, Carrie Scoville, Andrew Silber and Scott Gray. The following board members were absent: Phill Trigas, J.R. Perez and Kali Merideth.
2. **Approval of Minutes:** The Board unanimously approved the July 12, 2011 Board and Stakeholder Meeting Minutes as presented.
3. **Redistricting Issue:** Carrie Scoville briefly reported on the redistricting maps which can be viewed on line at www.wedrawthelines.gov.
4. **Update on Stakeholder Issues:** Andrew Silber gave a brief update on the following:
 - a. Postal delivery issue involving a stakeholder's dog. Although the issue has been resolved, the residents of that block are not pleased with the outcome.
 - b. Goodfellas Bar issue: Nothing new to report. The LAPD will be asked for updates.
5. **DWP Rate Increases:** Andrew Silber commented that he has not done much about the DWP issue. He attended a briefing by the General Manager of the DWP and asked questions about labor costs, pensions and debt financing which he felt were not answered well. He can provide an update at the next meeting.
6. **Street Safety Issues:** The board briefly discussed the issue of dangerous conditions at the following locations: The intersection of Pacific Avenue/Front Street; the intersection of 14th Street/Palos Verdes Street; and the lack of sidewalks on Gaffey between the Elberon Bridge and Channel Street. During discussion several board members provided personal accounts of the dangers involving that area. **A motion was made by James Allen and seconded by Andrew Silber that the Board send a letter to the Council District 15 Office pointing out the challenges on these streets and requesting assistance. The motion was passed unanimously.**
7. **PCAC (Port Community Advisory Committee) Report:** Carrie Scoville provided a written PCAC report in the agenda packet. She explained that there was no meeting in July and there will not be a meeting in August either. However, there is a lot of activity going on which is mentioned in the report. Carrie announced an upcoming meeting scheduled for August 18th at the Port Headquarters from 6pm-8pm relating to the 110/47 interchange. Cal Trans is declaring that this is mitigation. The public has 30 days to comment.
8. **HANC (Harbor Alliance of Neighborhood Councils) Report:** Carrie Scoville provided two months of HANC notes in the agenda packet. There were no action items at the last two meetings. Carrie explained the purpose of the HANC group to stakeholders. HANC is considering putting together a candidate forum for all the CD15 candidates. It will be open to everyone running. A date has not yet been decided. Each neighborhood council should

formulate questions for the candidates. Co-sponsors of the event will be the Chambers of Commerce and the Rotary Club. Andrew Silber commented that he would like to see a process established for questions. It was decided that board members can submit questions to Linda Alexander and she will submit them to HANC. James Allen commented that the action items from past minutes could be used to formulate a platform. A Subcommittee was formed and included the following board members: James Allen, Andrew Silber, Bill Roberson, Carrie Scoville and Sue Castillo. James Allen offered to communicate with the subcommittee to choose a time and place to meet.

9. **ACE DISTRICT:** Andrew Silber reported on the recent election of officers. The ACE Board elected officers by a majority vote of the seated board members, however, there was a dispute regarding an absentee ballot. At the next meeting on August 8th, that issue was brought up and a vote was taken as to whether the ballot would stand and the majority voted yes and the election of officers remained as follows: Deborah Lewis is Chair, Melanie Jones, Vice Chair, Liz Johnson is secretary. The CRA oversees the ACE and should be contacted if someone is not happy with the outcome. Beate has formed a Committee for area wide grants from the CRA for marketing the ACE. James Allen commented that Liz Schindler is going to be producing banners for the downtown welcome of Marymount College and that it is being done without a competitive bid. PBID has not approved this.
10. **CRA (Pacific Corridor CAC) Report:** Andrew Silber provided a written report on the August 3rd meeting with the following highlights:
 - a. Fresh and Easy, 603-619 S. Gaffey Street: The Design Advisory Panel of the CRA CAC made some requests to the Fresh & Easy architects and adjustments were made to the project entrance and windows.
 - b. Façade program update: Improvements have been made to the 300 block of 7th Street. Walter Beaumont gave information on how to get a façade improvement grant.
 - c. Mojo update (robotic art piece at 7th & Centre. There was a lot of discussion on getting it repaired. (Andrew commented that this could be an action item for the Central SPNC in the future).
 - d. Toberman Village Construction is ahead of schedule and due for completion Dec. 2011.
 - e. Pacific Arts Colony Update (Meta Housing Project): The state's interference in the CRA is part of the slowdown.
 - f. Beacon Street Project Area Debt: The project ends 2013 or 2014 and then TRI continues to come in for 10 years. A bond can be issued for a project, etc.
 - g. Status of State Budget & Assembly Bills 26 and 27. There is currently a dispute as the state wants CRAs to contribute to state funds.
11. **Council District 15 List:** Andrew will report on the progress of the list next month.

Reports from Public Officials, City Departments, and their representatives:

12. **Mayor's Office:** Ricardo Hong introduced the new Port of Los Angeles Deputy Executive Director of External Affairs, Cynthia Ruiz who is in charge of external relations, community relations, PR and government relations. Ms. Ruiz gave a brief statement of her future plans and also commented on the following:
 - a. The Taste in San Pedro Event was a huge success.
 - b. Regarding the recent visit of the Navy ship, she spoke with the commander about the NCIS map issue. She has a commitment to do a de-briefing to make sure a better

job is done in the future. Ruiz also commented that a committee will be formed if there is a future Navy Week.

- c. Andrew Silber commented to Ms. Ruiz about the decrease in cruise ships.

13. PORT OF LA: Augie Bezmalinovich reported on various items:

- a. The next BOHC meetings are scheduled for August 18 & 30 at 8:30am.
- b. Summer concert series continues on Thursdays with a children's entertainment hour from 6pm-7pm.
- c. Navy Week and Taste in San Pedro updates.
- d. Lobster Fest is scheduled for September 16th-18th at the Port O' Call parking lot.
- e. Public Meeting on August 18 regarding the availability of studies concerning on and off ramps (110/47 interchange project). Sound walls might be an issue for the community. The skate park on Channel will be closed during construction.
- f. A meeting is scheduled for August 31st from 6-m-8pm at the Port Admin Bldg, Exec. Board Room where the Bergamot group will share their concept for Warehouses 9 and 10.
- g. Cabrillo Marina Phase II Grand Opening is November 5th, (new date).
- h. SP Slip Update.
- i. Maritime Museum upgrading.
- j. Downtown Harbor. Bids for construction are out and they anticipate groundbreaking at the end of the year.
- k. USS IOWA: No news yet.
- l. Front Street Beautification project: Comments received included the possibility of undergrounding the utility lines. The City is requiring the street to be widened so they have to move utility poles over and they might consider undergrounding those poles.

14. PORT POLICE: Officer Stacey Creech gave a brief report on the following:

- a. Port Police Headquarters Grand Opening was very successful.
- b. The Pacific Voyager will be coming the week of August 21st at Cabrillo Beach to promote environmental issues in the Pacific Ocean. This includes exhibits and demonstrations.
- c. Taste in San Pedro event was successful: She heard of only one arrest.

15. Public Comments on non-agenda items:

- a. **Julia Scoville:** She would like to encourage the Port to include a community room in the Port Police building.
- b. **John McLeod:** Liked the Taste in San Pedro event on the waterfront but it brought to light the need for the promenade closer to the water.
- c. **Kara McLeod:** Need more shade at the Taste.

OLD BUSINESS

16. Taco Bell Project:

- a. Linda Alexander explained that the Central SPNC Board had not publicly noticed that the Taco Bell project update would be an action item and therefore the motion from the July meeting should be reconsidered and a new vote taken. This would require that ¾ of the Board agree. **Pat Carroll made a motion to reconsider the previous motion of July 12, 2011 related to the Taco Bell Project. The motion was seconded by Frank Anderson and passed by 11 yes votes, 0 no votes.**

- b. The following new motion was presented by Sue Castillo and seconded by James Allen: “The Central San Pedro Neighborhood Council supports the citizens who worked with Taco Bell in their efforts to improve their facility while also attempting to reduce Taco Bell’s negative impacts on their immediate neighborhood. We acknowledge Taco Bell’s agreement with conditions to reduce such impacts, but strongly support the neighborhood’s request to relocate the access to the private garage located at 722-724 W. 11th Street which is directly impacted by Taco Bell’s traffic flow pattern before this neighborhood council can support the project, we ask that Taco Bell return to the negotiating table to resolve this issue even if additional time will be required to complete this otherwise beneficial project. After a brief discussion and comments from the garage owner, Mona Sutton and Sal De Constanzo, the motion was unanimously passed by the Board.
- c. Andrew Silber made a motion that before the Central San Pedro Neighborhood Council supports Taco Bell’s project at this site we need assurance that they will provide cleanliness and trash pickup in the alley, sidewalk and parkway adjacent to their property. The motion was seconded by Kara McLeod and passed unanimously by the Board.

NEW BUSINESS

- 17. Fresh and Easy proposed at Southwest Corner 6th & Gaffey.** Three current store fronts on 6th and Gaffey will be taken over and the property will be remodeled to accommodate the new Fresh and Easy Express store. The Fresh & Easy group has met with the CRA and adjusted their original plans to accommodate the requests of the CRA Design panel. They will be asking for a Conditional Use Permit to sell beer and wine. The Fresh and Easy Express store is around 4,000 square feet. Liquor sales are being considered during stores hours which are 6am-11pm. A motion was made by Andrew Silber that the Central San Pedro Neighborhood Council support the proposed Fresh and Easy project at the Southwest Corner of 6th and Gaffey and its request for a Conditional Use Permit for the sale of beer and wine. The motion was seconded by Kara McLeod and passed by the Board with 7 yes votes and 4 no votes.
- 18. Financial Report:** Copies of the June and July expenses were provided in the Agenda Packet. A motion was made by James Allen to approve the June and July Central SPNC expenses are presented. The motion was seconded by Andrew Silber and passed unanimously by the Board.
- 19. Outreach Committee:** Pat Carroll thanked those who involved in the success of the Taste in San Pedro event. She announced that a new Outreach meeting date will be announced as soon as it is determined.
- 20. Adjournment:** The meeting was adjourned at 8:39pm.

Respectfully submitted by Kristina Smith
Administrative Assistant to the Central San Pedro Neighborhood Council



DWP RESOLUTION – SEPTEMBER 13, 2011

Whereas, the DWP is proposing to increase our power and water rates by 26% and 24% respectively over the next two and a half years, the Central San Pedro Neighborhood Council urges both the Board of Water and Power Commissioners and the City Council not to consider nor to act upon the DWP proposed water and power rate increases until the Ratepayers' Advocate is established.

Once that body is established, it should thoroughly review and analyze the proposed rate increases and present such review and analysis to the Ratepayers, to Neighborhood Councils in Los Angeles and to the public for their careful consideration.

The Central San Pedro Neighborhood Council **SUPPORTS** the motion, as introduced by Councilman Englander (Council file# 11-0452-S4), calling for the OPA (Ratepayers' Advocate's office) to first review the current DWP rate increase proposal.

The Central San Pedro Neighborhood Council **OPPOSES** any rate increases until the Ratepayers Advocate has reviewed and analyzed these rate increases and discussed the review and analysis with the Ratepayers and the public.

The Central San Pedro Neighborhood Council **AUTHORIZES** the filing of a **COMMUNITY IMPACT STATEMENT** to Council File# 11-0452-S4 declaring its support for Councilman Englander's motion.



August 16, 2011

Gerry F. Miller,
Chief Legislative Analyst
City of Los Angeles
200 North Main Street,
City Hall East, 15th Floor Room 1633
Los Angeles, Ca. 90012

Doane Liu, Chief of Staff
Council District 15, City of Los Angeles
200 North Spring Street, Room 435
Los Angeles, Ca. 90012

The attached resolution was passed at the Central San Pedro Neighborhood Council's August 9, 2011 Monthly Board and Stakeholder Meeting and relates to locations where our stakeholders have identified to us that a dangerous traffic situation exists, with considerable risk to pedestrians.

Please forward this information to the appropriate departments so that it can receive their immediate attention.

Sincerely,

Linda Alexander
President, Central San Pedro Neighborhood Council

cc:

Arthur T. Leahy, Chief Executive Officer, City of Los Angeles, Department of Transportation
Ricardo Hong, Harbor Area Director, Office of the Mayor of Los Angeles
Eric Garcetti, President Los Angeles City Council

Linda Alexander
President

Frank Anderson
Vice President

Scott Gray
Secretary

Kali Merideth



Linda Alexander
President

Frank Anderson
Vice President

Scott Gray
Secretary

Kali Merideth
Treasurer

RESOLUTION

*Approved by the Central San Pedro Neighborhood Council
August 9, 2011*

Whereas our stakeholders have identified to us that that a dangerous traffic situation exists, with considerable risk to pedestrians at:

1. the intersection of Pacific Avenue/Front Street,
2. the intersection of 14th Street/Palos Verdes Street,
3. and due to the lack of sidewalks on Gaffey Street between the Elberon Bridge and Channel Street,

We, the Central San Pedro Neighborhood Council are requesting immediate communication between your office and the Los Angeles City Department of Transportation to remedy these conditions *with every possible urgency*.

The Central San Pedro Neighborhood Council feels that there is an imminent danger to citizens who use these thoroughfares, and would like to see this remedied at the earliest possible opportunity.

We are very willing to be part of the process to solve this important issue, and request that you include our Neighborhood Council in meetings to take place that will improve these dangerous situations.

*Los Angeles Unified School District
Board of Education*



DR. RICHARD VLADOVIC
Board Member, District 7

August 29, 2011

Hon. Carmen Trutanich
City Attorney
Los Angeles City Attorney's Office
200 North Main Street
8th Floor, Room 800 CHE
Los Angeles, Ca. 90012

Dear City Attorney Trutanich:

As you are aware, the neighbors of the Taper Avenue Elementary School community in San Pedro have been concerned about the Rancho LPG butane storage facility on Gaffey Street for many years. I have supported their pleas for help and assistance in relocating the tanks to a much safer location such as pier 400 or terminal island. I have also written a letter to District Attorney Steve Cooley asking for assistance in this very important issue.

I have been informed that this facility was introduced without a proper Environmental Impact Report or Risk Assessment in 1973 to transport their liquid energy gas through a wharf at the adjacent Port of Los Angeles. The Los Angeles Unified School District Office of Environmental Health and Safety investigated this location. They expressed concern about the facility and informed me that the City of Los Angeles has jurisdiction.

In 2005, The Port of Los Angeles refused to renew the facility's wharf lease, which altered Rancho LPG's business operation and also forced 100% of the transportation of the butane by truck and rail. This change should have triggered a new CEQA process under the California Code of Regulations, but it never happened. I actually remember Amerigas fighting this change and using scare tactics to get the community to support them. This campaign highlighted the dangers to the community if they had to use rail and truck instead of ship.

Both The Port of Los Angeles and City of Los Angeles currently have jurisdiction over the rail line that Rancho LPG now uses to conduct its business through rail. It is clear that this change of operation has missed a giant step in proper procedure by not having to comply with CEQA law with respect to that change. I support the community's request that your office and The Port of Los Angeles withdraw rail permission rights until Rancho LPG has completed their overdue environmental review process that reflects the current operation and adequately meets the legal requirements of CEQA law and ensures our children and community are safe. There are over 1000 students within a 1 mile's distance to this facility and something needs to be done to insure their safety.

Sincerely,

A handwritten signature in black ink that reads "Richard Vladovic". The signature is fluid and cursive.

Dr. Richard Vladovic
LAUSD Board Vice President

C: Anthony G. Patchett
Janet Gunter



AGENDA ITEM #10

Andrew, this is an overview, let me know if it's enough. I really want to thank you for helping. Sometimes I get so disgusted I feel like throwing in the towel here, selling, and renting in Redondo where there's some class!! Seriously....

The dumping around this neighborhood is rampant. Almost daily on my usual route into town I will pass a couch or two, a mattress, old TV's, you name it. The worst spot is at Cabrillo where it dead ends into Sepulveda street. There's usually something dumped there under the trees. A sign could be posted there to say dumping is illegal and that there's a reward for turning in the culprit/s, which is, I believe, \$1k if convicted. That would be easy to do, and may either deter people or get people to actually report it. The other bad spots are Santa Cruz and Cabrillo and on Bandini St around the school area.

Right now there has been a pile of old draws and cabinet parts leaning against the utility pole outside 870 Oliver for a week. No one would put up with this stuff outside their house unless they actually put it there themselves, (but if you saw the house itself you would see why they are not bothered...) and in the 700 block of Sepulveda there is always something discarded on the sidewalk. This area is probably 50/50 homeowner/ rental, so that probably does not help, some people live that way and just don't care and are lazy! But we need to bring some awareness that there's a number people can call if they need bulk trash pick up....#311 or they can go online and fill out a simple form at

http://www.lacitysan.org/solid_resources/refuse/SR_IllegalDumping.htm

Unfortunately for me, I am a homeowner in this district and am so fed up, I am constantly emailing the illegal dumping service to report new dumped items, not to mention the graffiti, when it appears. The sanitation people are pretty good at getting to it, but sometimes it takes them 7-10 days and then there is something else dumped there again! It really trashes the look of this area, especially since the lovely new park and nature walk that was just completed between Marshall Court and Bandini, at a cost of a few million, is smack in the middle of it, and visitors have to navigate this neighborhood to get there. It's a horrible impression to make! If there is anything we can do to be proactive about this dumping problem I will be happy to get involved.

BANK CARD EXPENSES FOR JULY 25 THROUGH AUG 18

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[08/18](#) 08/19 CARRILLO HAPPY DINNER SAN PEDRO, CA \$192.50
145

[08/07](#) 08/08 PAYPAL BML 402-935-2000, NE \$640.00
5582983186

[08/08](#) 08/08 PAYMENT - 115V42222ABAW52 00000, A \$0.12 PY

[08/08](#) 08/08 PAYMENT - 215V42222ABAW52 00000, A \$0.19 PY

[08/02](#) 08/03 PRIORITY ONE PRINTING SAN PEDRO, CA \$143.19
001

[07/28](#) 08/01 THINK CAFE SAN PEDRO, CA \$140.00
1

[07/27](#) 07/28 PRINTRUNNER 818-993-9111, CA \$22.29
5540617873

[07/26](#) 07/27 PRINTRUNNER 818-993-9111, CA \$296.57
5535171599

[07/25](#) 07/27 OFFICE DEPOT #2270 SAN PEDRO, CA \$166.83
227020110725

[07/25](#) 07/27 ALVA'S DANCE & THEATRICA 3105191314, CA \$829.66

Why does San Pedro need a written Marketing Strategy and Plan?

Plans in our heads are little more than a collection of ideas and ambitions. Written down, they become an organized, measurable commitment. For most of us, committing our plans to paper is the only way to avoid losing sight of what we want to achieve and forces us to be specific - turning our ideas into proven reality.

- A written plan gives us something to rally behind. It helps the community to understand the goals and the part they have to play to make it a successful endeavor. It can be share with others and empowers different stakeholder groups to make decisions on their own that are consistent with the overall objectives for San Pedro.
- A written plan provides a step-by-step guide to how much money by whom will be spent on what and when. It allows to budget marketing expenses--helping keep control of expenditures and measure success of marketing efforts. It also ensures that dollars are not wasted on insufficient campaigns and projects.
- A written marketing plan can also be invaluable in making the case for funding and grants, or in attracting investment from other sources.
- A written plan provides a quantifiable basis for measurement and reviews and makes sure all the pieces are working together in the best way. It assigns specific tasks to specific groups with appropriate timeframes.

The *San Pedro image* and *economic development* are two of the major drivers for a marketing plan.

Brand Image:

If I say San Pedro, what do you think of?

If I say San Pedro what image do you see?

1) How do we want to have these two questions being answered?

2) How are these two questions being answered today?

A marketing plan will give us answers to both questions, reveal the gap and present a roadmap to get to the desired brand image for San Pedro.

Economic Development:

○ Define economic goals such as attract visitors or create/retain jobs and businesses.

○ Economic development goals will be achieved by policies & programs AND marketing.

A marketing plan will reveal the current economic situation of San Pedro and present a roadmap to achieve the desired economic goals.

Methodology for creating a marketing plan for San Pedro

- **Executive Summary**
Short summary of marketing plan and written at the end once all other parts have been finalized.
- **Vision, Goals & Best Practices.**
 - How do we envision San Pedro, the place, the community? What image and idea do we want people to associate with San Pedro?
 - What did other successful communities do to create brand image and economic development?
- **Existing Conditions & SWOT Analysis**
 - Assessment of current conditions such as
 - Perception of San Pedro
 - Existing assets and venues
 - Economic incentives (what funding/grants would we be eligible for)
 - Regional competition (within different geographic radius, 5, 10 and 15 miles)
 - Promotional Vehicles (Signage, newspapers, tv, radio, internet, print)
 - Determine Strength, Weakness, Opportunities and Threats for San Pedro to gain a complete picture of the existing picture.
- **Trade Area & Target Market**
 - Determine the geographical region containing potential customers for specific goods and services linked to the economic potential of a region.
 - Determine potential market segments, which will describe people and organizations, which share one or more characteristics that have similar needs and resources.
- **Objectives & Strategies (what to do, budget requirements)**
Define desired outcome (objectives) of marketing plan. E.g. increase visitors or attract unique stores, galleries and restaurants.
Define action items (strategies) designed specifically for San Pedro that will achieve the desired outcome. E.g. create monthly and seasonal special events besides First Thursday or provide incentives to creative businesses to open shop downtown.
Determine required budget and time needed for each of the strategies.
- **Implementation (who does what when)**
Classify action items according to their ease of implementation, their cost and their expected impacts. Some action items will probably be implanted immediately with little cost some others will require the cooperation of several organizations and groups and require funding in order to proceed.
Phase one:
Low-cost action items that will support all later efforts
Phase two:
Action items that need some advanced planning and coordination but that will help solidify the audience for downtown San Pedro.
Phase three:
Action items with considerable funding, cooperation of multiple organizations
- **Impacts of Plan**
Set up metrics and measure progress. Describes how the implementation of all strategies will impact San Pedro in various areas such as residents & businesses, visitors, quality of life

A Proposed Process to develop a collaborative San Pedro Marketing Plan

We would like to propose to leverage the combined resources of the ACE District, PBID, Chamber of Commerce, Central Neighborhood Council and the LA/CRA in a **cooperative effort** that includes both, the budgets of these groups and the talents in our community, to forge a sustainable, cohesive and consistent plan of action for marketing and advertising.

Mission Statement

To create a comprehensive and coordinated marketing plan, which is both targeted and inclusive of the surrounding community, focusing on the core districts of the San Pedro market. This plan will coordinate with the efforts of existing groups, special events, seasonal marketing, and develop a central calendar in order to promote the unique qualities of the San Pedro area as a regional destination.

The process could include the follow components:

- For a collaborative marketing committee the following composition is proposed:
Chamber of Commerce, CRA, PBID, ACE, Ctr Neighborhood Council
- Committee members will be responsible to coordinate between their own Board's interest and the collaborative interest for a comprehensive and coordinated marketing plan.
- Marketing committee will create RFP. Local and regional marketing experts and/or urban planners will be encouraged to submit proposals. Committee should contact the Urban Development Departments of Southern California Universities to respond to the RFP.
- Selection of finalists from RFP
- Finalists will speak to each Stakeholder Board
- Committee will make final decision on consulting firm and project team
- **The marketing plan will be funded by participating stakeholders.**

Stakeholders who fund the project will have the decision making power, since they will be held accountable by their own constituency to spend their money in their best interest.

IMPORTANT to create plan that is tailored to San Pedro, avoiding a boilerplate document:

It is imperative that the project team that will be hired will be a joint team with joint accountability consistent of client team members and the consultant team members:

- 1) 2 Project leaders managing the project as partners
 - San Pedro representative with project management expertise
 - Consultant with marketing and urban planning expertise
- 2) Team members consistent of
 - Consultants with marketing and urban planning expertise
 - San Pedro representatives with good standing relations within the community and an intimate knowledge of San Pedro and vicinities

To utilize the professional talents of our local resources a considerable effort should be made to advertise the RFP locally. Execution of the marketing plan should even more focus on local professionals, such as graphic designers, web & social media developers, marketing experts and advertising professionals, and it is proposed that these talents will be included into the process as soon as possible.

CENTRAL SAN PEDRO NEIGHBORHOOD COUNCIL'S QUESTIONS FOR CANDIDATES

1. The DWP has plans to sharply increase rates for water, sewer and refuse pick up. Do you support these increases? If you do not, what is your plan to sustain services and infrastructure without the increased fees?
2. What commercial development opportunities do you see as especially needed and feasible in the short term (approx. 4 year time frame) in San Pedro's business districts?
3. CD 15 encompasses a relatively large low-income constituency, as well as large numbers of subsidized housing tenants. What initiatives do you see as being responsive to the challenges of this population?
4. What areas of City government do you see as being particularly ripe for rethinking and reforming?
5. In your own words, why is transparency in government important?
6. Do you support a plan to construct a public park on the Port's Knoll Hill?
7. What opportunities do you see in the redevelopment of Ports O'Call?
8. Do you favor the Port's plan to construct a cruise terminal at Kaiser Point?
9. What is your position on turning over the responsibility for sidewalk repair to property owners, as proposed by our Dept. of Public Works?
10. What would be your top 3 priorities in your first term in office?
11. What role should the Neighborhood councils have in setting policy and approving development project within your district?
12. What would you do to improve response time to constituent needs from city departments in these times of budget cuts?
13. On what specific types of policies that come before the City Council would you have to recuse yourself because of your past work or business interests? Please list them.
14. What, *specifically*, do you intend to do as a City Councilperson to improve retail occupancy rates for downtown San Pedro business district?
15. How will you get that done? Specifically.
16. How will you overcome obstacles at City Hall to making San Pedro an attractive and vibrant place to visit and to live? *No generalities, - specific action plans* to achieve City Hall encouraging and assisting businesses to flourish, and not be fighting against a tide of city bureaucracy.
17. How do you intend to make city departments work together, in unison, to make issues like plan checks, CUP's, variances and inspections efficient, accurate and timely?
18. What is your vision for the future of the 15th Council District?
19. What would you do as 15th CD Council Rep to improve Employment in the District?
20. What would you do as 15th CD Council Rep to improve Educational opportunity in the District?
21. In your own words, why is transparency in government important and what will your office do to promote it?

Harbor Alliance of Neighborhood Councils
Meeting Notes
September 7, 2011
Kaiser Permanente Conference Center
25965 S. Normandie Ave., Harbor City, CA

Chair: Tom Houston, Harbor City Neighborhood Council. The meeting called to order at 6:35 pm.

Best Start – No show.

Neighborhood Council Elections – Stella Yun and Chris Garcia, City Clerk’s Office:

A survey of NCs is being conducted on preferred voting methods. NCs are to submit preference by January 2012 for implementation in 2014. The goal is to get a consensus of the NCs, may use many methods. The directive from the City Council is for the City Clerk to explore alternatives – not to mandate a method. The City Council will determine the outcome. No City Clerk elections will be conducted in 2012.

Concerns raised that there is no discussion of factual basis stakeholder, no discussion of the cost of the options. Bong Hwan Kim explained DONE will coordinate with the City Clerk. The Elections Task Force will be restarted to implement the 2012 NC selection process.

The Harbor area meeting on the Elections will be Monday, September 26, 5:45 – 7:45 at Peck Park.

Kerikorian Motions: Discussion with DONE – Bong Hwan Kim and Grayce Lu, DONE:

The meeting was devoted to a DONE Town Hall hearing on the Kerikorian Motions. DONE provided fact sheets on each motion. Following the Sept. Town Halls a series of Work Groups will be held in October, then the motions go before the City Council in November.

Mr. Kim explained a system reform is needed for DONE. There is no longer enough staff for DONE to respond to each of the 90+ NCs. Peer systems are being encouraged, not use of city staff. This gives NCs room for autonomy, but accountability and transparency are needed. The rest of the session was dedicated to review and feedback on the motions.

Motion #1 Training:

- Training needs to be relevant to the NCs.
- Broaden Parliamentary Procedures to include how to plan and conduct an effective meeting
- Hold training sessions before Board meetings.
- Training needs to be convenient, accessible, and interesting.
- Reduce the manual to 20 pages, consider a signature sheet for compliance rather than a training session.
- Leadership training should be provided for designated Board members, they can share experience.

City Council is looking for recommendations from DONE on consequences for not taking training.

- All NC candidates can swear to take training in order to qualify for ballot.
- Consider incentives for training:
 - \$5k for NC that develops training plan and royalties for use;
 - \$X for ___% of Board completion of training; or
 - no ethics training = no vote on funding or planning issues.
- DONE should have role of counselor or coach for NCs.

Motion #2 Grievances:

- DONE receives 20-50 grievances a year. Certain NCs have bulk of them.
- Discussion on difference between a grievance and a complaint.
- Consider having ombudsman rather than a grievance procedure.

Motion #3 Regional Governance:

- Discussion on NC Alliances. Mr. Kim considers HANC a model and would like to replicate it citywide. All alliances should be brought up to the functioning level of the HANC. The Harbor region would not have a problem with this motion since it is already in effect here.
- Alliances could allow NCs to take responsibility for their own bureaucracy – administrative infrastructure.
- Discussion on use of common resources – e.g. secretarial services, bookkeepers.
- Further discussion on impediments of DONE requirement for use of Temporary Agency.

Motion #4 Funding:

- Grant writing training is to be offered.
- Discussion on cumbersome nature of NC Grants process.
- Grants can use two year funds.
- Noel Weiss suggested NCs invoke City Charter Sec. 9-18 which states the City Council approves NC funds which cannot be revoked; and Sec. 9-11 which enables NCs to hold Citywide Hearings on topics of interest. Public hearings should be held on NC funding issues.

CD15 Candidate Event – Doug Epperhart:

Mr. Epperhart reported on the HANC Candidate Forum status:

- The dates being considered are October 8, 15 or 22.
- The venue will be Harbor College or Narbonne HS for convenience of all NCs in CD15.
- HANC is asking for 3-5 questions from the NCs in advance.
- Considering a blog to solicit questions.
- Moderators under consideration: Larry Mantle from KPCC, Bill Boyarsky of LA Times (retired), or Ray Sonnenschein (sp?). Looking for someone not local.
- Plan to have a panel with answers, and conduct a straw poll afterwards.
- SP Chamber and Rotary are providing refreshments.
- NCs could provide outreach funding.

Sharing:

- LPG/Butane Tanks at Rancho LPG facility on N. Gaffey - facility was granted a LA City exemption from the EIR process. An injunction has been requested. Rail transport is being provided by permit from the Port. An EIR is needed for the current facility. Support has been received from Dr. Vladovic for relocation of tanks.
- Harbor Gateway North and South will hold their CD15 Candidate Forum Saturday, October 15.
- Heal the Bay will hold a clean-up at Ken Malloy Regional Park Saturday, September 17.
- A Prop. "O" meeting on Ken Malloy Regional Park will be held Wednesday, September 14.
- The Congress of Neighborhood Councils will be held Saturday September 24. Doug Epperhart will be on the Alliance panel.
- Paul Park is to be confirmed to the BONC.
- Discussion on SB1818 – NCs need to weigh in on speculation and the need for density.
- Community Care Facilities Ordinance is under review by the City Attorney.

Next Meeting:

The next meeting will be October 5.

The meeting adjourned at 9:10 p.m.

cs
9/13/11

**The Community Redevelopment Agency Of The City Of Los Angeles,
California, Pacific Corridor Community Advisory Committee (CAC)
Port Of Los Angeles High School, 250 West 5th Street
September 7, 2011 at 6:00p.m.**

- I. **COUNCIL DISTRICT 15 UPDATE** (Elise Swanson): Taco Bell **Tentative Hearing Date October 4**. No response from TB re Garage re-alignment request. All other disputed issues are resolved.

II. **CAC REPORT**

Arts, Culture, & Entertainment (ACE) District: No report (James Allen, Committee Member)

III. **CRA/LA STAFF REPORTS**

Warner Grand – Finding of Benefit: Voted to not keep requiring Grand Vision to request a CAC vote each time a small amount is required from Warner Grand Theatre improvements budget (Jenny Scanlin, Acting Regional)

Status of AB 26 & AB 27 – Legal Challenges (Jenny Scanlin, Acting Regional Admin. II)

Impact of “Stay” on Projects:

1. Downtown Street Furniture: cannot be completed.
2. Downtown Pedestrian Enhancements: RFP in various segments.
3. Vinegar Hill Parkways: Sidewalks are completed, curb repairs & tree planting planned. Landscaping might be possible if a \$75k grant is awarded that Megan Hunter is applying for.
4. Pacific Avenue Arts Colony. SEQA objections now resolved. No further Federal intervention. Project should go ahead, but all still dependent on the CRA being able to function under State demands for money.
5. Commercial Façade Grant Program. Ongoing. Much improvement, Megan to walk through with Architect
6. Industrial Incentive Program CRA Mayors Office and the Port are meeting this month (September)
7. San Pedro Alley Program. On Hold

Safe Routes to School: will be presented tonight to Central SP NC (Megan Hunter, Sr. Planner)

CDBG Request see attached sheet

Centre St. Lofts

1. Mojo: Sept 20., meeting with installers. Problem will be who to maintain it once it is working with new software.

Leasing Updates – (Cathy Lopez, Associate Special Projects Officer)

2. Dwell at the VUE will be emailed to CAC boardmembers
3. La Salle Lofts

For additional information, contact Cathy Lopez at (310) 241-0327 or clopez@cra.lacity.org