

Board Members

Lonella Enix, Chair
Michael Guynn, Co-Chair
DeWanna Sharp, Secretary
Margaret Peters, Treasurer
Thomasina Lawrence
Brent Page
Ed Smith
Priscilla Smith
Dave Wallace

City of Los Angeles California



Empowerment Congress Southwest Area Neighborhood Development Council

A Certified City of Los Angeles Neighborhood Council

Serving the Communities of: **West Park Terrace, Manchester Square, Morningside Circle and Vermont Knolls**

Our Purpose:

To promote more citizen participation in local government and make government more responsive to local needs

Special Meeting Minutes

Friday, November 7, 2014

6:00 PM - 7:00 PM

Mark Ridley-Thomas Constituent Center
8475 S. Vermont Ave.
Los Angeles, CA 90044

1. Welcome, Call to Order & Roll Call

With the establishment of a quorum, Chair Lonella Enix called the meeting to order at 6:17 p.m.

Roll call was conducted, present were:

Lonella Enix, Mike Guynn, Margaret Peters, Brent Page, Ed Smith and Priscilla Smith

The following Board Members were absent:

Thomasina Lawrence & DeWanna Sharp

2. New Business

a. Sidewalk Summit Event

Discussion:

In response to stakeholder interest demonstrated at the October general board meeting regarding various options in consideration by City leadership in reference to who should pay, repair and ultimately retain responsibility for sidewalk repair in the future, Treasurer Margaret Peters suggested the ECSWANDC host an informational meeting bringing together various entities from the City, private sector and community in order to provide the community with a more informed perspective around the issue. Margaret Peters, having already done some pre-planning of a possible event, volunteered to take lead on organizing a Sidewalk Summit to be held on Saturday November 22, 2014.

Board Action:

Board Member Ed Smith made a motion to approve the Council's sponsorship of a sidewalk information meeting on November 22, 2014. The motion was seconded by Co-Chair, Mr.

Guynn. With a vote of 6 yes, 0 no, and 1 abstention, the motion to hold a sidewalk meeting was passed.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

b. Sidewalk Summit Event – Funding Request (900.00)

Discussion:

Treasurer Margaret Peters requesting \$900 in funding to assist in covering the cost of refreshments, copying costs (flyers, posters and surveys), advertising costs and postage for the Sidewalk Summit.

Board Action:

Board Member Brent Page made a motion to approve the budget for the sidewalk event in an amount not to exceed 900.00. The motion was seconded by Board Member Priscilla Smith. With a vote of 6 yes, 0 no and 1 abstention, the motion to approve funding for the sidewalk summit event was passed.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

c. Quarterly Stakeholder's Forum/possible dates

Discussion:

Board member, Ed Smith suggested that too often, the Board gets involved in one or two issues and may not be as responsive to smaller issues affecting stakeholders. He reported that some stakeholders expressed a need to have more access to the ECSWANDC Board in an effort to express concerns and be provided education on various issues. In response, Chair Lonella Enix suggested the ECSWANDC hold a quarterly town hall providing stakeholders more access to the Board to highlight issues of concern and offering another option to provide stakeholders with information regarding issues affecting the community and City at large.

Board Action:

Co- Chair Michael Guynn made a motion to schedule every quarter, a town hall styled meeting, to focus on stakeholder issues, beginning in January 2015. The motion was seconded by Board member E. Smith. With a vote of 6 yes, 0 no and 1 abstention, the motion to approve a quarterly town hall meeting was passed.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

d. **Switching to Nation Builder Platform**

Discussion:

Chair Enix facilitated a discussion of the Board's social media and internet status and capabilities. She stated that the Board's current web presence was less effective in tracking stakeholders and website visitor's interests and activities when compared to other platforms. With the Board's current platform, there was no capacity to collect useful information that would help to guide the Board towards activity of greater relevance to the stakeholders. Chair Enix stated that the Nation Builder platform had the ability to link with other social media allowing administrators to update those other sites within Nation Builder. In addition, she informed that Nation Builder provides the ability, training and support needed for administrators to create and update the website decreasing the need to employ a webmaster. Further, it would provide the ability to create surveys and event pages all at a substantially decreased cost in comparison to the current website expenditure (\$30 a month versus \$100 - \$200 on average).

The discussion led to a consensus among the Board that the Nation Builder platform, opposed to the platform currently being used, would greatly improve the outreach capability of the Neighborhood Council.

Board Action:

Board Member Brent Page made a motion to switch the Council's web platform to Nation Builder. The motion was seconded by Co-Chair Michael Guynn. With a vote of 6 yes, 0 no, and 1 abstention, the motion to switch to Nation Builder was passed.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

e. **Nation Builder platform - Funding (30.00/monthly)**

Discussion:

Chair Enix began the discussion by comparing the cost of the ECSWANDC website expenditures with that of Nation Builder. Enix stated that currently, the expense is several hundred dollars a quarter with less functionality and no Board access. Enix reminded the Board that one of the goals from the strategic plan was to improve our outreach efforts and increase stakeholder participation and that Nation Builder would be a tool to help meet that goal. Member P. Smith commented that the difference in price alone was worth the switch and that she approved of lowering the cost of the platform while gaining better service. The rest of the members present agreed that based on the Chair's assessment, Nation Builder offered greatly improved access and information gathering ability and that the savings and the potential for outreach improvement was worth the \$30 monthly investment.

Board Action:

Board Member Brent Page made a motion to approve the 30.00 dollar monthly expenditure from the Operations budget for the acquisition and maintenance of the Nation Builder Platform. The motion was seconded by Co-Chair Michael Guynn. With a vote of 6 yes, 0 no and 1 abstention, the motion to allocate 30.00 per month for Nation Builder service was passed.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

f. **Monthly funding for Facebook Marketing/no more than \$40**

Discussion:

Chair Enix suggested that the Board fund an amount not to exceed \$40.00 a month for FACEBOOK advertising. She explained that it would be a good way to reach a targeted audience in an effort to promote monthly ECSWANDC meetings and events that may be of stakeholder interest. Member E. Smith concurred, stating that Facebook was a good tool for raising the Council's profile.

Board Action:

Treasurer Peters made a motion to approve the 40.00 dollar monthly expenditure from the Operations budget for Facebook marketing. The motion was seconded by Member P. Smith. With a vote of 6 yes, 0 no and 1 abstention, the motion to allocate 40.00 per month for Facebook marketing was passed.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

g. **Salvaging old ECSWANDC office equipment**

Discussion:

Chair Enix provided a list of outdated or broken office equipment she suggested be sent to the City for salvage. She explained the City salvage process and provided a list of items which needed to be picked up by the Department of General Services for the Board to review. Please see the attached list.

Board Action:

Board Member Page made a motion to approve the salvage of the outdated office equipment and to authorize the Department of General Services to pick up the equipment pursuant to the City of Los Angeles policy. The motion was seconded by Board Member Ed Smith. With a vote of 6 yes, 0 no and 1 abstention, the motion to salvage the outdated office equipment was passed.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

3. **Committee Updates(Discussion and Possible Vote)**

a. **Outreach Committee**

- i. **Washington High School Auto Shop re-boot - Collaborate with school to help engage public & other outside entities to renovate room and donate tools, supplies and/or funding**

Discussion:

The discussion on this item centered on possible collaboration with the school in their efforts to find resources to re-open the Auto Shop Program. The discussion also focused on how the Board could help the school reach out to businesses, churches and possibly Southwest Community College, anyone in the area that would be willing to help sponsor the efforts to revive the Auto Shop program.

Chair Enix also explained that she had used the term “donate” incorrectly on the agenda. We were approached about assisting Washington High School by providing equipment for their re-booted auto repair program. She emphasized, as a reminder, that the board could only fund requests via a presented and board approved Neighborhood Purposes Grant.

Board Action:

Treasurer Peters made a motion suggesting the Board pursue possible collaboration with Washington High School in their effort to renovate their Auto Repair Shop and revive the Auto Repair Program. The motion was seconded by Member Page. With a vote of 6 yes, 0 no and 1 abstention, the motion to pursue collaboration with Washington HS was passed.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

Chair, Lonella Enix asked Member Page to lead the effort in exploring the possibility of a collaboration.

- b. **Safety Committee**

- i. **Harvard Yard Seniors Block Club – Fund \$300 (room fee, marketing & food)**

Discussion:

While the board expressed sympathy toward the plight of the senior residents of Harvard Yard the board expressed concern that helping to fund their “block club” meeting might be seen as showing preferential treatment and set-up an unintentional precedent.

Member Page inquired about the action of Congresswoman Waters representative, Sean Fleming, and his commitment to contacting the property manager to request the room fee be waived. Chair Enix informed the board that she had spoken to Mr. Fleming approximately 10 days prior and was informed he had yet to receive a call back from the property manager. Board member Page committed to contacting Sean Fleming to follow-up again.

4. **Adjournment**

Board Action:

Board Member Ed Smith moved to adjourn; motion was seconded by Co-Chair Guynn.

Yes: 6 (Enix, Guynn, Page, Peters, E. Smith and P. Smith)

No: 0

Abstention: 1 (Wallace)

Chair Enix adjourned the meeting at 7:04 p.m.

****Board approved minutes on November 17, 2014****