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CITY OF LOS ANGELES,
CALIFORNIA

**GREATER CYPRESS PARK
NEIGHBORHOOD COUNCIL**
1150 CYPRESS AVE
LOS ANGELES, CA 90065
EMAIL: GCPNC@empowerla.org

**GREATER CYPRESS PARK NEIGHBORHOOD COUNCIL
REGULAR BOARD MEETING AGENDA**



Tuesday April 9, 2019 – 7:30 P.M.
Cypress Park Recreation Center
2630 Pepper Ave. Los Angeles, CA 90065
Dinner and Spanish translation provided.
Cena y traducción al español proporcionada.

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 is within the Board’s subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker, unless waived by the presiding officer of the Board. Agenda is posted for public review at the **Cypress Park Public Library**, 1150 Cypress Avenue, Los Angeles, CA 90065 or at www.cypressparknc.com. 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) 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 by contacting the Board or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact the Board. 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 availability of services, please make your request at least 2 business days (48 hours) prior to the meeting you wish to attend by contacting the GCPNC Board at gcpnc@empowerla.org. SI REQUIERE SERVICIOS DE TRADUCCION FAVOR DE NOTIFICAR AL CONCILIO 2 DIAS DE TRABAJO (48 HORAS) ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICATION POR FAVOR CONTACTENOS A GCPNC@empowerla.org

Items may be addressed out of the order listed. Times are for reference and subject to change.

1. **Call to Order (1 minute):** Welcome stakeholders present & board member roll call.
2. **Approval of Minutes (2 minutes):** Motion to approve minutes from prior meetings: February, February Special, March
3. **Comments from Public Officials (10 minutes):**
 - A. LA City Council District 1 Field Deputy
 - B. Assembly Members 51st District
 - C. LAPD
 - D. LAFD
 - E. Department of Neighborhood Empowerment (D.O.N.E.)
 - F. Other official agencies (MRCA, etc)
4. **Public Comments (10 minutes):** Comments from the Board, stakeholders and the public on non-agenda items within the Board’s subject matter jurisdiction. Speaker must complete and sign a

speaker card before meeting. **Limited to one (1) minute per speaker.**

5. Chairman's Report (2 minutes)

6. Treasurer's Report (5 minutes):

A. Review and approve March 2019 Monthly Expenditure Reports

7. Committee Reports (5 minutes):

A. Outreach/Elections Committee (3)

1. Neighborhood Council Election this Saturday 10am-4pm at the Library

B. Planning, Land Use, Environmental, Homelessness and Renters Committee (3)

1. EIFD

2. Cypress Ave Improvements

3. Pop-Up Clean Up THIS SATURDAY 10am at corner of Future / Cypress

4. Updates/Events related to our unhoused neighbors

8. Neighborhood Purpose Grants - Action Items (30 minutes) - \$4000 available for distribution

A Neighborhood Purpose Grant is applied for by a 501 (c) 3 Non-profit organization or an LAUSD public school to request a grant from the Neighborhood Council that will benefit the community or serve a public purpose. Our board will hear presentations from the organization listed below.

A. **SELAH** | up to \$3000 – Supplies for Hygiene Kits for Homeless Outreach

B. **Unidos Por NELA** | up to \$1525 for Dia Del Ninos Event

C. **Friends of Cypress Park** | up to \$3000 for the Memorial Day Event

D. **Youth Film Productions** | up to \$1500 for the 3rd Annual Lincoln Heights Youth Film Festival

E. **My Safe: LA** | up to \$4900 for canvassing and providing smoke alarm in your neighborhoods to ensure the safety of the community

F. **Audubon Center at Debs Park** | up to \$500 for Bird Day LA Event

G. PUBLIC COMMENTS ABOUT THE ABOVE ORGANIZATIONS AND FUNDING REQUESTS

9. Action Items (5 minutes each):

A. **Discussion and Possible Action: Seat Vacancy**

Elizabeth Origel-Gabriel has resigned from the board. Consider filling the seat in May with someone who has won a seat in the election and would otherwise be seated in July.

B. **Discussion and Possible Action: Glendale Canyon**

Alexia Teran to discuss safety concerns in case of an emergency.

C. **Discussion and Possible Action: Community Impact Statement re: EIFD**

Council File #14.1349-S1; Council File #14.1349-S2; Council File #14.1349- S4

From Juan Corral/Carrie Sutkin: *All 3 Council files relate to establishing the ground for an Enhanced Infrastructure Financing Districts (EIFDs). EIFD is a tool used to fund or finance large projects within a set district through increases in taxes by means of bonds and/or from the growth in property taxes collected from within a designated district. The City is pushing the L.A. River EIFD that could be 8-32 miles long (still not clear the size of the area) and one mile wide on either side of the River. At this time, the city has no EIFD policy (they are setting precedent as a pilot program). Funds can be used to design and plan and build private development and public infrastructure, but they are not for programs, operations or maintenance of the L.A. River.*

D. Discussion and Possible Action: GCPNC Social Media Channel Guidelines

Consider amending or adopting the proposed guidelines for what can be posted as the board to social media channels.

10. New Business and Ideas for next month's agenda

11. Upcoming Meetings and Events:

- **CYPRESS PARK MUSIC FESTIVAL AND DIA DEL NINOS – April 28 noon to 6pm at Rio de Los Angeles State Park**
- Board Meeting: Tuesday, May 14 7:30PM @ Cypress Park Rec Center
- Planning, Land Use, Environment, Homelessness and Renters Committee Meeting – Tuesday, May 7 @ Rio de Los Angeles, 7:30 PM - contact Ash (ash.gcpnc@gmail.com)

12. Adjournment

PROCESS FOR RECONSIDERATION: The Board may reconsider and amend its action on items listed on the agenda if that Reconsideration takes place immediately following the original action or at the next regular meeting. The Board, on either of these two days, is to be scheduled at the next meeting following the original action, then two items shall be placed on the agenda for that meeting (1) A Motion for Reconsideration on the described matter and (2) a proposed action should the motion to reconsider be approved. A motion for reconsideration can only be made by a Board member who has previously voted on the prevailing side of the original action taken. If a motion for reconsideration is not made on the date the action was taken, then a Board member on the prevailing side of the action must submit a memorandum to the Secretary identifying the matter to be reconsidered and a brief description of the reason (s) for requesting reconsideration at the next regular meeting.

2018-2018 Budget and Actuals

Category		Budgeted	Spent	Remaining
Community Improvement Project				
Community Improvement Project	Community Improvement TBD	\$0.00		
CIP Totals		\$0.00	\$0.00	\$0.00
Neighborhood Purpose Grants				
Neighborhood Purpose Grants	August Allocation	\$4,000.00	\$4,000.00	\$0.00
	SAFE (Streets are For Everyone)		\$1,000.00	
	Audobon Center at Debs Park		\$500.00	
	Healing Urban Barrios		\$1,500.00	
	Eagle Rock Music Festival		\$1,000.00	
Neighborhood Purpose Grants	October Allocation	\$4,000.00	\$4,000.00	
	Friends of Cypress Park (Veterans Day and Posada)		\$4,000.00	
Neighborhood Purpose Grants	January Allocation	\$4,600.00	\$4,600.00	
	Instituto de Educacion Popular del Sur de California (IDEPSCA)		\$600.00	
	Lummis Day		\$1,000.00	
	El Rio de los Angeles Veterans Collaborative		\$3,000.00	
Neighborhood Purpose Grants	March Allocation	\$3,375.00		
Neighborhood Purpose Grants	April Allocation	\$4,000.00		
NPG Totals		\$19,975.00	\$12,600.00	\$7,375.00
General and Operational				
Office	Translation Services (Languages 4 You)	\$4,100.00		
	Translation Equipment Purchase	\$1,000.00	\$938.00	\$62.00
	June-Oct		\$2,025.00	
	Nov-Jan		\$720.00	
	Feb		\$240.00	
Office	Storage	\$1,500.00	\$1,697.00	(\$197.00)
	July-Nov		\$640.00	
	Dec-Mar		\$604.00	
	Apr-Jun		\$453.00	
Office	Meeting Copies, etc.	\$240.00		\$111.85
	July Supplies		\$65.94	
	Batteries and storage for translation equip		\$45.91	
Office Subtotal		\$6,840.00	\$5,731.85	\$1,108.15
Outreach				
Outreach	Meeting: Food & Drink	\$1,200.00	\$993.54	\$312.20
	July Meeting Dinner		\$108.79	
	August Meeting Dinner		\$99.77	
	September Meeting Dinner		\$116.30	
	October Meeting Dinner		\$80.89	
	November Meeting Dinner		\$173.81	
	December Meeting Dinner		\$58.06	
	January Meeting Dinner		\$142.02	
	February Meeting Dinner		\$108.16	
	March Meeting Dinner		\$105.74	
Outreach	Website	\$100.00		
Outreach	Outreach Budget Events, Purchases, Misc TBD	\$0.00		
	National Night Out	\$1,965.00	\$1,962.56	\$2.44
	Community Workshops	\$395.00	\$394.42	\$0.58
	Pop Up Clean Up Supplies (\$600 approved for vests)	\$1,000.00	\$288.99	\$711.01
	NC Badges	\$160.00	\$153.40	\$6.60
	Co-Sponsor CP Rec Center Events - Halloween, Winter, Spring	\$4,000.00	\$3,399.70	\$600.30
	Monthly Support of Burritos for Homeless	\$400.00	\$409.53	(\$9.53)
	Homelessness Forum	\$325.00	\$323.10	\$1.90
	Craft Supplies for Latin Jazz Festival	\$140.00	\$126.47	\$13.53
	Music Festival	\$3,500.00		
Outreach Subtotal		\$13,185.00	\$8,051.71	\$5,133.29
Elections				
	Election Facebook Boosts	\$200.00	\$20.00	
	Election Design and Printing	\$500.00	\$240.00	
	Election Candidate Forum	\$300.00		
	Election Food and Entertainment	\$1,000.00		
Elections		\$2,000.00	\$260.00	\$1,740.00
TOTAL		\$42,000.00	\$26,643.56	\$15,356.44

Neighborhood Purpose Grant Requests April 2019

**ELA - Hygiene Kits for Homeless
\$3000**

4) Please describe the purpose and intent of the grant.

Hygiene Kit Drive for the Homeless

5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large.
(Grants cannot be used as rewards or prizes for individuals)

To aid the health and hygiene of our homeless neighbors.

SECTION III - PROJECT BUDGET OUTLINE

You may also provide the Budget Outline on a separate sheet if necessary or requested.

6a)	Personnel Related Expenses	Requested of NC	Total Projected Cost
	n/a	\$	\$
		\$	\$
		\$	\$
6b)	Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
	Socks, shampoo, soap, sanitary wipes, tampons, chapstick, etc. for 1200 kits	\$ 3,000	\$ 6,000
		\$	\$
		\$	\$

**Unidos Por NELA - Dia del Ninos Event
\$4900 requested (\$3325 allocated at March meeting)**

4) Please describe the purpose and intent of the grant.

To support the Dia del Niño event organized by community group Unidos por Nela

5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large.
(Grants cannot be used as rewards or prizes for individuals)

This grant will be used to cover expenses, such as food and entertainment for the event. This event is free for all community members

6b)	Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
	Food	\$3000	\$
	Entertainment (jumper, clown, dj)	\$1900	\$
	toys, snacks for kids, popcorn machine	\$	\$1680 (not required from NC)

Friends of Cypress Park - Memorial Day Event
\$3000

SECTION II - PROJECT DESCRIPTION

4) Please describe the purpose and intent of the grant.

Provide Memorial Day Ceremony at Veterans Memorial Park, followed by luncheon, at Cypress Park Recreation Center. The program includes an invocation, colored Guard, a rifle salute, playing of TAPS, some words from local dignitaries, Veterans and their families. will gather at a luncheon at Cypress Park Recreation center. This event is opened to all General Public. The Greater Cypress Park Neighborhood Council Logo will be included on all our Promotional Materials

5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large. (Grants cannot be used as rewards or prizes for individuals)

The Neighborhood Council, has made it Possible for Community Members and Veterans to participate in this National Ceremony here in our Community. This benefits all those within our Community and Surrounding Area and reminds us of their sacrifice these Brave Men and Women have made for our Country

SECTION III - PROJECT BUDGET OUTLINE

You may also provide the Budget Outline on a separate sheet if necessary or requested.

6a)

Personnel Related Expenses	Requested of NC	Total Projected Cost
CATERED and non-catered, beverages	\$ 980.00	\$ 980.00
FLAGS and Decorations FLAG 120, Decoration 150	\$ 270	\$ 270
	\$	\$

6b)

Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
Equipment Rental and Misc. (B.J. Party 400, DJ 150)	\$ 550	\$ 550
outreach and Program (mailer 200, Printing, 500)	\$ 700	\$ 700
	\$	\$

7) Have you (applicant) applied to any other Neighborhood Councils requesting funds for this project?
 No Yes If Yes, please list names of NCs: _____

8) Is the implementation of this specific program or purpose described in Question 4 contingent on any other factors or sources or funding? (Including NPG applications to other NCs) No Yes If Yes, please describe:

Source of Funding	Amount	Total Projected Cost
Greater Cypress Park Neighborhood Council	\$	\$
	\$	\$
	\$	\$

9) What is the TOTAL amount of the grant funding requested with this application: \$ 3,000

outh ilms Production - Lincoln eight ilm estival
\$ 500

4) Please describe the purpose and intent of the grant.

Provide the necessary tools for filming, video editing and production. The students will learn how to create Content and stream online, while learning the industry with hands on experience and be given the resources to fulfill their passion and purpose in life. The students will submit their work to mypchannel.net to be judged for YFP Film Festival. Also, promoting self confidence in the students by developing and disseminate content on their own empowering youth and teach a strong sense of self. The students will gain technical skills, improve their academic and personal behavior aivina them long lasting career and life goals.

5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large. (Grants cannot be used as rewards or prizes for individuals)

The students will gain technical skills and improve their academic and personal behavior giving them long lasting career and life goals. Students will give back to their community by video-taping their community events-schools, churches, farmers markets, athletic programs and academic programs. The 3rd annual YFP Film Festival will give student film makers a chance to shine a spotlight on their film! With the belief that cinematic storytelling can make a difference in our world, the YFP Film Festival is dedicated to shining a spotlight on films that make a difference.

SECTION III - PROJECT BUDGET OUTLINE

You may also provide the Budget Outline on a separate sheet if necessary or requested.

6a)	Personnel Related Expenses	Requested of NC	Total Projected Cost
	Printing	\$ 100.00	\$ 1,500.00
	LAUSD Rent	\$ 300.00	\$ 800.00
	Insurance	\$ 100.00	\$ 350.00
6b)	Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
	Food/snacks/refreshments/Entertainment	\$ 300.00	\$ 1,500.00
	T-Shirts	\$ 400.00	\$ 1,800.00
	Equipment Rental/Microphones, Recording Machines/it Support	\$ 300.00	\$ 2,500.00

M a e LA
\$4900

SECTION III - PROJECT BUDGET OUTLINE

You may also provide the Budget Outline on a separate sheet if necessary or requested.

6a)	Personnel Related Expenses	Requested of NC	Total Projected Cost
	CPR Instructors and School Educators	\$ 500	\$ 2000
	Home Safety Visit and Smoke Alarm Installation Expense	\$ 1000	\$ 4500
		\$	\$
6b)	Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
	10 Year Sealed Battery-Operated Smoke Alarms	\$ 2500	\$ 10000
	Carbon Monoxide Detectors	\$ 200	\$ 850
	Educational Materials (Printed CPR, Fire Safety, etc.)	\$ 700	\$ 3000

4) Please describe the purpose and intent of the grant.

The purpose of this grant and our mission is to continue providing life-saving, necessary services within your neighborhoods, by teaching in your schools, providing CPR training, and life safety education for older adults. With this grant, we hope to create a long-lasting partnership with your Neighborhood Council and residents. Together we can help make Greater Cypress Park a stronger, more resilient community.

5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large. (Grants cannot be used as rewards or prizes for individuals)

We will be using the grant for canvassing and providing smoke alarm in your neighborhoods to ensure the safety of the community. Currently, 60 percent of homes in Los Angeles don't have working smoke alarms and our goal is to reduce that number by as much as possible. We will be continuing our multi-visit Junior Fire Inspector programs at elementary schools and providing information and emergency go kits for the older adults in your area. Additionally, because of Assembly Bill 1719, we will be training high school students in Hands-Only CPR to fulfill their graduation requirements.

**Audubon Center at Debs Park
\$500**

SECTION III - PROJECT BUDGET OUTLINE

You may also provide the Budget Outline on a separate sheet if necessary or requested.

6a)	Personnel Related Expenses	Requested of NC	Total Projected Cost
		\$	\$
		\$	\$
		\$	\$

6b)	Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
	Promotion - printing, social media boosts, and newspaper ads	\$ 100	\$ 500
	Family Activities - hiring Synchrony for an interactive musical performance	\$ 300	\$ 600
	Snacks - healthy snacks such as fruit, nuts, etc.; aguas frescas	\$ 100	\$ 300

4) Please describe the purpose and intent of the grant.

The purpose of this grant is to purchase materials for Bird LA Day - a free, community event where we educate our neighborhood about native birds and get them closer to their local green space. We intend to use these funds to help promote Bird LA Day throughout Greater Cypress Park as well as purchase snacks and book family activities.

Further information provided in attached letter.

5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large. (Grants cannot be used as rewards or prizes for individuals)

This grant's funds will go towards promoting Bird LA Day to the Greater Cypress Park community. This event is free for the public and aims to educate local community members about birds they can find in their own backyard and unite our community through birding. Throughout the day, we will have several bird-themed family activities including a live bird show, arts workshops, a puppet show, an interactive musical performance, and bird walks. We aim to provide our community with snacks at the event, to encourage families to come.

Further information provided in attached letter.



Audubon Center
at Debs Park

4700 North Griffin Avenue
Los Angeles, CA 90031

323.221.2255
debspark.audubon.org

Dear Greater Cypress Park Neighborhood Council,

Thank you for considering the Audubon Center at Debs Park as a potential recipient of the Neighborhood Purposes Grant. We are requesting \$500 to help sponsor our upcoming Bird LA Day celebration on May 4th.

Bird LA Day celebrates Los Angeles' amazing biodiversity, particularly the birds native to Southern California which we see every day. Through this celebration, we highlight the natural world and show that LA offers amazing opportunities to see the natural world. The Audubon Center at Debs Park participates in commemorating our local avian species and observes this celebration annually by hosting bird-centered and nature-themed festivities, all of which are open and free to the public.

Held every May, Bird LA Day offers entertainment to all kinds of people- be it the avid birder and environmentalist or a curious community member just strolling by, we have entertainment for everyone alike. Some of the activities planned for this event include a beginner's bird walk, bird hat making, a wild bird show and of course food. We will also have other like-minded and nature compassionate organizations, such as Synchrony and Nature of Wild Works, tabling and bringing their own insight and activities for people to engage with.

Our mission at the Center is to inspire people to experience, understand and care for the natural world around them. Our Bird LA Day celebration is an opportunity for us to reach out to our local community members and re-engaging them with the natural world around us through the means of these nature based activities. Funds provided by any Neighborhood Purpose Grants would go directly towards promoting community awareness of this public event. With these funds, the Audubon will be able to market and advertise Bird LA Day to ensure that all our community has the opportunity to partake in our festivities.

Thank you for your time and continued efforts in helping us protect our natural lands and improve the ecological quality of life throughout the region.

Sincerely,

Marcos Trinidad
Center Director
Audubon Center at Debs Park

POTENTIAL COMMUNITY IMPACT STATEMENT

Last Tuesday March 26, I attended the City Council's Economic Development Committee meeting with Carrie Sutkin, an ARC member. The committee (Councilmember Curren D. Price, Jr., Chair, Councilmember Joe Buscaino, and Councilmember Monica Rodriguez) discussed: **Council File #14.1349-S1; Council File #14.1349-S2; Council File #14.1349-S4**

All 3 Council files relate to establishing the ground for an Enhanced Infrastructure Financing Districts (EIFDs). EIFD is a tool used to fund or finance large projects within a set district through increases in taxes by means of bonds and/or from the growth in property taxes collected from within a designated district. The City is pushing the L.A. River EIFD that could be 8-32 miles long (still not clear the size of the area) and one mile wide on either side of the River. At this time, the city has no EIFD policy (they are setting precedent as a pilot program). Funds can be used to design and plan and build private development and public infrastructure, but they are not for programs, operations or maintenance of the L.A. River. The use of the name, L.A. River EIFD, is misleading. Carrie Sutkin was given 60 seconds at the March 26 meeting to outline some discrepancies in following the protocol in forming the EIFD and how the city has kept information from the impact communities about the EIFD. The committee did not address her concerns directly. We left the meeting with more questions and surprise by their reluctance to directly address the matter. The Committee approved recommendations to add two members of the public. They did not approve recommendation to lobby the state for one super-EIFD.

Council File #14.1349-S1 and Council File #14.1349-S2 outline the formation of a Public Finance Authority appointed by Mayor Garcetti and can keep the meetings private. This is not good as this will allow Garcetti to create a committee to oversee the formation of the EIFD without community input and in private meetings. However, this was approved for the Mayor to appoint city council members, and members of the public, even though the latter may not live in the EIFD.

Council File #14.1349-S4 is the River EIFD, yet, we don't know what the boundary of the EIFD will be, or which communities will be impacted, or what projects are to be funded. This was noted in a 2016 consultant study, that the boundary must be carefully selected, or it will contribute to additional gentrification. The intent is to raise funds, to pay for the entire LA River Revitalization Master Plan. The costs, will far exceed what can be generated by EIFD's, and therefore, additional resources will also be required, per the 2016 feasibility study.

The effects: EIFD's will replace low-income residents with upscale housing and other land uses that **will increase property taxes for the City**. But at this time, we have no idea how the funds will be divided. They induce growth, up-zoning, market-rate housing, and private infrastructure with bonds, through assessments on ALL property owners.

We need to oppose these council items along with Council File ##14.1349-S4. Allowing them to create an L.A. River EIFD would have a negative impact on the health and safety of families who live in the river communities in homes they own, or rent. The habitat of the soft bottom portion of the LA River would also be impacted by new high-rise development and infrastructure, without LA River Restoration goals and plans that we've been talking about for 20 years and are still not codified in the City's land use plan. Gentrification is the number one issue facing the City and the County without adequate controls, to protect the residential areas and well-established communities such as Cypress Park and Glassell Park.

How do you tell the City you oppose?

- 1) Community Impact statement opposing EIFD's negative impact on local residents, businesses and the LA River habitat (CF# 14.1349-S1, CF #14.1349-S2, CF #14.1349-S4, Isabel Onate, isabel.onate@lacity.org)**
- 2) Send a letter to the City Budget Committee of the City Council explaining why your NC opposes the LA River EIFD.**
- 3) Get community members to attend the upcoming City Council meetings to voice their opposition and to email their Council members opposing the L.A. River EIFD**

REPORT OF THE CHIEF LEGISLATIVE ANALYST

DATE: January 14, 2019

TO: Honorable Members of the City Council

FROM: Sharon M. Tso *SMT*
Chief Legislative Analyst

Council File No.: 14-1349-s1, -s2
Assignment No. : 19-01-0016

SUBJECT: Enhanced Infrastructure Financing District (EIFD) Public Financing Authority
Appointments

SUMMARY

On May 22, 2018, the Economic Development Committee (EDC) considered this Office's report (dated April 12, 2018) relative to the establishment of an Enhanced Infrastructure Financing District (EIFD) Policy. The EDC approved the report and instructed this Office and the Economic and Workforce Development Department (EWDD) to report with recommendations on the appointment process to a Public Finance Authority (PFA). Pursuant to EIFD law, a PFA is the administrative body that oversees an EIFD. In response to the EDC's instructions, this Office and EWDD reviewed the City Charter and met with the City Attorney to discuss potential appointment processes. This report describes a PFA's membership requirements and recommends that Council adopt a policy whereby the Mayor and Council appoint members of a PFA, consistent with State law and the City Charter.

RECOMMENDATIONS

That the City Council:

1. Adopt an Enhanced Infrastructure Financing District (EIFD) Public Finance Authority (PFA) appointment process whereby the Mayor appoints the Council members who serve on a PFA and Council appoints the public members to a PFA, with the appointment process policy subject to Council's approval of an EIFD Policy.
2. Instruct EWDD to monitor any changes in EIFD law relative to the PFA membership and report to Council on any proposed changes to the law.

BACKGROUND

State law authorizes local jurisdictions to form an EIFD to finance community revitalization and infrastructure projects, primarily through the use of tax increment financing in a defined geographic area. Prior to forming an EIFD, a local jurisdiction, alone or with other participating taxing entities, must form a PFA. More specifically, State law requires that the legislative body establish a PFA at the same time that it adopts a resolution of intention to form an EIFD. The

PFA, a separate legal entity, would be tasked with the actual formation of an EIFD project area and, among other duties, be responsible for the use of funds collected in the area, securing voter approval for any bond issuance, and maintaining long-term oversight over the EIFD.

PFA Membership and other Requirements

State statute prescribes a PFA's composition and specifies other requirements as noted below.

Membership

(a) The PFA shall have a membership consisting of one of the following, as appropriate:

- (1) If a district has only one participating affected taxing entity, the PFA's membership shall consist of three members of the legislative body of the participating entity, and two members of the public chosen by the legislative body.
- (2) If a district has two or more participating affected taxing entities, the PFA's membership shall consist of a majority of members from the legislative bodies of the participating entities, and a minimum of two members of the public chosen by the legislative bodies of the participating entities.

The appointment of PFA public members under special circumstances, including unscheduled vacancies and emergencies, are subject to certain noticing and timing requirements under the State's Government Code Section 54974.

Other Requirements

EIFD law stipulates that PFA members shall not receive compensation but may receive reimbursement for eligible expenses. In addition, the members of a PFA are subject to penalties resulting from the misuse of public funds. Further, a PFA is considered a local public financing agency subject to the Ralph M. Brown Act, the California Public Records Act, and the Political Reform Act of 1974 requirements.

Recommended Appointment Process

Should Council adopt an EIFD Policy and wish to include a section on the appointment process, our Office recommends a process consistent with State law and the City Charter, whereby the Mayor appoints members from the City Council to serve on a PFA, and Council appoints the public members who serve on a PFA. Described below is the minimum composition of a typical PFA with the City as the single participating affected taxing entity. Should the City partner with another entity, additional members would be appointed by the partnering entity.

- *Legislative Body (Three Members)*
 - To minimize any potential conflict with the City's Charter, this Office recommends that the Mayor appoint Council members to a PFA, including the Council member who represents the geographic area of the EIFD.
- *Public Members (Two Members)*
 - It is recommended that Council appoint the two public members to a PFA.

Additional Considerations Relative to the Appointment Process and PFA Composition

There are additional requirements that Council may wish to consider in its PFA membership policy and future EIFD legislation.

Legislative Body Members


The proposed EIFD Policy does not cap the number of EIFDs the City can form. Given the potential to form numerous EIFDs, each requiring the participation of three City Council members, there may be significant time constraints that would result by forming multiple EIFDs.

Council could consider sponsoring or supporting a change to State law to permit a legislative body to designate representatives to a PFA, rather than elected officials. This would allow Council to appoint designated representatives to a PFA rather than requiring City Council members to serve on multiple PFAs throughout the City.

Public Members

EIFD law does not require public members to have certain expertise or reside in a specified geographic area. A similar tax increment financing tool, Community Revitalization and Investment Authorities (CRIA), requires that the public members of its oversight board either live or work in the CRIA district. Generally, the City's citizen oversight boards/commissions require that members live within City limits. Some boards require members with expertise in various fields or are appointed by the Chair of a specified policy committee.

Council could consider amending the PFA membership policy to require that public members be residents of the City, with a preference for residents or stakeholders of the proposed EIFD geographic area.



Dora Huerta
Analyst

GCPNC WEBSITE AND SOCIAL MEDIA GUIDELINES

Draft for Review 04/09/19

The Greater Cypress Park Neighborhood Council is an official branch of city government, as such, its website and social media channels should reflect the professionalism of its board members and meetings.

The purpose of this policy is to advise the Greater Cypress Park Neighborhood Council on the proper access and use of its website (www.cypressparknc.com) and social media (Instagram, Facebook, Nextdoor, etc) to communicate with its stakeholders and the public at large.

These guidelines apply to websites and applications through which content and social networking occurs in the name of the GCPNC.

Authorized Access and Use

The following positions of the board are authorized access and are responsible for the operation of the GCPNC website and Social Medias:

- 1) Webmaster as designated by the Chair
- 2) Executive committee members: Chair, Vice-Chair, Treasurer, and Secretary
- 3) Outreach Chair
- 4) Social Media Administrators as designated by vote of the Outreach and Communications Committees.

Requests To Post Materials on the Website:

- 1) All posts to the GCPNC website and social media channels are to be sent by board members to the Webmaster, Board Chair, and Outreach Chair. Any conflicts between placement of postings and decisions re: removal of postings will be resolved by the Board Chair.
- 2) Requests for posts to Social Media are asked to be made with at least 48hrs notice before the post is to be made.
- 3) Preferred formats for submission are .mov, .mp4, .jpeg, .jpg and .pdf (website only)

Regular Postings to be made to GCPNC website and social media:

- 1) Regular Announcement of Meetings with links to agendas
- 2) Announcements of new membership to the board and its committees, etc
- 3) Announcement of events that are hosted, co-sponsored, etc by the GCPNC to be posted two weeks before and day before the event.
- 4) Other posts submitted by board members.

- 5) Upcoming events of community interest hosted by community and government bodies, submitted to and approved by an executive board member, outreach chair, or social media admin.
- 6) News Items that fall **within the scope of interest** to committee concerns.
 - a. Links to news items must be from a reliable news source (eg. LA Times, The Eastsider, The LA Weekly, city agency new releases) and related to Cypress Park or its bordering communities

Prohibited Posts

The items containing the following **MAY NOT BE** posted on social medias or on the GCPNC website:

- 1) Opinions in support of or in opposition to any items that may be agendized or have been agendized but not resolved by the board.
- 2) Any opinions for or against items up for vote on a ballot including endorsements of political candidates.
- 3) Content that is in opposition or contradictory to a position the board has taken on any subject
- 4) Profane, discriminatory, or harassing language or content.
- 5) Content that violates federal, state, or local laws (eg. The Brown Act)
- 6) Postings that contain any personal information about anyone.
- 7) Opinions in support of or acting against local business.
- 8) Rumors, gossip, and hearsay, unverified by a reliable news outlet.
- 9) Plans or discussions for what individual board members are trying to accomplish, as this may be interpreted as campaigning.
- 10) Images or videos of individuals without their explicit permission to post.
- 11) Posts about national news or national politics.
- 12) Humorous or motivational videos, memes, or images that are unrelated to Cypress Park news or meetings.

Commenting/"Liking" Guidelines

Anyone authorized to post items on the GCPNC social media sites shall not use their personal account to express his or her own personal views related to such posting.

Anyone authorized to post as the GCPNC shall only "like" positive comments as the GCPNC or comment with clarifications and information.

Removal of Posts, Suspension, and Appeal Process

Should any post be judged by any member of the Executive Committee, the Outreach Chair, or designated Social Media Admins to be in violation of these guidelines, any member is empowered to take a screenshot of the post and delete it immediately.

Any post that not only violates these guidelines but also potentially violates the law shall be removed and its screenshot forwarded to our representative at the Department of Neighborhood Empowerment who may notify the LA City Attorney.

When a post is removed, the poster will be given a notification via email by the person who removed the post. The entire board will be cc'd in this notification.

The poster may appeal this removal at the next regular board meeting.

If a poster violates these guidelines more than once, any member of the executive committee may act to indefinitely suspend the poster's ability to post on the website and social media channels. The suspension may only be lifted through a motion and approval during a general board meeting. The request to lift a suspension may be made only once in a fiscal year (July – June)

Passwords Section

The Treasurer and Secretary will keep an updated list of usernames and passwords for all websites and social media outlets for the GCPNC.

Post Boosting

Post Boosting is the act of using board approved funds to increase the reach of social media by paying for enhanced engagement. The Treasurer will set a boost \$ limit within Facebook and it will be the responsibility of either the Treasurer or Outreach Chair to boost individual posts. Boosting of posts may not be done with private funds. All boosting should be directed at the local neighborhood.