

LBNC Economic Revitalization & Development Committee Meeting Minutes

Monday, August 4, 2014 7:00 pm

Springbok Grill – 16153 Victory Blvd., Lake Balboa, California 91406

Meeting Called to order by Natalie Arazi, Chair, at 7:00 pm.

IN ATTENDANCE:

1. Natalie Arazi, Chair
2. Tom Brennan
3. Daniel Drew
4. Sandy Joseph
5. Lynda Levitan
6. Carol Newman
7. Mary Pennomon
8. Linda Pruett
9. Chrisi Saje
10. Jeremy Saje
11. Carl Schwering
12. Linda Schwering
13. Paula Vasquez

1) Committee Introductions

- a) Members introduced themselves and outlined their interests in getting involved with this specific committee
- b) Discussion of other possible venues for the meeting
 - i) Denny's near the airport– May be prohibitively expensive (\$150/mtg)
 - ii) Church on Louise and Sherman Way
 - iii) Rec Center
- c) Natalie Arazi will try to find another venue for the meeting more conducive to conversation. Many establishments have been contacted already, and they are either booked or prohibitively expensive. She will contact these new suggestions.

2) Purpose of the committee

- a) Improve the quality of life for the stakeholders of Lake Balboa and the west valley by bringing better businesses and world-class art to the area. We will work with the property owners, businesses, and the city to make Lake Balboa an economically viable and inviting place for cutting-edge art to develop, showcase, and flourish...and in doing so, value and support the arts as a change agent to stimulate economic growth and development. This momentum will help establish the positive reputation of Lake Balboa in the west valley, and serve to create an environment that will attract the businesses we would like to see in our region.
 - i) Three Focus Areas to Accomplish These Goals
 - (1) BUSINESS DEVELOPMENT
 - (2) THE ARTS (cinematic, theatrical, musical, culinary, visual, horticulture, and literary)
 - (3) AWARENESS/MARKETING/PR

3) Progress that has been made to date was discussed.

- a) Natalie Arazi and Linda Gravani met with Nury Martinez and Lynda Levitan in June, and discussed the committee in depth. Nury was in favor of the endeavor, and offered support, specifically in helping with the Map the Businesses initiative, as well as helping to navigate permitting issues for some of the projects we will undertake.

- b) **The committee will focus on three areas to accomplish these goals:**
 - i) **The Arts** - theatrical, cinematic, musical, culinary, visual, horticulture, and literary
 - ii) **Business Development**
 - iii) **PR/Marketing/Awareness**
 - c) Ackley Padilla offered help with the Office of Planning as well as the Office of Finance to see what information they may be able to pull on businesses in the area to help the Mapping the Businesses initiative. He also offered to get a sample survey that was done downtown to demonstrate support and need for businesses desired.
- 4) **The Arts**
- a) Discussion of potential venues for arts projects
 - i) Woodley Park, Golf Course, Airport, School, Japanese Garden (area with a stage in the works, will be done in 2016ish), Rec Center. Security will be an issue, and will need to be hired to ensure public safety.
 - ii) Looking to create a fun and appealing experience for the community, to build community
 - iii) Industrial spaces and empty commercial venues will lend themselves well to projects with short leases to encourage Fringe, cutting edge art projects of all kinds. These can be done in conjunction with larger initiatives.
 - b) Action Items: Tom Brennan will find contact information for the Golf Course, the Airport, and the School. Natalie Arazi will contact theater companies and see what resources they need. Artists present will begin thinking of what project would be of interest, and what resources are need to make that a reality. (Budgets? Space requirements? And where would be ideal for you in the area?)
- 5) **Business Development**
- a) Map the businesses of Lake Balboa – Initiative was discussed. This will serve many purposes to build relationships with business and property owners, and see who will be likely partners in the future.
 - b) Goal – Have at least 50% of businesses mapped in year 1, and 100% in year 2.
 - c) Action Items: Committee members will email Natalie Arazi commercial and industrial corridors to begin compiling a list and narrow down our scope of focus to specific corridors and/or intersections to concentrate on. Six maps of the area were handed out to be recorded this month. Tom Brennan, Chrisi & Jeremy Saje, Carol Newman, Linda Schwering, and Sandy Joseph stepped up and volunteered to map these areas.
- 6) **Awareness/Marketing/PR**
- a) Freeway Signs: An agreement has been reached with Adrin Nazarian’s office to split this cost. They are helping to facilitate this with CalTrans at the state level. The LBNC will be voting to appropriate \$5,000 to pay for freeway signs on the 405 and 101 to build awareness of Lake Balboa.
- 7) **Adjournment**
- a) **Meeting adjourned at 8:39pm.**

Due to the LABOR DAY HOLIDAY on Sept. 1st:
the Next Regular Meeting of the
Economic Revitalization and Development Committee will be on
Monday, Sep 8th 2014 at 7:00 PM