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MINUTES

NCVV Combined Meeting of the
Events & Outreach Committee

&

The Full NCVV Board

January 23, 2017

Carter Sexton Art Supply

5308 Laurel Canyon Blvd.

Valley Village, CA

Meeting was called to order by the Chair, Ginny Hatfield, at 7:20PM and the following committee and board members were in attendance:

Paulette Stokes, Cole Walker, Jeff Walker, Chris Hauser, Tony Braswell, Richard Davies, Alice Hart, Daryl Baskin, and prospective committee member, Melinda Porter

There was no public comment

Committee addressed issues under New Business as follows:

- Melinda Porter was introduced and relayed some personal background including her desire to volunteer as a committee member. A unanimous vote was taken to recommend to the full Board that Melinda be officially recognized as a member of the Events & Outreach Committee.
- Committee then held a discussion about events that NCVV should sponsor and collaborate in 2017. The distinction between the two types of events being: the former would require the active participation of all board members available on the given date excluding special circumstances. Whereas the latter would enlist the support of board members who were able to participate on a given date.
- Given the above parameters, the following events were designated as sponsored: July 4th/Pancake bkft; National Night Out; LUVV. Halloween Happenings was designated as collaborative.
- There was a brief discussion of promotional items as NCVV has basically depleted its supply of such items. It was suggested that we purchase bags for LUVV with our logo to be handed out to participants and also purchase a supply of the battery operated holiday lights which we give out. Other items will most likely be procured for July 4th and NNO. The idea of hiring a shredding company at NNO was mentioned and could be a possibility.

Committee addressed issues under Old Business as follows:

- The primary discussion and the majority of the meeting consisted of reviewing the suggestions the committee had obtained from board members and from our December board meeting regarding LUVV. There were three documents members had been sent prior to the meeting for review and our conversation revolved around basic planning for LUVV 2017.
- Many items were discussed and several recommendations were voted upon. Members favored not paying AmGraph to install the 14 LUVV banners as we have in previous years. This fee of approximately \$1500 could be spent on other LUVV expenses, i.e. a trolley rental.
- The majority of members favored collaborating with VV businesses as we have in past years. They liked the idea of establishing business hubs where 2 or more business would host a holiday activity and become a trolley stop. In addition to the ones in 2016---Marie et Cie, Valley Pet Supply, Carter Sexton and Magnolia and Whitsett, Menchies and Jules Boutique were suggested.
- In order to accommodate ridership in a more efficient manner, members were willing to fund two trolleys to ensure shorter wait times at pick up locations. Trolleys would drop off and pick up passengers and not linger at the various stops; this way it was felt a loop could be accomplished in 15-20 minutes depending upon traffic.
- In coordination with the above plan, it was suggested that the trolleys drive through the local neighborhoods as much as possible to take in the holiday lights that residents were displaying. This would provide a greater outreach to those who might not be attending the block party at Whitsett and Magnolia. This, of course, would require some detailed route planning and coordination and outreach to local neighborhoods encouraging them to "light up Valley Village."
- We also spoke about extending the hours of LUVV from 4-7 to 4-8PM giving more time for participants to experience the block party and the trolley rides.
- Magnolia and Whitsett will continue to be the site of the block party. The adjacent merchants will participate, there will be a DJ, and of course, Santa. Other merchants will be offered table space if requested and food will be solicited from various VV restaurants.
- The need for additional lighting on the Wilkerson end of the block will be addressed by either getting permission from the PO to keep the lights on after hours, or renting the necessary equipment.
- The budget for LUVV will need to be increased in order to accomplish the items described. Our budget for 2016 was \$5000 and we came in at \$6000. Additional expenses would most likely fall in the range of \$8-10,000. The cost of two trolley rentals and the permit for the street closure comes to about \$4800.

No future agenda items were mentioned and the meeting adjourned at 9:15PM

Prepared by: Ginny Hatfield, Chair