



**AGENDA**  
**Woodland Hills-Warner Center Neighborhood Council**  
**FULL BOARD MEETING**

**Wednesday, August 10, 2022, 6:30 pm**  
**VIRTUAL MEETING BY TELECONFERENCE**

Zoom Meeting Online or By Telephone  
(<https://us02web.zoom.us/j/96493712127> )  
Dial (1 669 900 6833) to Join the Meeting  
Then Enter This Webinar ID: 964 9371 2127 and Press #

**VIRTUAL MEETING TELECONFERENCING and PHONE NUMBER FOR PUBLIC PARTICIPATION**

In conformity with the September 16, 2021 Enactment of California Assembly Bill 361 (Rivas) and due to concerns over COVID-19, the Woodland Hills-Warner Center Neighborhood Council meeting will be conducted entirely telephonically with a call-in option or internet based service option.

Every person wishing to address the Neighborhood Council must either [dial 1 669 900 6833](tel:16699006833) or go online via Zoom and enter [Webinar ID # 964 9371 2127](#) and then press # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting. When calling-in telephonically, the public is requested to dial \*9, when prompted by the presiding officer, to address the Board on any agenda item before the Board takes an action on an item. Zoom users should use the "raise hand" feature.

**AB 361 Updates:** Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council's control, the meeting must be recessed or adjourned.

**Any messaging or virtual background is in the control of the individual board member in their personal capacity and does not reflect any formal position of the Neighborhood Council or the City of Los Angeles.**

**\*PUBLIC INPUT ON AGENDA ITEMS** – The public may address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. *Public comment is limited to (1) minute per speaker.*

**\*PUBLIC INPUT ON MATTERS NOT ON THE AGENDA** - Comments from the public on other matters not appearing on the agenda *that are within the Board's jurisdiction* will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting.

**General Public Comment is limited to (1) minute per speaker and 20 minutes total unless adjusted by the presiding officer of the board.**

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## **AGENDA**

Call to Order  
Pledge of Allegiance  
Roll Call

### **Public Announcements:**

Office of Councilmember Bob Blumenfield (3 minutes)  
Office of Local and State Officials – if available (3 minutes each)  
Other Local Agencies – if available (2 minutes each)

### **General Public Comment, by the Public, on Non-Agenda Items:**

*General Public Comment is limited to (1) minute per speaker and 20 minutes total.*

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## **I. Organization, Operation, Policies, & Procedures:**

*All comment is limited to 1 minute per speaker, unless adjusted by the presiding officer of the Board.  
Time limits set for each agenda item may be adjusted by the presiding officer of the Board. Time limits may vary so the public is encouraged to join the meeting several minutes PRIOR to a specific agenda item being discussed.*

**A. Approval of Minutes:** Board Meeting, July 13, 2022 (5 minutes)

See posted support document.

Roll Call Vote

**B. Officer Reports** (5 minutes)

**President – Joyce Fletcher**  
**Vice President – Dena Weiss**  
**Treasurer – Paul Lawler**  
**Secretary – Karen DiBiase**  
**Parliamentarian – Mihran Kalaydjian**

## **2. Items for Discussion and Possible Action:**

### **Item No. (1) Treasurer, Paul Lawler** **(22-075) July 2022 Monthly Expense Report - MER**

Discussion and possible action: (5 minutes)

Motion for the board to approve the MER for July 2022.

See posted support document

Roll Call Vote

### **Item No. (2) Governance Committee - Joyce Fletcher, Chair** **(22-076) WWCNC At-Large Representative**

Discussion and possible action: (5) minutes)

Motion for the board to appoint Kathleen Barth as the WHWCC At-Large Representative.

Roll Call Vote

**Item No. (3) President, Joyce Fletcher**  
**(22-077) 2023 WHWCNC Election Worksheet**

Discussion and possible action:

(5 minutes)

Motion for the board to approve the 2023 Election Spreadsheet for the June 18, 2023 Woodland Hills-Warner Center Neighborhood Council election.

[See posted support document \(MER\)](#)

[Roll Call Vote](#)

**Item No. (4) President, Joyce Fletcher**  
**(22-078) NC Filer for Community Impact Statements**

Discussion and possible action:

(5 minutes)

Motion for the board to approve Mihran Kalaydjian to be a board designated Woodland Hills-Warner Center Neighborhood Council Community Impact Statement (CIS) Filer. A filer submits board approved CIS's using the City Clerk Connect CIS portal. The board can appoint up to five board members to file CIS's.

[Roll Call Vote](#)

**Item No. (5) President, Joyce Fletcher**  
**(22-079) NC Filer for Community Impact Statements**

Discussion and possible action:

(5 minutes)

Motion for the board to approve Heath Kline to be a board designated Woodland Hills-Warner Center Neighborhood Council Community Impact Statement (CIS) Filer. A filer submits board approved CIS's using the City Clerk Connect CIS portal. The board can appoint up to five board members to file CIS's.

[Roll Call Vote](#)

**Item No. (6) President, Joyce Fletcher**  
**(22-080) Board Member Attendance at Board Meetings**

Discussion and possible action:

(10 minutes)

Discussion only related to board member attendance at NC Board Meetings.

[See posted board attendance record](#)

**Item No (7) Woodland Hills Issues & Policy Committee [WHIP] – Heath Kline, Chair**  
**(22-081) Community Impact Statement (CIS) Council File 22-0392**

Discussion & Possible Action:

(15 minutes)

**Agenda Item Summary:** A Motion from WHIP Committee regarding opposition to Digital Off-Site Outdoor Advertising by agreement (Contract C-139852) with METRO as proposed in [CF 22-0392](#).

WHIP recommends that the Board of the Woodland Hills-Warner Center-Neighborhood Council [WHWCNC] adopt and send the following motion/community impact statement as its own to **not support** proposed actions and contract C-139852 arising in [CF 22-0392](#) for the substantive reasons stated:

The Woodland Hills – Warner Center Neighborhood Council is strongly OPPOSED to permitting digital billboard signs facing the city’s freeways as well as non-freeway locations, whether they are on Metro-owned properties or not. It is clear the digital billboard sign proposal (just like the digital bus shelter sign proposal), is more about getting revenue with little public benefit, at the expense of all the adverse impacts it will bring. The Board is opposed for the following reasons:

1. The digital billboard signs, including commercial advertising and changing out every 8 seconds, has potential to distract drivers in multiple ways, whether it is glare, brightness, freeway messaging or catchy advertising changing every 8 seconds.
2. If drivers are not allowed to view smart phones while driving because of their distractive nature known to negatively affect safety, then why should hundreds of distracting billboards that can be viewed by drivers (equally or more distracting as smart phones) be allowed to negatively affect public safety?
3. The potential risk of reduced public safety exceeds the potential public benefit.
4. Digital billboard signs will do little to improve the flow of traffic on freeways, if anything it will slow traffic down as does the current messaging signs, many of which are unrelated to traffic, such as “click it or ticket,” etc.
5. The proposed digital billboard signage would be an exception to the City’s existing 2002 general ban on any new off-premises billboard signs (digital or static) as well as prohibiting the conversion of existing billboard signs to digital. The proposed exception will undermine the general billboard ban, leading to new litigation that opens the door to a proliferation of digital billboard signs anywhere in the city. The billboard pandemic will not stop with just Metro owned properties.
6. The digital billboard signs will add more unnecessary light pollution to an already polluted night sky.
7. The Metro Transportation Communication Network (TCN) can be enhanced without the use of huge billboard signs.
8. The personal use of traffic and transit apps as well as parking apps are already doing the job when it comes to informing the public which best route to take, etc.
9. City agreements could override Specific Plan limitations on signage.

THEREFORE, BE IT RESOLVED that the Board of the Woodland Hills – Warner Center Neighborhood Council is strongly OPPOSED to actions sought CF 22-0392 permitting digital billboard signs as part of METRO’s TCN because it undermines the City’s hard-fought ban on off-site outdoor advertising.

FURTHERMORE, the Board will notify the City Clerk in a CIS and by email the City Council President, Councilmember Blumenfield and Councilmembers of the Planning, Land Use and Management Committee of its position to oppose the directive to amend City code to allow new digital billboards.

Roll Call Vote

**Item No (8) Woodland Hills Issues & Policy Committee [WHIP] – Heath Kline, Chair**  
**(22-082) Community Impact Statement (CIS) Council File 20-1536**

Discussion & Possible Action:

(15 minutes)

**Agenda Item Summary:** A Motion from WHIP Committee pertaining to Council File CF 20-1536 for the Sidewalk and Transit Amenities Program (STAP).

WHIP recommends that the Board of the Woodland Hills-Warner Center-Neighborhood Council [WHWCNC] resolve and send the following WHIP statement of community impact as its own to **not support** proposed actions in CF 20-1536 for the substantive reasons stated:

Dear Board of Public Works/City Council,

We are writing to note concerns around the proposed Sidewalk and Transit Amenities Program [STAP] plan, as we don't feel the Program as currently written aligns with what works in our community. We must oppose the pending STAP program until our concerns are satisfactorily addressed. Please see our concerns and questions below:

**Safety of Digital Advertising**

Illuminated digital screens, like televisions or smart phones, can be hugely distracting to drivers, especially if the ads are being changed every 8 seconds, as proposed. Advertising is created to be distracting and catch eyes, but that's potentially deadly when someone is in a car passing by a bus stop. These ads will likely exacerbate the problem of driver distraction. Pedestrian fatalities are already a serious problem across Los Angeles— 2021 saw more pedestrian fatalities than any other year, with 294 dying according to the LAPD. Among the leading causes of motor vehicle accidents, driver distraction accounts for 80 percent of crashes and 65 percent of near crashes, according to a study released by the National Highway Traffic Safety Administration [NHTSA] and the Virginia Tech Transportation Institute [VTTI]. In 2010 alone, distracted driving claimed the lives of 5,474 people and injured another 448,000. A study by the Swedish Transport Authority found that digital billboards cause longer glance and dwell time, but it was inconclusive on the effects of driver safety.

**Information Safety and Location Tracking**

Generally digital ads track the cell phone data from those nearby in order to "retarget" them with additional advertising later. Information on a user's location, although anonymized, is often sold on to 3rd parties so that other advertisers can target locally. Advertising targeting can also gain information about a person's age, gender, income, and more. The current Program offers no assurance that this data will not be shared with outside partners.

Planet Money interviewed the CEO (O'Brien) of a digital billboard advertising agency who shared this information on why digital OOH (out-of-home) advertising is so popular. He said if you go up to the third floor of a mall, they might know from your Google searches that you've been looking for shoes. They can then command the billboard on that floor to say shoes are 20% off at Macy's. O'Brien says, don't worry - most of the data is anonymized, unless you've opted in to share your data, which sometimes just happens when you click agree on some terms and services agreement. At that point, he can track you and target ads at you very personally. O'Brien is very excited about this. He says it leads to much more relevant ads. But me [the host of Planet Money] - not so much.

There are possible fiscal consequences for LA due to fines. Since Los Angeles is a popular destination for tourists, it's worth noting that this practice violates European Union's [EU] GDPR, which applies to EU citizens when outside the EU: <https://gdpr.eu/companies-outside-of-europe/>.

## Revenue Funds

Past revenue from programs like the expiring street furniture program has been inadequate to serve our community's needs. The share of gained revenue was miniscule compared to invaded privacy and the public visual nuisance created. How will the funding and profits from this Program help meet the needs of Woodland Hills-Warner Center and other Los Angeles communities in a meaningful manner?

It is unclear whether these funds will be used to improve the infrastructure at bus stops, assure existing stops are ADA accessible, and fix streetscapes. All of these would help our neighborhood, especially shaded bus stops in the excessive heat of the Valley. If bus stops are getting additional funding to install digital advertising, improvements should also be made to the stop itself and ease of passenger use.

At minimum, we request that the funding estimates for the bus shelter program be made available prior to the contract being introduced to the Board of Public Works and Los Angeles City Council.

FURTHERMORE, the Board is to notify the City Clerk in a CIS and by email the City Council President, Councilmember Blumenfield, the Board of Public Works, and Councilmembers of the Public Works Committee of the Board's position to **oppose** the current actions being considered.

Roll Call Vote

### **Item No (9) Woodland Hills Issues & Policy Committee [WHIP] – Heath Kline, Chair** **(22-083) Community Impact Statement (CIS) Council File 22-0736**

Discussion & Possible Action:

(15 minutes)

**Agenda Item Summary:** A Motion from WHIP Committee regarding diversion “High Value” projects directly to City Council as proposed in CF 22-0736.

WHIP recommends that the Board of the Woodland Hills-Warner Center-Neighborhood Council [WHWCNC] adopt and send the following motion/community impact statement as its own to **not support** proposed actions in CF 22-0736 for the substantive reasons stated:

Regarding City Council Motions related to High Value Projects (CF 22-0736) the Woodland Hills - Warner Center Neighborhood Council (WHWCNC) reiterates its opposition as previously stated in its CIS for CF 20-1044 and requests that the City Council reconsider their decision to move evaluations of “High Value” projects directly to the full City Council instead of the City Council's PLUM Committee for reasons stated below:

WHEREAS, while the WHWCNC fully appreciates the efforts to reduce corruption in its determinations, the WHWCNC believe that bypassing the City Council's Planning, Land Use and Mobility (PLUM) Committee bypasses the last critical opportunity to fully vet and evaluate the most impactful projects in the City and their effects on the communities they intend to build in; and,

WHEREAS, the WHWCNC believes circumventing the Council's PLUM Committee could lead to increased corruption with less review; and,

WHEREAS, the WHWCNC insists that these “High Value” projects provide the public many opportunities to comment on the significant impacts to their neighborhoods, land values and traffic effects, which we doubt can be accommodated by the full City Council; and,

WHEREAS, the motion to expedite projects would have the effect of limiting public participation in the approval process by elimination of any hearing held by the City PLUM Committee, since the pressing matters are of the City Council will curtail the amount of time for public participation now handled in meetings at the PLUM Committee stage; and

WHEREAS, the Planning Department Report has presented quantifiable determination as to exactly what constitutes a “High Value” project, and questions whether the full City Council can dedicate the time, staffing or depth of understanding to acquire a full understanding of all the significant issues that could/will significantly impact a neighborhood or community; and

WHEREAS, as the City has created insufficient barriers to the lawyers, private planners, lobbyists and other individuals in promoting a “High Value” project to Council Members, thus creating the opportunity for even more City decision makers to be targets for corruption, the City Council would be better off limiting the access of developers and lobbyists to Councilmembers for the purpose of influencing project determinations; and

WHEREAS, the City Council should make real efforts to create a true independent review of these “High Value” projects, which cost hundreds of millions of dollars and affect the lifestyles and environment of hundreds of thousands of Los Angeles residents and businesses for multiple decades;

THEREFORE, BE IT RESOLVED that the Board of the Woodland Hills-Warner Center Neighborhood Council strongly urges the Los Angeles City Council to consider the following points for “High Value” projects and delay passage until the following are addressed for the benefit of the public:

1. Alternative definitions of a “High Value” project be offered by City Planning, for the public and the City Council, that reflect “High Impact” since size does not always match impacts. Size should not be the only determinant.
2. The public should know in advance for transparency as to exactly which individual(s) using which requirements will have the authority to determine if a project is sent to the City PLUM Committee or sent directly to the full City Council for resolution.
3. A solution is found that creates a greater timeframe and more generous appeal process for the public—and specifically for stakeholders in the neighborhood where the project is slated to be built—before the sitting City Council members make any final decisions.
4. Requirements be developed to prohibit contact outside of public meetings between “High Value” applicants or their representative and the Members of the City Council or their staff.
5. The proposed “Policies and Procedures” undergoing review by the City Attorney must include and not limit opportunity for Neighborhood Councils to participate in project vetting.
6. For “High Value” projects, Neighborhood Councils should be provided additional time to comment on projects due to the complexity of issues.
7. Neighborhood Councils and the Public should be given additional time to comment after changes introduced within the meeting or since the last public meeting.

BE IT FURTHER RESOLVED that the Woodland Hills-Warner Center Neighborhood Council advise the Los Angeles City Council, the Los Angeles Planning Department, and the City Department of Neighborhood Empowerment to perform greater outreach to the residents and business of the City of Los Angeles and to their elected Neighborhood Councils so that the constituents of this City can have a greater voice in the most significant projects impacting our surrounding environment and lifestyles.

FURTHERMORE, the Board will notify the City Clerk in a CIS and by email the City Council President, Councilmember Blumenfield and Councilmembers of the Planning, Land Use and Management Committee of its position to oppose the current actions being considered.



**Item No (10) Woodland Hills Issues & Policy Committee [WHIP] – Heath Kline, Chair**  
**(22-084) Community Impact Statement (CIS) Council File 11-1020S3**

Discussion & Possible Action:

(15 minutes)

**Agenda Item Summary:** A Motion from WHIP Committee regarding redefined language that affects funding for the “Budget Advocates” organization by potentially limiting Neighborhood Councils to specify the organization receiving funds as proposed in. CF 11-1020-S3.

WHIP recommends that the Board of the Woodland Hills-Warner Center-Neighborhood Council [WHWCNC] adopt and send the following motion/community impact statement, as its own, to **not support** proposed actions in CF 11-1020-S3 for the substantive reasons stated:

The Woodland Hills Issues and Policies Committee recommends that the Board of the Woodland Hills-Warner Center-Neighborhood Council not support CF 11-1020-S3, which seeks to alter names of funding accounts, for the following substantive reasons.

WHEREAS, the current motion in Council File CF 11-1020-S3 contemplates changing the language from “Budget Advocates” to “budget advocacy;”

The Woodland Hills Issues and Policies Committee recommends that the Board of the Woodland Hills – Warner Center Neighborhood Council oppose the action in Council File CF 11-1020-S3 seeking to rename the funding accounts administered by the Department of Neighborhood Empowerment to be not as specific. The proposed action(s) could limit the ability of Neighborhood Councils to direct funds to be transferred for sole use by a specific recognized organization. Our Neighborhood Council needs the ability to transfer specific amounts of council funding to a specific organization instead of a fund that can be allocated to any organization without our Board’s input. The Board of the Woodland Hills – Warner Center Neighborhood Council recommends amending CF 11-1020-S3 to allow Neighborhood Councils, which donate to a fund — regardless of what it’s named, to specify which organization or alliance is to benefit from those donations.

FURTHERMORE, The Board notify the City Clerk in a CIS, Board of Neighborhood Commissioners, Councilmember Blumenfield and Councilmembers of the Budget and Finance Committee of the City Council.

Roll Call Vote

**3. Area Reports – (10 minutes)**

Area 1 - Aaron Quantz, Karen DiBiase, Mark Schwartz, Reina Cerros-McCaughey

Area 2 – Arturo Velasquez, Paul Lawler, Sean McCarthy, Kathleen Barth

Area 3 – Nancy McLean, John Sandy Campbell, Alex Farassati

Area 4 - Martin Lipkin, Dena Weiss, Don Patterson, Rachel Tabak

Area 5 – Peter Fletcher, Tristin Estandiari

Area 6 – Leslie Simon, Mihran Kalaydjian, Heath Kline

Area 7 – Joyce Fletcher, Houtan Hormozian, Logan Fisher

At-Large – Vacant

Youth Member – Talia Isaacs

**4. Committee Reports - (10 minutes)**

Budget Committee – Paul Lawler, Chair

Community Services and Public Safety Committee – Dena Weiss, Chair

Education Committee – Mihran Kalaydjian, Chair

Environmental & Beautification Committee – Karen DiBiase, Chair

Governance Committee – Joyce Fletcher, Chair



Public Health and Homelessness Committee – Aaron Quantz, Chair  
PLUM Committee – Don Patterson, Chair  
Social Media & Community Outreach Committee – Peter Fletcher, Chair  
WHIP Committee – Heath Kline, Chair  
Youth Advisory Committee – Logan Fisher, Chair

Ad Hoc Committee – Measure A. Parks Program - Peter Fletcher, Chair  
Ad-hoc Committee – Flight Path and Noise Advisory Committee - Martin Lipkin, Chair

*Announcements:*

**The next Regular Board meeting will be held on September 14, 2022, by teleconference. Please visit the calendar page at [whcouncil.org](http://whcouncil.org) for the complete details and to confirm the date and time.**

Meeting dates for 2021 -2022 year: Full Board meeting are held the second Wednesday of every month at 6:30pm. Check the NC website calendar for a complete list of committee and board meetings. Meeting dates and times are subject to change. Check the NC calendar for updated meeting schedules.

**Due to COVID 19 ALL in person meetings have been moved to virtual teleconference. HOWEVER, please check the [www.whcouncil.org](http://www.whcouncil.org) website calendar page for any changes that may occur.**

**Adjournment of Meeting:**

**\*THE AMERICAN WITH DISABILITIES ACT** - 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 and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least (3) business days (72 hours) prior to the meeting you wish to attend by contacting Joyce Fletcher, at (818-340-6554 or email [j.fletcher@whcouncil.org](mailto:j.fletcher@whcouncil.org) or the Department of Neighborhood Empowerment at (213) 978-1551 [EmpowerLa@LACity.org](mailto:EmpowerLa@LACity.org)

**\*PUBLIC ACCESS OF RECORDS** – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: [www.whcouncil.org](http://www.whcouncil.org) or at the scheduled meeting. In addition, if you would like a copy of any record, if available, related to an item on the agenda, please contact Joyce Fletcher at (818) 340-6554 or email [j.fletcher@whcouncil.org](mailto:j.fletcher@whcouncil.org)

**\*PUBLIC POSTING OF AGENDAS** – agendas are posted for public review as follows:

- [www.whcouncil.org](http://www.whcouncil.org) and go to the website Calendar page and click on the date – Board meetings are held on the second Wednesday of each month. Check the calendar for any change of meeting date and/or time.

- You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <https://www.lacity.org/subscriptions>

- **A copy of this agenda is also physically posted on the outside of the window of the West Valley Warner Center Chamber located at 6100 Topanga Canyon Blvd, Ste 2330, Woodland Hills, CA 91367. The Chamber is located at the Promenade Mall outside the east entrance of the mall and to the left of Ruth Chris Restaurant. The Chamber office is accessed from Owensmouth Street. Parking is free.**

**\*RECONSIDERATION AND GRIEVANCE PROCESS** - For information on the WHWCNC process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the WHWCNC Bylaws. The Bylaws are available at our website at [www.whcouncil.org](http://www.whcouncil.org)

SERVICIOS DE TRADUCCIÓN - Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a Joyce fletcher de la Mesa Directiva, al [j.fletcher@whcouncil.org](mailto:j.fletcher@whcouncil.org) o por correo electrónico avisar al Concejo Vecinal.

Notice to Paid Representatives - If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code §§ 48.01 et seq. More information is available at [ethics.lacity.org/lobbying](https://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org)

