

Board Vote Form

NC NAME: Westlake North

Budget Fiscal Year: 2016-2017

Meeting Date: 7-21-16

Agenda Item: _____



USE THIS FORM FOR THE FOLLOWING FUNDING ITEMS:

- ☐ APPROVAL OF MONTHLY EXPENDITURE REPORT
☒ BUDGET PACKAGE APPROVAL / AMENDMENT
☐ APPOINTMENT OF FUNDING OFFICER / CARDHOLDER
☐ OTHER: NON-FUNDING ACTION ITEM

Description: Discussion and Action - Budget and Community Action Plan - Budgetary
Zelt Package and Community Plan

Vote Count

***Recused-Boardmember must leave the room prior to any discussion and may not return to the room until after the vote is completed.**

Board Member Name	Board Position	Yes	No	Abstain	*Recused	Absent	Ineligible
Rocky Valenzuela	Treasurer	X					
Ironie Machado	At-large	X					
Ive Harris	Resident	X					
Jennifer Vilgen	President	X					
Jandra Villalobos	Vice-President	X					
Angela Gonzalez	Secretary	X					
Ashlee Hawkins	Resident	X					
Aurora Pineda	CBO	X					
Elsa Caspedes	Resident						X
NC Quorum:		Totals:					

We, the Treasurer and Signer of the above indicated Council, declare that the information presented on this form is accurate and complete, and that a public meeting was held in accordance with the Brown Act, where with a quorum of Board Members present, the Council approved the above action.

Treasurer's Signature:

Print/Type name:

Date:

Signer's Signature:

Print/Type name:

Date:

NC Additional Comments



Neighborhood Council Strategic Plan for Fiscal Year 2016-2017

Neighborhood Council Name: Westlake north NC C

The BIG Vision: A clear statement of what you will do to fulfill your mission in the upcoming year. Imagine a year from now, when the headline in your local paper announces your success, what do you want the headline to say? Vision should be consistent with the City Charter mandate "To promote more citizen participation in government and make government more responsive to local needs."

Example: The XXNC wins the EmpowerLA Award for Outreach! Or Neighborhood Council draws more voters than Citywide Municipal race!

The BIG Goals: Break the Vision down into achievable goals that are steps in fulfilling your vision.

New for this year: Two of your BIG Goals must connect your stakeholders to citywide initiatives or issues. Check out www.empowerla.org/mayorsdirectives for some ideas.

Example:

- 1) Conduct 3 community townhalls on a Council File that affects our community in order to gather community input to file a Community Impact Statement.
- 2) Hold a Purposeful Aging LA Senior Workshop to connect with our community's older adult population on City services and safety information.
- 3) Participate in the Clean Streets LA Challenge or conduct a street cleaning to bring a cleanliness score from a 2 or 3 to a 1.
- 4) Partner with a Neighborhood Council alliance or other Neighborhood Council on a project, such as Cool Blocks with the Neighborhood Council Sustainability Alliance, planning trainings with PlanCheckNC, emergency preparedness or resiliency planning with the Neighborhood Council Emergency Preparedness Alliance, etc.

The BIG Solutions: Anticipate the challenges or obstacles that you will encounter and incorporate the solutions in your plan.

Example:

- 1) We're not tech savvy so where do we go? Solution - Survey the surrounding Neighborhood Councils and share strategies with other successful councils.
- 2) We don't know the other organizations and groups. Solution - Find the people that do and enlist their support (real estate agents, non-profits, Council office, local principal, etc.)
- 3) Look at the tools in our Outreach Plan template. What tools do you have and what would like to have?
- 4) These things cost money! Solution - Break it down and budget for your goals. Budget for the outreach materials that are part of your booth strategy and also the tools for public events (canopy, table, outreach materials, etc.). Partner with other Neighborhood Councils to make your dollars stretch.

The BIG Budget: The Neighborhood Council yearly allocation for Fiscal Year 2016-2017 is \$37,000. While there is no set criteria for how much a Neighborhood Council should spend in each area, remember the mission for Neighborhood Councils: "to increase citizen participation and make government more responsible to local needs." Are your funding expenditures doing that? While you can give NPGs out to the community, don't forget to set aside funds to increase community awareness of what is going on with City electeds and departments so you can bring community members' concerns back to the City government. Remember - Budgets can always be adjusted during the year with a board vote so changes are easily made if necessary.

Neighborhood Council Strategic Plan

Also, unless you've planned a big project, don't wait until the last month of the fiscal year to frantically spend down the funds. The strategic plan is to help your Neighborhood Council see when and where funds should be spent the entire year.

Use the Neighborhood Council Budget template to help you categorize your expenditures each month based on your vision, goal and solutions.

- 1) Outreach \$ 17,000
- 2) Operations \$ 7,400
- 3) Neighborhood Purpose Grants (NPGs) \$ 12,000
- 4) Neighborhood Improvements \$ 600
- 5) Recurring Monthly Expenditures \$ _____
- 6) S/Election \$ _____ (start planning for your 2018 s/election now with voter registration drives)

The BIG Score: Measure your progress and your final performance with these performance metrics. Evaluate your journey based on results that are specific, measurable and meaningful!

Example:

- 1) **Citywide Initiatives** – count # of streets/alleys cleaned, how many seniors/homeless/youth assisted, etc.
- 2) **Website** - measure traffic and set a specific goal number to increase traffic to your website
- 3) **Contacts** - count the # of people on your email distribution and set a specific goal number to increase your contacts
- 4) **Meetings** - look at the crowd and count your stakeholders and set a specific goal number to increase the crowd
- 5) **Public Events** - how many do you do and what is the result. Set a special goal number to increase your public events
- 6) **Partners** - make a list of organizations in your network and set a specific goal number to increase your partners

Include these citywide performance metrics measures for Neighborhood Councils so we can see Neighborhood Councils Big Impact on Los Angeles! Remember set specific, measurable and meaningful goals.

- 1) **Community Impact Statements:** Our Neighborhood Council will file 5 (insert a number) Community Impact Statements this year.
- 2) **Requests for Action:** Our Neighborhood Council will file 5 (#) Request for Action to our elected and City departments this year. This number should not include Community Impact Statements.
- 3) **Meetings:** Our Neighborhood Council will conduct 12 (#) general board meetings and committee meetings this year. You can specify the type of committee meetings, too!
- 4) **Collaborations:** Our Neighborhood Council will collaborate on 5 (#) events with Electeds, City departments, community organizations or non-profits and schools. You can be more specific and name the collaborators, too!
- 5) **Stakeholders:** Our Neighborhood Council will increase our stakeholder database from 25 (#) to 200 (#) this year.
- 6) **Communication:** Our Neighborhood Council will contact our stakeholders _____ (3) times ☒ month or ☐ year about what's going on with the Neighborhood Council and the City.

We'll be incorporating your metrics into your monthly Neighborhood Council Profiles so you can measure your progress and evaluate your success each year.

The BIG Reminder: Align your behavior with your Vision. Everything you do should be advancing you toward your Vision. If something you are doing is not aligned, it is a potential obstacle or challenge that will interfere with your goals.

At every turn, ask "Does this promote more citizen participation in government and make government more responsive to local needs." If the answer is yes, then you are bringing your Vision to life!

**Neighborhood Council Outreach Survey for Fiscal Year 2016-2017**Neighborhood Council Name: Westlake North Neighborhood Council☐ No changes from Fiscal Year 2015-2016 ☐ Yes, see changes below.

Name and contact for your Outreach Committee Chair: _____

Email _____ Phone _____

Digital Tools:

Does your Council have: a website? Yes ☒ No ☐
If yes, please give us your website address: Empower
if so, does it link to EmpowerLA? Yes ☒ / No ☐

Does your Council have: a Facebook Account? Yes ☒ / No ☐
If yes, please give us your Facebook url: Facebook/WNNC
if so, do you utilize the events feature? Yes ☒ / No ☐

Does your Council have: a Twitter Account? Yes ☒ / No ☐
If yes, please give us your Twitter url: _____
Do you utilize hashtags with Twitter? Yes ☒ / No ☐
If yes, what hashtags does your Council use for Twitter? _____

Does your Council have: a YouTube Account? Yes ☒ / No ☐
If yes, please give us your YouTube URL: _____
if so, do you create Council videos? Yes ☐ / No ☒

Does your Council have: a database of Stakeholders? Yes ☒ / No ☐
an email newsletter campaign? Yes ☒ / No ☐
an email newsletter service? Yes ☒ / No ☐
if so, what company? _____

Does your Council have: a virtual phone line? Yes ☒ / No ☐
if so, what company? _____

Does your Council have: a virtual fax line? Yes ☒ / No ☐
if so, what company? _____

Neighborhood Council Outreach Survey

Print Materials:

Does your Council have: business cards for Board Members? Yes ☒ No

business cards with general information? Yes ☒ No

a print newsletter campaign? Yes ☒ No

a brochure? Yes ☒ No

Does your Council have: letterhead? Yes ☒ No

templates for newsletters, brochures, flyers? Yes ☒ No

branded materials (fridge magnets, bookmarks,...) Yes ☒ No

If Yes, please list branded materials: Mugs, pens, post-it's, notepads, shirts

Calendar:

Does your Council use: an online Calendar? Yes ☒ No

If yes, what Calendar service do you use? _____

Does your Council use: Community Bulletin Boards? Yes ☒ No

Partners:

Does your Council maintain working relationships with other organizations? (CPAB, Homeowners and Residential Associations, Chambers of Commerce, Library, Local Parent/Teacher Associations, Cultural Organizations, Community Theatre, Churches/Synagogues, Social Services/Food Banks, Historical Associations,...) Yes ☒ No

If so, what are the organizations? CCNP

Media:

Does your Council have: Local Media Contacts? Yes ☒ No Press Release Templates? Yes ☒ No

a media strategy? Yes ☒ No Contacts with local print media? Yes ☒ No

Contacts with local digital media? Yes ☒ No a local media advertising strategy? Yes ☒ No

Street Presence:

Does your Council advertise: Bus Stop Shelters Yes ☒ No Bus Benches Yes ☒ No

Street Light Banners Yes ☒ No Sanitation Trucks Yes ☒ No A-Frames Yes ☒ No Yard Signs Yes ☒ No

What is your Council's most effective tool for engaging the public and keeping them informed?

facebook and email

What is your Council's greatest opportunity for improving its outreach and for reaching the public and engaging them in the Neighborhood Council's activities?

more posting on facebook / more printed outreach material



Neighborhood Council Self-Assessment Form for Fiscal Year 2015-2016

Neighborhood Council Name: Westlake North

What was the BIG Vision(s) for your Council? Increase visibility and community involvement through partnerships with local, state officials, non-profits and interested parties.

What were the BIG Goals for fulfilling your Vision?

1. Leverage and strengthen social infrastructure, networks, and assets.

Did your Council meet this goal? ☒ Yes ☐ No – Why? There is an increase of community leaders and stakeholders that live in Westlake.

Did your Council meet this goal? ☐ Yes ☐ No – Why? _____

3. _____

Did your Council meet this goal? ☐ Yes ☐ No – Why? _____

4. _____

Did your Council meet this goal? ☐ Yes ☐ No – Why? _____

5. _____

Did your Council meet this goal? ☐ Yes ☐ No – Why? _____

How did your BIG Budget match up to your goals?

Outreach: Budgeted:\$ 17,000 Spent:\$ ~~8,050~~ 4,300
Operations: Budgeted:\$ 7,400 Spent:\$ 8,650
Neighborhood Purpose Grants: Budgeted:\$ 12,000 Spent:\$ 5000
Neighborhood Improvements: Budgeted:\$ 600 Spent:\$ 6,900
Elections/Selections: Budgeted:\$ — Spent:\$ —

Budgeted Total:\$ 37,000

Actual Amount Spent:\$ —

When did your Council do the majority of the spending?

☐ First quarter (July – Sept):\$ — ☐ Second quarter (October – December):\$ —
☐ Third quarter (January – March):\$ — ☒ Fourth quarter (April – June):\$ Elections

How did you measure your BIG Score and what were the results? Please be specific with numbers if the measurement was to increase a number, e.g. increase web traffic (from how many hits to how many?) or more people at meetings (from how many people to how many?)

Measure: Acquire more board members

Result: Three new board members joined the board

Measure: Establish committees

Result: Outreach, Youth, Plan, Public safety, and bylaws committees

Measure: —

Result: —

Measure: —

Result: —

Measure: —

Result: —

Citywide Neighborhood Council Metrics

How many Community Impact Statements did your Council file? 3 ☒ None. Why? _____

How many Requests for Action* (not including Community Impact Statements) from your electeds or City Departments did your Council make? 3 ☐ None. Why? _____

*A Request for Action is when the board makes a recommendation on an issue that must be conveyed to your electeds or City Departments to take further action, e.g. Neighborhood Council position on a land use issue or other City matter.

How many general and special meetings did your Council conduct? 16 Committee meetings? 4

How many events did your Council collaborate with electeds and/or City Departments to conduct? 2

Please list the event and the elected and/or City Departments involved.

How many events did your Council collaborate with a community group or non-profit? _____ Schools? _____

Please list the event and the community group, non-profit or school.

How many stakeholders did your Council have in its database (if not already listed in the Big Score above):

on July 1, 2015 0 and on June 30, 2016 0

☒ do not have a stakeholder database

How many times did your Council communicate with its stakeholder database? 0 times every ☐ month ☐ year

Thank you for taking the time to complete this Neighborhood Council Self-Assessment Form!