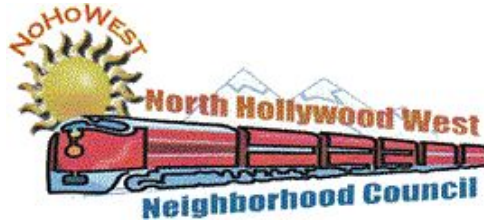


NORTH HOLLYWOOD WEST NEIGHBORHOOD COUNCIL

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President *Vice-President*
Vince Stamboni David Hechter
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Roxanne Rock Vincent Stamboni
Kent Stewart Dario Svidler

Beautification Committee Meeting

AGENDA

Tuesday, February 07, 2012

6:30p.m.

James Madison Middle School Faculty Lounge
13000 Hart Street | North Hollywood, CA 91605

The public is requested to fill out a **Speaker Card** to address the Board on any item of the agenda prior to the Board taking action on an item. 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 are within the Board's subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 3 minutes per speaker, unless waived by the presiding officer of the Board.

Agendas are posted for public review at: **Saticoy Elementary School**, 7850 Ethel Avenue, North Hollywood; **Valley Community Clinic**, 6801 Coldwater Canyon, North Hollywood; **Valley Plaza Library**, 12311 Vanowen Street, North Hollywood; **San Fernando Valley Rescue Mission**, 13422 Saticoy Street, North Hollywood; **Fresh & Easy Neighborhood Market**, 12811 Sherman Way, North Hollywood.

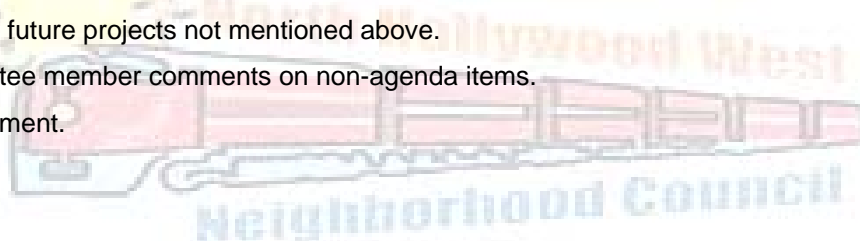
As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure the 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 Department of Neighborhood Empowerment at (213) 485-1360 or by e-mailing NCsupport@lacity.org.

ALL ITEMS ON AGENDA ARE SUBJECT TO DISCUSSION AND POSSIBLE ACTION.

1. Call to order and roll call.
2. General public comment on items not listed on today's agenda (3 minutes per speaker).
3. Review and approve Minutes from January 3, 2012 meeting.
4. Review and Discuss Grants and applications for beautification projects, both Neighborhood Purpose Grants (NPG) and other beautification grants. Continue working on amending existing application as necessary to use for non NPG grants.
5. Review and Discuss proposed letter for approval by the board to go to businesses that have regular graffiti or trash problems on their private properties, requesting they take the required steps to call for immediate removal so stakeholders are not burdened by having to do this to clean up the presentability of the business. For example, the Movie Car Rental business on Saticoy dead-end whose tarp is constantly being graffitied and not properly maintained. This becomes an eyesore and public nuisance, inviting crime and blight to the neighborhood.

**NoHoWest NC – Beautification Committee –
AGENDA (cont.)**

6. Review and Discuss the Shopping Cart Ordinance:
 - a. Review and discuss a proposed letter from Beautification and the NC Board for existing stores in our area re shopping carts and requesting they take steps for self-imposed containment of their carts.
 - b. Review and Discuss a proposed letter to Councilman Krekorian indicating the NC Board's support for the ordinance and requesting his input and assistance in getting it approved, together with his assistance in approval of our request for existing stores to self-contain their carts.
 - c. Discuss, Prepare and vote on Motion(s) for Board for approval related to these ordinance issues.
7. Review, and discuss a "Pot Hole Lottery" (or another type of lottery) as Sherman Oaks NC had, using Bureau of Street Services program called "Personal City Services".
8. Review and further discuss contests and awards for Yard of the Month (for Residences) and Civic Pride (for businesses) and how to get it up and started:
 - a. Consider rules, regulations, how to set it up, (website, email, and/or flyer, etc.), and any "prize" (such as a donated gift certificate from a local business or restaurant).
 - b. Consider presenting a re-useable sign in **yard sign, for example: "NORTH HOLLYWOOD WEST NEIGHBORHOOD COUNCIL – YARD OF THE MONTH, (or NORTH HOLLYWOOD WEST NEIGHBORHOOD COUNCIL CIVIC PRIDE AWARD)** or plaque or certificate to be presented, and what it would say.
 - c. Discuss, Prepare and vote on Motion for Board for approval related to these ordinance issues.
9. Discuss requesting the Land Use Committee to locate and contact the proper City entity to check the existing requirements/restrictions/ordinances that limit the size and type of SIGNS posted for businesses along Sherman Way within our boundary area to present to the Board as a possible project - to either grandfather in or make it applicable to new business as they start up, that signs be restricted (to a degree undetermined at this time).
10. Discuss types of outreach, in coordination with our outreach committee...to our local businesses along the Sherman Way corridor to let them know about us and to request their assistance with making Sherman Way more pleasing to the eye, with regard to signage, landscaping, and property/grounds maintenance.
11. Review and Discuss Tujunga Wash Ecosystem Restoration Project flyer.
12. Discuss Business Improvement Districts and what they do.
13. Discuss Court Approved Community Service.
14. Discuss recent improvements in the community.
15. Discuss Theodore Payne Foundation and what they do/how they can help us.
16. Discuss project at Roscoe/170 Freeway.
17. Discuss future projects not mentioned above.
18. Committee member comments on non-agenda items.
19. Adjournment.



Please be advised that the bylaws of the North Hollywood West Neighborhood Council provide a process for reconsideration of actions as well as a grievance procedure. For your convenience, the bylaws are available during every meeting. In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Committee in advance of a meeting, may be obtained from the NoHoWest NC's Executive Committee.