

Sherman Oaks Neighborhood Council
Land Use Committee
Vision Subcommittee
Minutes
September 4, 2014

Present: Jeff Kalban, Chair; Bob Anderson, Craig Buck, Jackie Diamond, Ken Fritz, Maria Pavlou Kalban, Mikie Maloney, Sue Steinberg. Absent: Jennifer Charles, Joan Pelico
Guests: Carolyn Casavan, Leslie Elkan, Erich King, Sidonia Lax, Barbara Levy, Rick Mayer, Ron Ziff, Gregory Wright

1. Call to Order at 6:35 pm
2. Roll Call
3. Move to approve the minutes by Jackie; seconded by Mikie; approved
4. Public Forum: Erich announced the beautification project for Ernie's Walk will be on 9/13/14
5. New Business:
 - a. Discussion of the Vision subcommittee's work. The Process Committee met twice to develop a system for studying the components of the Vision document. A matrix was devised to provide a thorough and organized way to gather information and input from many constituencies. This is proposed as an action plan for the Vision Subcommittee. The subcommittee will focus on one or two components per year. The components are: Traffic/Transportation; Beautification; Riverwalk; Parking; Outreach. These categories cover many subsections which can be studied. The subcommittee will bring the plan to the SONC Board for discussion and action. To facilitate information gathering from the public at the meetings, a comment card will be provided, which Mikie will draft. The subcommittee and other volunteers will break up the work and study different aspects of the plan. The need for a timeline for the work was discussed. *A motion was made by Jackie and seconded by Craig for the Vision Subcommittee to adopt the process outlined in the matrix. Unanimously approved.*
 - b. Discussion of possible areas of study. Improving the aesthetics and the business climate in the area was suggested. Following some of the guidelines in the "Complete Streets" section of the *Mobility Plan for LA* was suggested as a good start. Tapping into development and marketing experts would help attract better retail. *Craig moved that the subcommittee study ways to bring better retail to the boulevard as the first component to study. Jackie seconded and it was unanimously approved.* Carolyn said she would contact the Urban Planning Department at CSUN to see if they might help us evaluate this issue. The chamber, BIB and council office may also be good resources, as would also be marketing and retail experts.
6. Committee Business: None
7. Meeting Adjourned: 7:55 pm
8. Next Meeting: October 2, 2014. 6:30 pm Sherman Oaks Library.

Respectfully Submitted,
Mikie Maloney

Attachment: Sample Comment Card Draft

**Sherman Oaks Neighborhood Council
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Public Comment Card

Meeting Date _____

Name _____

Contact Information (Optional) _____

Comments

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Public Comment Card

Meeting Date _____

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Comments