

**Greater Griffith Park Neighborhood Council  
Strategic Planning Session**

October 18, 2003

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# Agenda

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|------------------------------------|-----------------|------------|
| 1. Opening Remarks / Introductions | Richard, Kerry  | 5 minutes  |
| 2. Review of GGPNC Accomplishments | Kerry           | 15 minutes |
| 3. Facilitated Planning Session    | Steve Bornstein | 5 hours    |

## Deliverables:

- Measurable Mission for the GGPNC
- Measurable Objectives for the GGPNC Board
- Measurable Objectives for Standing Committees (case studies)

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|----------------|----------------|-----------|
| 4. Adjournment | Richard, Kerry | 5 minutes |
|----------------|----------------|-----------|

## **GGPNC Accomplishments: Year 1**

- Created and approved by-laws, secured certification, and conducted elections for 10 area Board members.
- Appointed 9 at-large Board members.
- Elected 5 officers to serve as Executive Committee of the Board.
- Created 12 standing committees, and appointed a Board member to serve as the chair of each committee.
- Created and/or adopted policies and procedures for
  - Financial and budgetary matters
  - Standing Committees
  - Conduct of meetings and other council matters
- Created accounting system, and secured funding and re-funding from the City of Los Angeles.
- Initiated Outreach and Communication Program
  - Created and maintained GGPNC web site, with relevant links to minutes, agendas, by-laws, city agencies, and other relevant web sites.
  - Created and maintained data base of 2250 constituents.
  - Initiated email newsletter to inform constituents of relevant news and GGPNC meetings.
  - Purchased \$7000 of IT equipment to support outreach and communication efforts.

## **GGPNC Accomplishments: Year 1**

**(continued)**

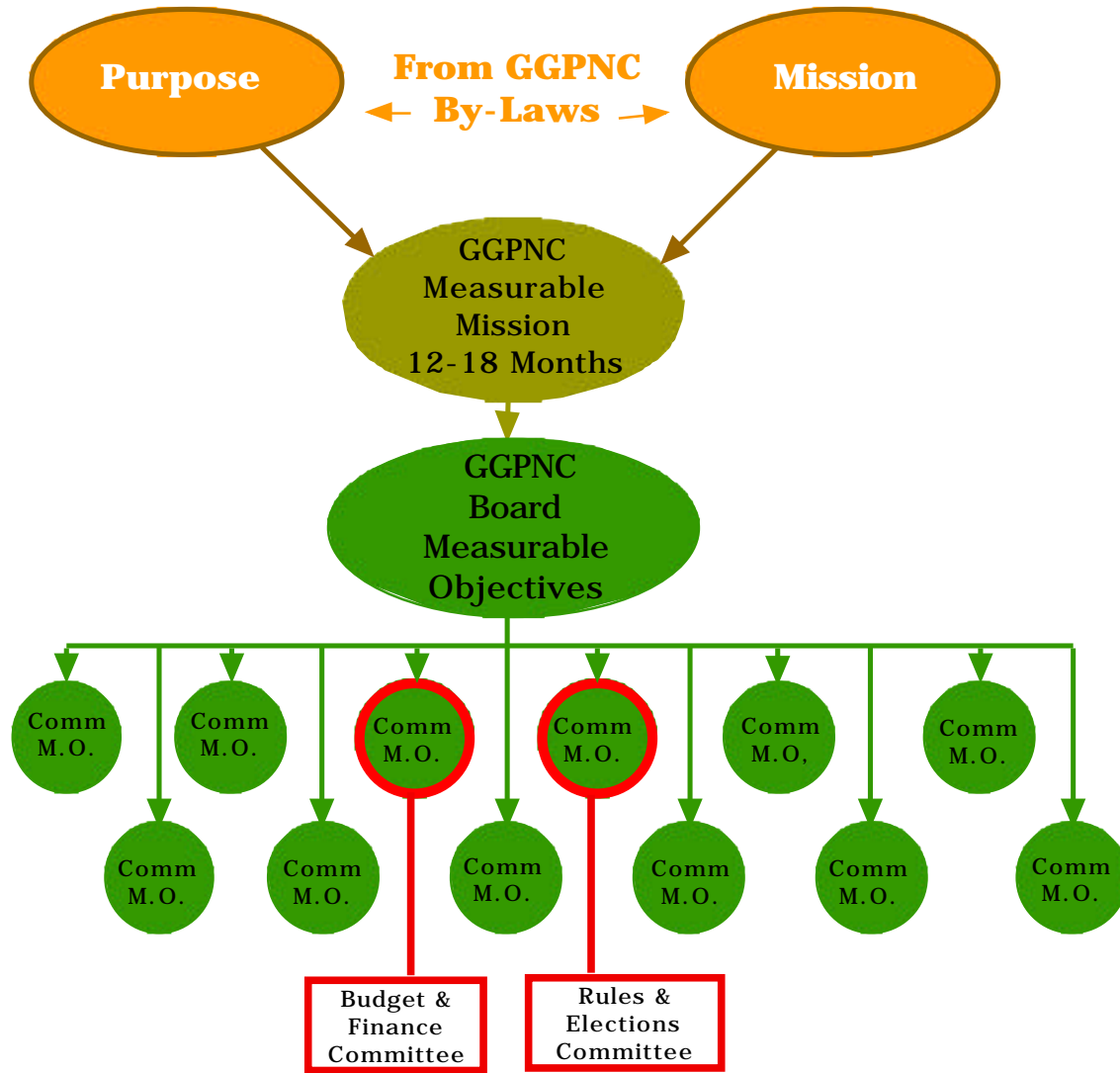
- Created, executed, and compiled first survey of constituents regarding assessment of city services.
- Created budget priorities based upon constituent surveys and council deliberations to advise the Mayor and City Council, as a means of effecting measurable improvements to the neighborhood.
- Secured the first funding to a neighborhood council from the City Controller's office for the installation of a neighborhood improvement project--the Hoover Street Mural.
- Advocated positions on land use issues, influencing city policy and discretionary decisions on zoning variances, the Toberman House, newsstand policy, and other issues of relevance to the neighborhood.
- Established a vibrant and functioning committee system with active committees conducting outreach, establishing priorities, and taking action on issues of significance to the quality of life in our neighborhood.

## **GGPNC Purpose and Mission: Excerpts from By-Laws**

**PURPOSE.** The purpose of the GGPNC is to participate as an advisory body on issues of concern to the stakeholders of the Council area as defined in these bylaws and in the governance of the City of Los Angeles.

**MISSION.** The mission of the GGPNC is to improve and unify the diverse communities of the Greater Griffith Park area by promoting citizen participation in government at all levels and by encouraging citizens to advise City government in accordance with the provisions of law cited in Article I above.

# Strategy Development



## Challenges:

Process v. Substance

Morale / Fun

Consensus

Participation

Policy Development

Fund Raising

Vacancies

Homeowners Assoc.

Spending Priorities

Future Role of NC's

## **Strategy Development: Discussion of Proposed Guidelines**

The purpose of the Strategy Development graphic (on the previous page) is to indicate the intent of the strategy development process during the GGPNC Strategic Planning Session. The purpose of these guidelines is to suggest a framework for the Strategic Planning Session in order to facilitate the Group's ability, during that session, to articulate and propose substantive and measurable Missions and Objectives for the GGPNC over the next 12 to 18 months.

1. **Purpose and Mission.** These statements are defined in the GGPNC by-laws, and will serve as the basis on which the Group proposes Missions and Objectives, and in the context of which the Group discusses relevant challenges.

2. **GGPNC Measurable Mission (12-18 Months).** Based upon the GGPNC's defined Purpose and Mission, the Group will propose a comprehensive Measurable Mission for the GGPNC over the next 12 to 18 months. An example:

*It is the mission of the GGPNC to politically empower our neighborhood through intensive outreach efforts, and to ensure the effective delivery of city services and area improvements to our neighborhood.*

3. **GGPNC Board Objectives.** Based upon the GGPNC Measurable Mission, the Group will propose 4 to 8 specific, Measurable Objectives for the GGPNC Board, the accomplishment of which will advance the GGPNC Measurable Mission. The group will also define time frames for each of those objectives.

## **Strategy Development: Discussion of Proposed Session Guidelines (continued)**

4. **Standing Committee Objectives.** Since the standing committees are the vehicle by which the GGPNC accomplishes most of its work, each committee will be asked to articulate a Mission, and 3 to 5 specific, Measurable Objectives (with associated time frames), the accomplishment of which will advance the overall GGPNC Objectives.

Since time and resource constraints prevent the Group from addressing objectives for every one of the twelve standing committees during this session, the Group will take up two “case studies”: the Budget & Finance Committee, and the Rules & Elections Committee. The Group will propose a Mission, and three to five Measurable Objectives for each of these committees (consistent with the GGPNC Board Objectives), and associated time frames for those objectives.

5. **Challenges.** There are a number of challenges which have been identified by board members and stakeholders, as current and relevant to the GGPNC’s success. The Group will address those challenges as part of the process of defining a Measurable Mission and Objectives for the Board and for the standing committees.

6. **Ratification by the GGPNC Board.** The proposed Missions and Objectives adopted by the Group will be presented to the full GGPNC Board for ratification at the November GGPNC Board Meeting.

## **Decision Making**

**Definitions.** For the purposes of the GGPNC Strategic Planning Session, the “presiding officer” will be the facilitator, Steve Bornstein, and the Group will be the attending participants in the Session.

**Consensus.** Consistent with the spirit and intent of the GGPNC by-laws, the Group will attempt to achieve consensus on any proposed Mission, Objective, or other matter taken up by the Group.

The GGPNC by-laws define consensus as:

*A consensus is reached when the presiding officer senses that the majority of the [Group] supports a position or action and no member is so strongly opposed that the member cannot acquiesce in the position or action taken by the [Group].*

**Majority Vote Resolution.** In order to facilitate progress in the limited time allotted to the Session, the facilitator will also have available another mechanism defined in the GGPNC by-laws. In the event that consensus on a Mission, Objective, or other matter taken up by the Group is not reached, resolution will be achieved by a majority vote. The vote count will be recorded and presented to the GGPNC Board at the time that the Board is asked to ratify the proposals made by the Group in this Strategic Planning Session.

# **Appendix**

## **Excerpts from the By-Laws:**

Budget & Finance Committee  
Rules & Election Committee

**Budget and Finance Committee.** The Budget and Finance Committee shall prepare and submit to the Board for approval the annual budget of the Council.

**Rules and Elections Committee.** The Rules and Elections Committee shall review and recommend proposed amendments to these Bylaws, rules concerning the conduct of elections of District Representatives and selection of Designated Members of the Board, and rules of conduct of Council meetings.

# **City Budget Priorities**

## **Top Five Budget Requests for 2004 – 2005**

### **1. Parking Lot/Structure**

Through the over 250 surveys collected and through various public meetings, our neighbors have identified parking availability as the area of most concern and least satisfaction. The GGPNC supports the development of a new lot or structure in the Los Feliz Village area to increase available parking spaces for residents and customers of the area businesses. A new structure or lot will be self sustaining over time because of parking fees. Locations suggested by our neighbors and board are: Albertsons on Hillhurst (suggested shared use structure), the Post Office employee and truck lot on Vermont, property on or near Vermont (a current lot could be converted to a shared use structure).

### **2. Better Utilization of school facilities and improved city services in the immediate vicinity.**

We support Dual Use of School Grounds for recreation during non-school hours for community members and after school activities for students. School facilities and programs will need to be staffed with the appropriate security and supervisory needs. We request that city funds be allocated to support special zones around each school for: street and sidewalk repair, beautification and graffiti clean up, lighting, code enforcement, and other services that will improve the quality of life for students and neighbors. The neighborhood schools we think would benefit from this program are: Thomas Starr King Middle School, John Marshall High and the elementary schools, Franklin Ave. and Los Feliz Elementary. We support prioritizing city services resources in these school zones. This combined initiative of dual use support and special safety and beautification zones addresses our concern and desires for better street and sidewalk repair, additional beautifying projects, and the lack of specific recreation areas within the boundaries of GGPNC outside of Griffith Park.

### **3 Support the Griffith Park Master Plan and the Ad Hoc River Committee**

Our neighbors would like the city to monetarily support the finalization, funding and implementation of the Griffith Park Master Plan, and to support the Ad Hoc River Committee's work to improve the LA river through environmental initiatives, small parks, and better access. The Parks River and Open Space committee and the GGPNC have determined that these initiatives are important for the quality of life of everyone in Los Angeles City and County.

### **4. More Police**

GGPNC and Stakeholders want more police presence as measured by shorter police response times. As additional funds become available, we support Mayor Hahn's initiative to have an additional 350 additional officers on the street.

### **5. Homelessness**

The GGPNC and stakeholders recognize that Homelessness and related problems are a huge issue for the city and the quality of life for all of us. The GGPNC and Stakeholders would like the city to continue to find innovative ways to help with this issue. In particular, we would like to see the city fund an additional 2 staff members on the LAHSA Emergency Response Team or one of the other outreach teams identified by LAHSA within our region (for example: Los Feliz Village, Sunset Junction, Hollywood, and the Silverlake/Hyperion areas).