

Valley Village Homeowners Association
March 14, 2016 Board Meeting
Minutes

I. Call to Order

The VVHA Board meeting, held at R. Meyer's home, was called to order by Vice President K. Hearn at 7:10 p.m. In attendance were R. Pine, D. Apple, G. Shorr, Z. Rynew, D. Zahn, M. Woersching, R. Meyer, K. Hearn and E. Wilheim. Past President Lori Dinkin was also present.

II. Officers' Reports

A. President: 1. ***Letter to Mike Feuer***. Hatfield was absent; however, he had asked for approval of his letter to Mike Feuer requesting action on an Airbnb in Valley Village that was determined to be in violation of the Specific Plan. Approval was given by a majority vote. 2. ***Letter from Jen Getz re: UrbanBlox development at Hermitage and Wedington***. With the understanding that a public hearing on this case will be held on March 29, Hatfield will prepare a letter. 3. ***Email from Nita Dixit re: 12840 Riverside Drive hotel***. Wilheim will contact Hatfield and T. Brawell and inquire if either of them replied to Dixit's request for assistance; the property location is outside the area of Valley Village.

B. Vice President Hearn: At the previous board meeting, Hearn volunteered to inquire about the holiday truck that is hired by Toluca Lake Homeowners Association for the first Friday in December. Hearn has left messages but no one has responded. He also spoke to a few brokers regarding DNO insurance. The estimated cost is roughly \$600. D. Zahn volunteered to look into this issue, too.

C. Treasurer Meyer: Meyer reported that there is a balance of \$20,855 in the bank and that VVHA has 426 members. So that VVHA can save \$.59/newsletter mailing, Meyer asked for assistance labeling the *The Valley Villager* hard copies and preparing them for the mail. R. Pine and G. Shorr volunteered. Meyer also asked for restaurant suggestions for the next general membership meeting. Wilheim named Four 'N Twenty and recommended pies. Meyer agreed to speak with them.

D. Secretary Wilheim: Minutes of the January 11, 2016 meeting were approved; board members found the "To Do" list helpful. D. Zahn suggested that when a fast reply/approval to an email is required, that the sender write "Immediate Approval Needed" in the subject line. Members will implement this practice.

III. Committee Reports

A. Membership & Events: Apple asked for recommendations for the Fourth of July Grand Marshal. Responses include Hertzberg, Sherman, Galperin, therapy dogs, NHHS principal, and outstanding teachers. Children's Hospital is sponsoring a Blood Drive on April 29 at Colfax Charter, 8:00 am to 1:30 pm. Colfax World Fair is May 21. Apple will plan an Earth Day event for April 23rd.

B. Communications 1. Review Social Media Guidelines. Rynew distributed proposed guidelines approved by the Communications Committee and expressed the need for a ‘gatekeeper’ in charge of all postings. Apple suggested a clarification in the language. [Attached to Minutes] Discussion focused on implementation of guidelines and concern over controversial issues. Rynew recommended that Board members send him any items that may be of interest to the membership and he will post them. If Rynew deems an item to be controversial he will seek approval of the board before posting. In these instances there must be a disclaimer at the beginning of the posting. In an email, President Hatfield stated his amendments to these guidelines. Members reviewed his email and added one sentence (with changes to read: Any board member can submit to the committee chair newsworthy articles of interest to Valley Village, e.g., DWP, ballot measures impacting development, basically items that impact our quality of life or services provided by the city, state or county).

Motion: R. Meyer recommended that the Board approve the guidelines as amended. K. Hearn seconded. All nine members approved motion.

2. Issue of Providing Both a Pro and Con Point of View at General Membership meetings. Discussion centered on whether the board is responsible for presenting different points of view on issues addressed by speakers at the General Membership meetings. Specifically, Rynew opined that the Neighborhood Integrity Initiative has many weaknesses that may not be brought to the VVHA members’ attention when our next speaker comes on April 20. Woersching agreed with this and listed a few problems with the initiative. A consensus was reached that when appropriate, a panel of speakers should be invited to speak about hot issues relating to the quality of life in Valley Village. Apple suggested that VVHA have a representative of the League of Women’s Voters speak at the October meeting. 3. Miscellaneous. Rynew advised the board that the Communications Committee thought it would be fun for VVHA to sponsor a ‘dog’ event at the park. Apple said she would consider it.

C. **Specific Plan** With Woersching’s permission, Hearn tabled this item to the next board meeting, scheduled for May 9th because it was getting late.

IV. New Business There were no new business items.

V. Old Business

- A. Light at Laurelgrove & Riverside. Rynew handed out a letter he had drafted to Paul Krekorian requesting that installing a traffic signal (which had been approved years ago) be given immediate attention. Letter was approved.
- B. D & O Insurance. Discussed under Hearn’s report.
- C. Phone Power. Still in Meyer’s Pending file.
- D. Update on 170 Sound Wall. The starting date has been stalled by the necessity to move a wire located near the 170 that demarks the East Valley Eruv.

VI. Adjournment Meeting adjourned at 9:15 pm

Valley Village Homeowners Association Social Media & Website Guidelines

- Posts to website and social media platforms(e.g. Facebook, Twitter, Instagram, etc....) should contain content that is purely informative, such as listings of events and links to news articles.
 - Postings should not carry opinion or take a position, unless approved by the VVHA
 - Any member of the board can submit to the chair articles of interest about Valley Village, i.e, DWP, ballot measures impacting development, basically items that impact our quality of life or services provided by the city, state or county.
- Members of VVHA are allowed to comment on social media platforms, but only using their own avatar at the beginning of the post adding, “opinions expressed in this post are the author's own and may not reflect the view of the VVHA”
- The communications chair is charged with responding to and moderating comments.
 - Comments are to be responded to only on an informational basis.
 - Comments may be deleted if language is derogatory, hateful or spam.
- Candidates for the VVHA Board are not allowed to post on social media for electioneering purposes, whether through VVHA or their own profile.
- Communications Chair is the moderator of social media. Posts must be approved by the chair or the majority of the board.