



Neighborhood Council of Westchester/Playa

NCWP Board Agenda

President - Mike Arias

8726 S. Sepulveda Blvd. PMB A191

Westchester, CA 90045 - Ph:(213) 473-7023

www.ncwpdr.org

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. 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 3 business days (72 hours) prior to the meeting you wish to attend by contacting the Neighborhood Council Project Coordinator (323) 224-2314.

Meeting Date, Time and Location:

Tuesday, October 7, 2008 - 6:30 p.m.

Westchester Council Community Room

7166 Manchester Avenue, Westchester, CA 90045

1. Call to Order
2. Pledge of Allegiance -- Geoff Maleman
3. Approval of Minutes of September 2, 2008 Board meeting
4. Public Comment - non-agenda items (limited to 2 minutes per speaker)
5. Representative Reports (limit to 3 minutes please):
 1. Lisette Covarrubias, DONE Project Coordinator
 2. Jim Kennedy, Field Deputy/Councilman Bill Rosendahl
 3. Chad Molnar, LAX - Community Liaison
 4. Stephen.Cheung, Area Field Representative/Mayor's Office
 5. Stephanie Molen, Field Representative - Assemblymember Ted Lieu
 6. Rebecca Bernal, Field Representative - Assemblymember Curren Price
 7. Jessica Duboff, Field Representative/Congresswoman Jane Harman
 8. Edgar Saenz, Field Representative/Congresswoman Maxine Waters
6. Presentations: (limited to 5 minutes unless prior approval for additional time given)
 1. As requested:
 2. Californians for Solar and Clean Energy - Prop 7 - Laurette Healy
 3. "Great Southern California Shake Out" Earthquake Drill - Cyndi Hench
7. Motions/Actions Items: (Public comment on agendized items limited to 2 minutes)
 1. **Consent Calendar:** (*These items will be enacted with one vote unless a Board member or a stakeholder requests that an item be placed on the Discussion Calendar.*)
 1. Motion to approve reimbursement of Board member expenditures (Hench)
 2. Matters transferred from the Discussion Calendar
 2. **Discussion Calendar:** (*These items will be discussed and acted upon separately unless a Board member or a stakeholder requests that an item be transferred to the Consent Calendar.*)

1. Motion to endorse that the composition for the Governance Council at Westchester High School consist of the following: Five (5) teachers; five (5) parents or guardians of current students; five (5) persons residing or working within the attendance boundaries of the school; one (1) classified employee; and the principal AND that the School Site Council (SSC), mandated by the Education Code, and the Local Leadership Council referred to in Article 27 of the UTLA contract, shall exist as subcommittees of the Governance Council - (Marcellus)
 2. Motion to approve the expenditure of no more than \$5,000 to pay Moore Business Results to redesign the NCWP website (Coffin)
 3. Motion to renew previously approved motion (Sept 2007) to spend up to \$3000 for the purchase of irrigation equipment to the low bid contractor for the first phase of the Trees to the Sea Imperial Highway project (Hench)
8. Committee Reports:
1. Standing Committees
 1. Airport Relations - David Voss/David Coffin
 2. Budget & Finance - Cyndi Hench (Approval of Treasurer's Report)
 3. Bylaws - David Voss
 4. Communications - David Coffin
 5. Education - Terry Marcellus
 6. Elections - David Coffin
 7. Governmental Affairs/City Services - John Ramey
 8. Membership/Marketing - Sibyl Buchanan
 9. Planning & Land Use - James Ferro
 10. Public Safety - Cyndi Hench
 2. Ad Hoc Committees
 1. Lincoln Streetscape - Stephen Bentley
 2. Sepulveda Streetscape - John Ruhlen
 3. Community Design Overlay - Bill Ballerini
 4. Entrada - Bill Ballerini
 5. Policies and Procedures Handbook - Clarence Griffin
 3. City/Neighborhood Council Committees
 1. LANC Congress - Jack Topal/Judith Ciancimino (alt.)
 2. City Planning Task Force - David Gray; James Ferro (alt.)
 3. NC Alliance - Cyndi Hench
 4. Mayor's Budget Day - Denny Schneider/Bill Ballerini (alt.)
 5. City Attorney Legal Liaison - David Voss
 6. LADWP MOU - John-David Webster
 7. Westside Regional Alliance of NCs - J.D. Webster/Cyndi Hench/Jack Topal
 8. 5 NC Working Group on Development and Transportation - Nora MacLellan
9. President's Discussion Items or Comments
1. Committee assignments
 2. Standing Committee scheduled meetings
 3. What is our purpose and role?
10. Other Items:
1. Conflict of Interest On-line Training: www.lacityneighborhoods.com and www.done.ethicstraining@lacity.org
Neighborhood Empowerment Academy workshops:
www.lacityneighborhoods.com/empowerment_academy.htm
11. Announcements:
1. BONC meetings now held on the 1st Tuesday at 6:30 p.m. and every 3rd Thursday at 6:00 p.m. of the month

2. Next NCWP Board meeting: November 4, 2008 at 6:30 p.m.
 3. Other announcements
12. Adjournment

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 by clicking on the following link: www.ncwpdr.org In addition, if you would like a copy of any record related to an item on the agenda, please contact Mary Taylor - NCWP Recording Secretary at: mary@gotpromosllc.com

About this Communication: You are receiving this news from the Neighborhood Council of Westchester/Playa del Rey as a registered stakeholder.

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Title: Endorsement of Equal Representation by Local Stakeholders on the Governing Council at Westchester High School.	Item No. _____
Meeting date: October 7, 2008	
Agendized by:	
Contact person: Terry Marcellus	Phone number: (310) 616 6178
Committee Vote (if appropriate): 8-0	
Does this item have a fiscal impact on the Neighborhood Council? No	
Additional documents attached? No	

RECOMMENDATION: That the Board pass the motion transmitted to it by the Education Committee as stated below.

BACKGROUND:

The Education Committee has brought two motions to the Board pertaining to our local public schools achieving autonomy from the Los Angeles Unified School District. Reference is made to the Background and the Discussion submitted to the Board with the motions. The motions, both of which passed unanimously, were as follows:

On June 5, 2007, our Board passed a motion which read in relevant part:

THE NEIGHBORHOOD COUNCIL OF WESTCHESTER/PLAYA DEL REY SUPPORTS THE FORMAL CREATION OF AN AUTONOMOUS CLUSTER OF SCHOOLS TO BE KNOWN AS THE LMU FAMILY OF SCHOOLS CONSISTING OF WESTCHESTER HIGH SCHOOL, ORVILLE WRIGHT MIDDLE SCHOOL, AND PASEO DEL REY, LOYOLA VILLAGE, KENTWOOD, COWAN AND WESTPORT HEIGHTS ELEMENTARY SCHOOLS, PROVIDED THAT THE LMU FAMILY OF SCHOOLS:

- (1) OPERATES UNDER THE BEST PRACTICES OF CALIFORNIA CHARTER SCHOOLS AND/OR THE BOSTON PILOT SCHOOL MODEL.
- (2) REPORTS DIRECTLY TO THE INNOVATION DIVISION OF LAUSD, AND NOT TO LOCAL DISTRICT 3, AND
- (3) IS GOVERNED BY A BOARD OF DIRECTORS WHICH BROADLY REPRESENTS THE COMMUNITY, LOYOLA MARYMOUNT UNIVERSITY AND THE STAKEHOLDERS AT THE SCHOOLS.

On July 1, 2008, our Board passed a motion which read in full:

THE NEIGHBORHOOD COUNCIL OF WESTCHESTER PLAYA ENDORSES A GOVERNANCE MODEL FOR MEMBER SCHOOLS OF THE LMU FAMILY OF SCHOOLS BASED ON THAT OF PALISADES CHARTER HIGH SCHOOL IN WHICH EQUAL NUMBERS OF SEATS ARE ALLOCATED TO TEACHERS, PARENTS OF CURRENT STUDENTS AND COMMUNITY MEMBERS WHO LIVE OR WORK WITHIN THE GEOGRAPHIC BOUNDARIES OF THE SCHOOL.

DISCUSSION:

At the present time "Transition Teams" are meeting at each of the five Westchester schools that have entered the Innovation Division, these being Westchester High School, Orville Wright Middle School, and Cowan Avenue, Kentwood and Westport Heights Elementary Schools. In October or November, 2008, the Transition Team at Westchester High School will be presenting various governance models to the stakeholders who will then adopt one governance model to be used at the school. It is anticipated that this action will occur in November or December, 2008.

The Education Committee has studied numerous models for public school governance, and has identified the model used at Palisades Charter High School as the model most likely to achieve significant improvement at Westchester High School. The Palisades model is most notably characterized by the fact that equal numbers of seats on the governing council are held by teachers, parents of students currently attending the school, and community members who reside or work within the school's attendance boundaries.

The Education Committee emphasizes its belief that direct engagement by the local residential and business community is necessary for Westchester High School to stabilize and increase its attendance, improve its academic performance and adequately serve all students. Such engagement can only be achieved by local community members holding an equal number of seats to those held by other stakeholder groups.

The July 1, 2008, motion passed by our Board endorsed the Palisades Charter High School model in principle. In that only specific proposals, not general principles, will be considered by the Transition Team at Westchester High School it is now necessary to state the specific composition for the governance council endorsed by the Board. The unanimous recommendation of the Education Committee is set forth in the following Motion.

FISCAL ANALYSIS: No fiscal implications.

MOTION:

THE NEIGHBORHOOD COUNCIL OF WESTCHESTER PLAYA ENDORSES THE FOLLOWING COMPOSITION FOR THE GOVERNANCE COUNCIL AT WESTCHESTER HIGH SCHOOL:

FIVE (5) TEACHERS
FIVE (5) PARENTS OR GUARDIANS OF CURRENT STUDENTS
FIVE (5) INDIVIDUALS RESIDING OR WORKING WITH THE ATTENDANCE
BOUNDARIES OF THE SCHOOL
ONE (1) CLASSIFIED EMPLOYEE
ONE (1) PRINCIPAL

THE SCHOOL SITE COUNCIL (SSC) MANDATED BY THE EDUCATION CODE AND THE LOCAL LEADERSHIP COUNCIL REFERRED TO IN ARTICLE 27 OF THE UTLA CONTRACT SHALL EXIST AS SUBCOMMITTEES OF THE GOVERNANCE COUNCIL.

Title: Approve contract with Moore Business Results to redesign neighborhood council web site at ncwprd.org.	Item No. ____
Meeting date: Oct. 7, 2008	
Agendized by: David Coffin	
Contact person: David Coffin	Phone number:
Committee Vote (if appropriate):	
Does this item have a fiscal impact on the Neighborhood Council? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Additional documents attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

RECOMMENDATION:

Approve funding to contract Moore Business Results to redesign the neighborhood council web site.

BACKGROUND:

The Neighborhood Council of Westchester/Playa web site was first developed in 2002. Since then, it look has become dated and is in need of a new contemporary look and user friendly navigation.

DISCUSSION:

Moore Business Results (MBR) has a number of neighborhood council clients that it has developed web sites for. Those include Sylmar Neighborhood Council, Porter Ranch Neighborhood Council and Winnetka Neighborhood Council. Because of their experience working with neighborhood councils and understanding their requirements, MBR seems well suited to perform the task in redesigning our web site.

Moore Business Results, owned by Wendy Moore and licensed in the City of Los Angeles will be contracted to develop the web site, create imagery and user friendly navigation functions that is reflective of the various communities that together make up *The Westchester/Playa Neighborhood Council*.

FISCAL ANALYSIS:

The estimated cost is expected to run between \$3300 and \$3800 according to the proposal. The communications committee budget currently has these funds available to it. Additional features outside of the scope of work which is yet to be finalized may incur additional charges but that should not exceed \$5,000.

ATTACHMENTS:

Moore Business Results web page and examples of neighborhood council clients.

MOTION:

Approve funding to contract with *Moore Business Results* to redesign the neighborhood council web site for \$_____.



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WEB SITE DESIGN

Moore Business Results creates custom, professional web sites to promote your business. We provide design services to businesses and organizations in: Los Angeles, the San Fernando Valley (Northridge and Chatsworth in the North Valley and Calabasas, Woodland Hills, Encino, and Burbank in the South Valley), and Santa Clarita.

We help you...**Attract Them With Graphics and Keep Them With Content.** Informative. Impactful. Immediate. Effective sites made easy.

This site looks great!!! I am really impressed. I didn't know the site would be up **so quickly**. -- PRNC Board Members.

Web Site Design Services: Learn more about our Custom Graphics and Content. We take care of it for you, so you can get back to business.

It was a pleasure working with Moore Business Results. Wendy and her team were **easy to work with**, professional, and creative.

They quickly created a web site that was both **eye-catching and well-organized**. Their graphic skills were outstanding.

We interviewed many other companies and found Moore Business Results offered excellent service and was able to work within our budget. **I would highly recommend Wendy and her team.** -- Michael Dobry, General Manager, Slade Industrial Landscape, Inc.

Free Web Site Design Planning Checklist: Thinking about setting up a web site for your business or organization? We can complete your site design and development more quickly when you are prepared and have a vision for your site. Use this handy checklist to get ready.

What to Look for in Good Web Site Design: Want to know more about good web site design? We provide a brief overview of key design elements.

What's new on the web:

We get lots of compliments about our site.

Moore Business Results delivered a fact-filled site

...that helps my patients make more informed decisions, and helps turn prospects into patients.

-Dr. Carole Randolph
www.drrandolph.com

Cities and Government Agencies: Moore Business Results is a

Certified WBE.



[Kulanaa'o](#)



[City of Duarte](#)



[Argos Engineers](#)

Our Web Site Design and Development Approach: Learn more about working with us.

Intranet Site Design Services: We have experience with intuitive Intranet and Portal site design.

Free Web Site Evaluation: Want to know how you can improve your site? Request a Free Web Site Evaluation if you are interested in a professional opinion about how you can improve your site.

Don't wait. Our experienced team is ready to propel your business to the next level. Contact us for your **Free Consultation** today.

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Northridge, California 91326
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Design, Law Firm Website Design, Good Website Design,
Free Website Checklist.



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The method of the enterprising is to plan with audacity and execute with vigor.

-Christian Nestell Bovee

CLIENTS

Los Angeles Website Designs: Moore Business Results creates custom website designs for businesses and organizations in Los Angeles. **Click on the links below** to learn more about the clients, their objectives, our services and their opinions.

Neighborhood Councils



Porter Ranch Neighborhood Council

Information rich site allows Neighborhood Council organization to communicate with stakeholders. Design includes community landmark graphics and polling feature to informally collect community opinion. We provide Public Relations and content maintenance services.



Sylmar Neighborhood Council

Site design reflects depth of community offerings. Used as a communications tool for the Neighborhood Council. Event and meeting listing. Proactive content maintenance services provided.



Winnetka Neighborhood Council

Robust site allows Neighborhood Council organization to communicate with stakeholders. Design includes custom community photo montage, search and database driven calendar. Content maintenance services provided.

Home Owners Associations



SolanoVerde.org

Somis, CA HOA site facilitating anytime communication with residents. Online fill in action request form.



Promenade-HOA.org

Porter Ranch HOA site facilitating anytime communication with residents.



SorrentoHOA.org

Porter Ranch HOA site facilitating anytime communication with residents.

Organizations



CastlebayLane.com

School website to promote fundraising and school activities. Robust site includes grid calendar.



AccessDuarte.com

Official City Website. We provide targeted design and technology support services based on the City budget. We have redesigned key high traffic pages and implemented a search feature.

Businesses and Professional Services



United WestLabs.com

Marketing site to support sales team for hospital services corporation.



Argos.pro

Argos Engineers for Industry website. Professional services firm site with client case examples and rich graphics.



Kulanaao.com

Maui Community College Housing Website. We connect online application to database and provide application processing workflow system. Design captures the feel of the islands.



FarmersMarketBars.com

Website capturing the personality of the bars at the Original Los Angeles Farmers Market. Includes entertainment schedule and menus.



Metropolis Disposal.com

Brochure website explaining disposal services, bin sizes and rental requirements.



RossBakerTowing.com

Website featuring range of towing services with action packed photos. Includes list of cars for sale each week. Populated using a script.



BalikianLaw.com

Law Firm website incorporating a tasteful Flash animation introduction.



SolitareLaw.com

Law Firm website. Information rich content, case studies with specific examples.



SladeIndLandscape.com

Website showcasing landscape maintenance services through photos.

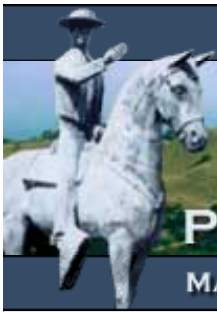


DrRandolph.com

Orthodontist website. Flash animation incorporating butterfly theme reveals tag line. Information rich site shows high tech brace options. Unique table compares options.

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PORTER RANCH NEIGHBORHOOD COUNCIL

MAKING PORTER RANCH A BETTER PLACE TO LIVE, WORK, AND GROW

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WELCOME

Porter Ranch Neighborhood Council is certified by the City of Los Angeles to enable stakeholders to participate in improving Porter Ranch and communicating with City Hall.

PRNC Assists Victims of Chatsworth Train Accident

The PRNC actively reached out to provide support to victims and responders of the Chatsworth Train Accident on September 12, 2008. Christopher Cooper, PRNC Treasurer, is with the LAFD and was among the first on the scene.

Becky Leveque, PRNC Police, Fire and Safety Chair coordinated with Judi Daniels, Chatsworth Neighborhood Council's President to provide food, supplies, and blankets, sharing the cost between the two councils. She also went to the Red Cross to donate blood.

Paula Cracium, PRNC VP, inquired of Jim Dellinger from Councilman Smith's office and found that water was needed. She and her family loaded their van with water and delivered it on behalf of the PRNC and Shepherd of the Hills Church. She comments, "The literally hundreds upon hundreds of safety officials were doing an incredible job responding to this tragedy - so as requested, we dropped off the supplies and move out of the area as quickly as possible." She also offered the church facility as a resting location for responders and other resources.

[More on the rescue effort](#)

Next Meeting: William Robertson, Director, Bureau of Street Services Addresses Porter Ranch, October 7, 2008

MEETINGS



AREA EVENTS



Zero Waste

The City has a Zero Waste team soliciting opinions on how to reduce solid waste. Find out how you can participate. [Zero Waste Brochure](#).

Bureau of Sanitation

The BOS is working to convert our solid waste into renewable energy. [Read the brochure](#).

Shift Happens

This is the 150th anniversary of the last great San Andreas Earthquake. Dare to Prepare is a campaign to

prepare for the next big quake. Find out what you can do at the [Dare to Prepare site](#). Read the [LAFD letter](#).

Free Shade Trees

You can get free shade trees through DWP. [Read about the Trees for a Green LA program](#)

DWP Residential Energy and Water Saving Programs

The DWP offers incentives to recycle your old refrigerator and buy an energy efficient one. Other appliance incentives are available too. Receive \$100 towards an ultra low flush toilet. [Read about DWP rebates](#).

Online Service Requests

You can place service requests for street repair, tree trimming, downed trees or palm fronds in the street [online](#).

This is a service provided by the [Bureau of Street Services](#).

Property Activity Reports

Did you know that you can view all permit requests for a property online? [Click here](#) to access the City's online reporting system. Enter in the address and view the permits.

This is a service provided by the [Department of Building and Safety](#).

Trash Pickup

Trash pickup continues on all on holidays except:
-New Years Day
-July 4th
-Labor Day
-Thanksgiving Day
-Christmas Day



Left - Right: William Robertson - Director, Bureau of Street Services, Michael O'Leary - Foundation for Pavement Preservation, Councilman Greig Smith and Nazario Saucedo - Assistant Director Bureau of Street Services with an award from the Foundation for Pavement Preservation given to Los Angeles in 2005 for its excellence in pavement preservation.

William Robertson, the Director of the Los Angeles Bureau of Street Services, will be speaking at the next PRNC meeting on Tuesday, October 7, 2008, 7pm at Shepherd of the Hills Church.

He will discuss how the City is continuing to improve street repair in spite of the current budget crunch. His office has provided us with advance material explaining their methodology in identifying and managing street repair. Please read: [Pavement Preservation in the City of Los Angeles](#).

Come, find out about the excellent work of the Bureau of Street Services at this informative meeting. The business meeting starts at 6pm. Mr. Robertson will begin at 7pm.

Board Retreat August 2008



The PRNC held a planning retreat on August 16, 2008 to identify objectives for the coming year. The overall theme was identifying the board's role in assisting the stakeholders of Porter Ranch to improve the community. The budget will be focused on community outreach through various techniques. Each board member identified their personal areas of interest and committee assignments.

YMCA Proposes Expanded Parking in the North Valley
Mel Mitchell, PRNC President

A new Limekiln Canyon Trailhead and expanded YMCA parking are in the works at Porter Ranch. Jane Stanton, North Valley YMCA Executive Director, Dave Hasson, YMCA Board Member and Chris Murray, Rosenheim & Associates Project Consultant



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CLIENTS

Website Design Case Study: Sylmar Neighborhood Council

Client Description:

The Sylmar Neighborhood Council is an official organization certified by the City of Los Angeles to allow residents to make their voices heard in City Hall. The SNC serves stakeholders: residents, business owners and those who work in Sylmar.



Client Objective:

The Sylmar Neighborhood Council had been organized for some time with a functioning website when they contact us for assistance.

They were looking for a site with a cleaner look that would be easier to use. They liked the layout of the PRNC.org site, but wanted to add more images of their community, including the El Cariso golf course, hang gliding, Nethercutt Museum, Mission College, the Cascades and the horse community.

They were equally intrigued by our approach to site maintenance. The board is all volunteer with no time for the details of website maintenance. Our services are differentiated by going beyond the basic posting of documents and articles. We review minutes and craft news items for the site based on the minutes. We also keep the site updated with local events, with no required effort on the part of the board.

Web Site Design Services Delivered:

- Photographed the community, its parks, schools, and monuments for for the site to reflect the diverse offerings of Sylmar.
- Created an information rich design with graphics that showcase the community.
- Collected board member and committee information.
- Draft updated, informative, easy to read content.

Los Angeles Web Site Designs: Moore Business Results creates custom, professional website designs for businesses, organizations and HOAs in L.A.

- [Website Design Services](#)
- [Free Design Checklist](#)
- [What to Look for in Good](#)
- [Web Site Design](#)
- [Website Approach](#)
- [Intranet Design](#)
- [Free Evaluation](#)

- Maintain the site with meetings, news, events, photos and documents on a regular basis.

Client Testimonial:

The SNC has had a dramatic improvement in its web site design and postings since retaining the services of Moore Business Results.

The V.P. of Communications states, "What a relief to find an efficient service that knows how the inner workings of the Neighborhood Councils operate, that ensures new postings are displayed every few days making site a useful tool for outreach to the stakeholders, for the Board and anyone wanting to find detail history as well as current important community activities. Mrs. Wendy Moore, as the proprietor, is a friendly and knowledgeable resource allowing the Board to communicate with excellence."

-Rick Donnelly, SNC VP of Communications

Call to Action:

Contact us now. Our experienced team is ready to propel your HOA, business or organization to the next level. Contact us for your **Free Consultation** today or access our **Free Website Design Checklist** to help you prepare.

We create custom, professional websites for businesses and organizations in: Northridge, Chatsworth, Calabasas, Woodland Hills, Encino, and Burbank as well as the rest of the the San Fernando Valley, Santa Clarita and the greater Los Angeles area.

Interested in knowing how you can improve your site? It's time to request your **Free Website Evaluation** today.

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Sylmar Neighborhood Council

SYLMAR, CALIFORNIA

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Welcome

Gang Injunction Update: Crime Down!

At the September 25th meeting, Senior Lead Officers Charles Chacon and John Lonergan provided an update on crime since the beginning of the San Fer Gang Injunction this summer. Five people have been arrested as a result of the injunction. There has been a noticeable decrease in crime. On average there have been 13 arrests monthly attributed to gangs. Since the injunction, that number has dropped to 5 arrests a month.

SNC Votes to Support Community Events

The SNC allocated almost \$2,000 to help fund the fifth annual [Veteran's Day Parade](#). And \$500 to support the Halloween Festival at the Sylmar Recreation Center, on October 31 at 5:30. You are invited to come out and enjoy these free community events.

Great Southern California Shakeout: November 13

During the month of July the Southern California region experienced a 5.4 magnitude earthquake event. Although there were few reports of sustained damage, many did not know how to respond. How many of us actually scrambled to our cell phones and commenced calling our loved ones? How many of us actually practiced "drop, cover and hold?"

Although I am positive that you all responded appropriately, the media outlets highlighted the reaction of many as "flight" instead of "fight." "Fight or flight" is a natural human response to stressful situations. However, with information and training, this reaction can be managed with sensible recall facts of how to appropriately respond. With this I urge the following:

- 1) Review your materials obtained from the NPAP. There are useful tips and information items that you may need to refresh your memory with.
- 2) Continue to promote preparedness in your neighborhoods.

Meetings



Subscribe to our calendar emails by clicking [Subscribe](#) at the top of the [Calendar Page](#).

SNC Regular Monthly Meeting Schedule

Public Services: First Monday of the month at 6:30p at SNC office.

Bylaws Committee: First Wednesday of the month at 7:00p at SNC office.

Land Use Committee: Second Monday of the month at 6:30p at SNC office.

Outreach Committee: Second Tuesday of the month at 6:30p at SNC office.



Remember: disasters happen at any time. A combined preparedness efforts amongst your neighbors can be life sustaining in a major event. We are all in it together.

3) Refresh your emergency kits, update your emergency plan (has your out of state contact moved or changed phone numbers?) and by all means, practice by exercising different facets of your plan and implementing drills in the home.

4) Log on to www.shakeout.org and pledge to take part in the Great Shakeout.

This is an earthquake exercise that everyone can take part in on November 13, 2008. There is still time to involve your communities and community organizations, schools, neighbors, places of worship, friends and family. The more people who sign up the better! The goal of the shakeout is to get 21 million people to pledge their participation and your help is needed. Please sign up today! There is also a wealth of knowledge at the shakeout website that can assist you in your preparedness and outreach efforts.

SNC and Community Overwhelmingly Support Gang Injunction



Because of the importance of the proposed Gang Injunction to Sylmar, the SNC sponsored two Town Hall meetings, held two board meetings and had two separate meetings with Captain Jorge Villegas of the Mission Area Police Station to be sure to hear all sides of this complicated subject. At the June 18 Town Hall meeting panelists included:

- Captain Villegas
- Chief Moore
- Chief Earl Paysinger (Southeast)
- Bruce Riordon (City Attorney's Office)
- Alex Alonso (USC PhD Candidate)
- Peter Bibring (ACLU Staff Attorney)
- Luis J. Rodriguez (Tia Chucha's/Writer)

Special Guests:

- Councilmember Richard Alarcon
- Assemblymember Felipe Fuentes
- Senator Alex Padilla.

Board of Directors Meeting: Fourth Thursday of the month at 6:30p at school.

NCWPDR Website Proposal

July 10, 2008

19213 Dunure Pl.
Northridge, CA 91326
818 368-4399
www.MooreBusinessResults.com



About Moore Business Results

We design custom, professional, fact-filled websites and provide active, thoughtful site maintenance to enable you to market your work in the community and increase stakeholder participation.

Design Objectives of the site:

- Custom design to reflect the image of the council, captivating and user friendly. Communicates an active council and invites participation.
- Header to incorporate Neighborhood Council name and existing logo.
- Navigation may include drop down menus and breadcrumb trail trackers

Planned Pages:

Home	Brief description of the board and its role, news, upcoming meetings
About Us	What is the council, its role in the city, regular meeting schedule, origin of the council. Stakeholder definition. Link to PDF of map. Link to PDF of bylaws. Posting location listings. Links to relevant documents from Documents page.
Map	Display existing Google Map.
Board Members	Listing of Board Member names, positions, emails (Was called Talk to Us)
Minutes and Agendas	List of board minutes as links to PDF documents by date.
Documents	Links to PDFs of resolutions or letters sent by the board, with a brief description of each. Include other items from to Council Actions
Newsletters	Summary of current Newsletter content. Links to PDFs of news.
Calendar	Google Grid calendar with links to upcoming events and meetings. Or Calendar from NC Manager.
Committees	Navigational Header (not a page)
• Budget & Finance	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• Membership	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• Airport Relations	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• Planning, Land Use & Development	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• Communications	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• Elections	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• Public Safety	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• Governmental Affairs	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• By Laws	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
• Sepulveda Streetscape	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments

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• Lincoln Streetscape	Contact person name and email, member names, link to PDF of minutes and relevant documents, accomplishments
What You're Saying	List if dated items stakeholders are interested & concerned about: Do we keep this?
Community Links	Links to elected representatives, community organizations
Neighborhood Watch	How to get a group going & signs.
Privacy Statement	Explains privacy statement
Contact Us	Address, phone and general email info. Stakeholder Registration Forms. Link to Privacy Statement

Pages Eliminated:

Staying Informed: (Show posting locations on About Us)

Join the Neighborhood Council: Renamed to Contact Us.

Custom Professional Design:

- 2 custom design mockups, 2 sets of changes.
- We photograph your neighborhood

Assumptions:

- Site is built in a staging location on the current NCPDR.org server, using the ncreources tags.
- We would have access to the NCRresources content management system to format content as necessary.
- We have allowed for a minimal amount of time (5 hours) for new and updated content (e. g. on the new committees pages) as the site is already current. New content would be collected by you or your designee.
- You would set up new content containers (e.g. for committees) in the NCRresources content management system. We would then add and format the information.

Pricing:

Site design and build \$3,300 – 3,800. Depending upon the amount of time required to handle new content and to format existing content into the design.

- 24 pages.

Why Moore Business Results?

- We are professionals, experienced in Neighborhood Councils and their needs.
- Licensed with the City of Los Angeles, familiar with DONE.
- Deliver content rich public relations and marketing services via the web.
- Superb, professional designs.
- Provide excellent service at a reasonable price.

Related sites:

www.PRNC.org

www.WinnetkaNC.com

www.SylmarNeighborhoodCouncil.org

www.SolanoVerde.org/

www.AccessDuarte.com

www.CastlebayLane.com

www.SorrentoHOA.org

www.Promenade-HOA.org

View our work:

<http://www.MooreBusinessResults.com/clients.htm>

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Client Testimonial:

I could not be happier about Wendy's work with the PRNC Web site. The initial project was finished on time and within budget and she continues to **keep the site fresh and interesting for our Stakeholders**. We often hear compliments about www.PRNC.org.

-Mel Mitchell, Porter Ranch Neighborhood Council President

The WNC has been extremely happy with Moore Business Results. The website they built for us has really allowed our Neighborhood Council to present a **more professional appearance** to our stakeholders.

On top of that they provide the extremely valuable service of maintaining the website which includes posting and sorting through our agendas and minutes for **newsworthy items** freeing up our volunteer Board members to work on getting results for our community.

- JJ Popowich, Winnetka Neighborhood Council President

The SNC has had a dramatic improvement in its web site design and postings since retaining the services of Moore Business Results.

The V.P. of Communications states, "What a relief to find an efficient service that knows how the inner workings of the Neighborhood Councils operate, that ensures new postings are displayed every few days making site a useful tool for outreach to the stakeholders, for the Board and anyone wanting to find detail history as well as current important community activities. Mrs. Wendy Moore, as the proprietor, is a friendly and knowledgeable resource allowing the Board to communicate with excellence."

-Rick Donnelly, Sylmar Neighborhood Council VP of Communications

This proposal is valid for 60 days.

Please contact me with any questions

Wendy Moore, Moore Business Results, 818 368-4399