

**COMMITTEE MEMBERS:**

George Skarpelos, Voting Stakeholder  
 Rosalind Helfand, Voting Stakeholder  
 Robert Morrison, Board Member  
 Brandi D'Amore, Board Member  
 Cesar Cervera, Voting Stakeholder  
 Jim Van Dusen, Chair



HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL  
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**COMMITTEE MEETING MINUTES****Planning and Land Use Management (PLUM) Committee****Thursday, November 3, 2022, 6:30 PM****Webinar ID: 845 0435 7879****<https://us02web.zoom.us/j/84504357879>**

Welcome

**6:33 PM start****1. Roll Call****Attending**

Jim Van Dusen      Cesar Cervera      Brandi D'Amore      Robert Morrison      Rosalind Helfand

**Absent**

George Skarpelos

**2. Approval of Minutes*****Motion Made: Motion to approve October '22 Minutes with edits on "the precedent setting".***

**Motion:** Jim Van Dusen      **Second:** Robert Morrison      **Vote:** Yes-4, No-0, Abstain-1, Recused-0, Ineligible-0

**Yes**

Brandi D'Amore      Jim Van Dusen      Robert Morrison      Rosalind Helfand

**Abstain**

Cesar Cervera

**3. Public Comment on items not on the Agenda (2 minutes each)*****None*****4. Metro Transit Communication Network (TCN)****A) Presentation by ScenicLA*****Marion Dodge made a presentation on the program and its scope.*****B) Discussion and possible recommendation to Full Board for a CIS on CF 22-0392 Digital Off-Site Signs / Outdoor Advertising / Transportation Communication Network Program Structures / Los Angeles County Metropolitan Transportation Authority (MTA)**Motion: [https://clkrep.lacity.org/online/docs/2022/22-0392\\_mot\\_4-05-22.pdf](https://clkrep.lacity.org/online/docs/2022/22-0392_mot_4-05-22.pdf)

***Committee addressed with Marion Dodge and deliberated issues of City v. County rules on lit billboards; the amount of planned digital freeway billboards to dot the freeway; light pollution and quality of life issues of residents in proximity; safety concerns of drivers watching moving billboards; data mining***

***Motion passed.***

***Motion Made: Discussion and possible recommendation to Full Board for a CIS TO DENY/REJECT on CF 22-0392 Digital Off-Site Signs / Outdoor Advertising / Transportation Communication Network Program Structures / Los Angeles County Metropolitan***

**Transportation Authority (MTA)****Motion:** [https://clkrep.lacity.org/online/docs/2022/22-0392\\_mot\\_4-05-22.pdf](https://clkrep.lacity.org/online/docs/2022/22-0392_mot_4-05-22.pdf)**Motion:** Jim Van Dusen**Second:** Brandi D'Amore**Vote:** Yes-5, No-0, Abstain-0, Recused-0, Ineligible-0**Yes**

Brandi D'Amore

Cesar Cervera

Jim Van Dusen

Robert Morrison

Rosalind Helfand

## 5. Report from and Discussion of Hollywood Enhanced Infrastructure Financing District ("EIFD") stakeholder meeting

Link: <https://heartofhollywood.la/heart-hollywood-tax-increment-financing-tif-study>**Jim Van Dusen summarized the recent Hollywood EIFD stakeholder meeting. Discussion only; no votes. Discussed: tax base is currently in existence in an area for this district, to Yucca That area would be in consideration for this new plan.**

## 6. Discussion of meeting dates for remainder of year

**Not discussed**

## 7. Committee Member announcements on items not on the Agenda

**None**

## 8. Old/Ongoing Business

**None**

## 9. New/Future Business

**Placing the Interactive Kiosk Experience (IKE) on December '22 agenda**

Adjournment at 7:32 PM

Reconsideration: The Board may reconsider and amend its action on items listed on the agenda if that reconsideration takes place before the end of the meeting at which it was considered or at the next regular meeting. The Board, on either of these two days, shall: (1) Make a Motion for Reconsideration and, if approved, (2) hear the matter and take an action. If the motion to reconsider an action 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 Recording Secretary identifying the matter to be reconsidered and a brief description of the reason(s) for requesting reconsideration at the next regular meeting. The aforesaid shall all be in compliance with the Ralph M. Brown Act.