

# CITY OF LOS ANGELES

## HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL

Post Office Box 50791  
Los Angeles, CA 90050  
<http://www.highlandparknc.com>  
Certified as NC #33 May 28, 2002

CALIFORNIA



## DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT

200 N. Spring St. Ste.2005  
Los Angeles, CA 90012  
Telephone: (213) 978-1551

### COMMITTEE CHAIRS

Rocio Rivas	Executive
Vacant	Rules
Joan Potter	Budget & Finance
Yolanda Nogueira	Outreach
Antonio Castillo	Land Use
Rocio Rivas	Family, Youth, & Education
Vacant	Public Safety
Yolanda Nogueira &	Housing &
Rocio Rivas	Homelessness
Yolanda Nogueira	Beautification
Jamie Tijerina	Culture & Equality
Gavin Pierce	Arts
SuzAnn Brantner	Sustainability
Marcus Moché	Local Business & Economy

### OFFICERS

Rocio Rivas PRESIDENT  
SuzAnn Brantner FIRST VICE PRESIDENT  
Antonio Castillo SECOND VICE PRESIDENT  
Joan Potter TREASURER  
Alexis Rivera SECRETARY

### DIRECTORS AT LARGE

Linda "Boo" Caban, Melanie Freeland, Zacharias Gardea,  
Sheri Lunn, Marcus Moché, Stanley Moore, Yolanda  
Nogueira, Mary Pickert, Gavin Pierce, Jeffrey Rex, Clint  
Schaff, Joe Tarr, Jamie Tijerina, Ross Ufberg

## Historic Highland Park Neighborhood Council

### Local Business and Economy Committee Meeting Agenda

August 27, 2018

El Huarache Azteca

5225 York Blvd, Los Angeles, CA 90042

8:00-8:30 PM

The public is requested to fill out a "Speaker Card" to address the Board on any agenda item prior to the Board taking action. Public comment is limited to 2 minutes per speaker but the Board has the discretion to modify the amount of time for any speaker.

When the Board considers the agenda item entitled "Public Comments," the public has the right to comment on any matter that is within the Board's jurisdiction. The public may also comment on a specific item listed on this agenda when the Board considers that item. In addition, the members of the public may request and receive copies without undue delay of any documents that are distributed to the Board, unless there is a specific exemption under the Public Records Act that prevents the disclosure of the record. (Govt. Code § 54957.5)

The Historic Highland Park Neighborhood Council holds its regular meetings on the first and third Thursday of every month and may also call any additional required special meetings in accordance with its Bylaws and the Brown Act. The agenda for the regular and special meetings is posted for public review at: the Fire Station #12 located at 5921 North Figueroa Street and online at [www.highlandparknc.com](http://www.highlandparknc.com). Additional locations may include (1) Café de Leche located at 5000 York Boulevard, (2) Ramona Hall Community Center located at 4580 North Figueroa Street, (3) La Tropicana Market located at 5200 Monte Vista Street, (4) Highland Market located at 6901 N. Figueroa St, and (5) the Arroyo Seco Library, 6145 North Figueroa Street.

The Historic Highland Park Neighborhood Council complies with Title II of the Americans with Disabilities Act and does not discriminate on the basis of any disability. Upon request, the Historic Highland Park Neighborhood Council will provide reasonable accommodations 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 Councils at (213) 978-1551 or e-mail to [NCsupport@lacity.org](mailto:NCsupport@lacity.org). In compliance with Government Code Section 54957.5, nonexempt writings that are distributed to a majority of all board members in advance of a meeting may be viewed at [www.highlandparknc.com/](http://www.highlandparknc.com/) by clicking the Board agenda link or at the scheduled meeting. If you would like a copy of any record related to an item on the agenda, please contact Harvey Slater at ([harvey.slater@highlandparknc.com](mailto:harvey.slater@highlandparknc.com)). To request language services please call the Dept. of Neighborhood Empowerment, City of L.A at (213) 978-1551.

**SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 DIAS DE TRABAJO (72 horas) ANTES DEL EVENTO. SI NECESITA AYUDA CON ESTA AGENDA, POR FAVOR LLAME A NUESTRA OFICINA AL (213) 978-1551.**

# Agenda

- A. Call to order
- B. Roll call
- C. Announcements
- D. Public comments on non-agenda items (2 minutes per speaker, 5 speakers max)

## Action Items

1. **Approval of agenda** - 2 minutes
2. **Approval of minutes** from November 2017 meeting - 2 minutes
3. **Confirmation of committee roster** - 2 minutes
4. **Discussion:** draft committee mission statement - 5 min

**Statement text:** This committee is devoted to ensuring the local economy benefits all Highland Park stakeholders, regardless of race, ethnicity, creed, nationality, or socioeconomic status. It seeks to promote an environment where industries of all types can succeed in a changing market, and to empower local businesses to identify areas of collaboration in the pursuit of long-term success and vitality. The committee will address these goals through regular community outreach, conversations with elected officials and other city resources, and regular reports to the stakeholder community. The committee will regularly coordinate activities with other committees within the Historic Highland Park Neighborhood Council, as well as other external groups with aligning missions.

5. **Discussion:** social media posts/poll to drive engagement, fulfill mission, and benefit the community - 10 min

### **Proposed topics:**

- Discussion forums
  - Helping drive inclusive business practices
  - How to help small business succeed
  - How to help longtime businesses roll with changes, socioeconomically
  - Advise community on ways to help businesses be successful
  - CD1 forums - one on women business owners, one on grants
  - Making new folks aware of the value that exists in old businesses/culture
  - LA Mas nonprofit out of Frogtown, might be a good prototype/speaker
- Workshops
  - Creation of business directory
  - Social media 101

6. **New business**
7. **Adjournment**