



2700 N. Beachwood Drive, Hollywood, CA 90068
www.hollywoodland.org

HHA Board of Directors
Regular Monthly Meeting
March 11, 2008
At the Residence of Jim Cairns

Minutes as Approved on April 8, 2008 in Regular Session

Directors Present:

Cara Rule
Les Meeks
Bob Brandow
Jim Cairns
Randolph Mantooth
Kim Sales
Barbee Andrina
Jean Clyde Mason
John Raup
John Rundall

Directors Absent:

Brian Burchfield
Hayma "Screech" Washington
Eric Smith
Joe Hogan

Members and Guests:

None present.

Call to Order

President Cara Rule called the meeting to order at 7:58 PM.

Old Business

Approval of Minutes -- It was moved, seconded, and carried unanimously that the proposed minutes from the Regular Meeting on February 12, 2008 be approved without amendment.

Treasurer's Report -- Jim reported that two \$50 checks donated to the HHA for parking at the market bounced and that a \$20 cash deposit was lost by our bank. Jim has decided to not deposit anymore cash with the bank but will write a check to deposit instead. The HHA should be receiving a check for \$200 as a donation for a production that was shot in the Village Plaza.

Jim submitted a written report to the Board which captured cash flows from 1/1/2008 – 3/11/2008 and reflected account balances as of 3/11/2008.

New Business

Merchandising – Per request to accommodate Kim's needing to leave the meeting early, the Board agreed through consensus to defer this agenda item until later in the meeting.

Special Events -- Kim reported that we will sponsor a children's Easter Egg Hunt on Saturday 3/22.

The Special Events Committee members present decided to meet later in the week at Kim's house to plan the rest of the year's special events.

Environmental Design -- Kim changed by hand the clock on the East Tower to reflect the correct Daylight Saving Time. The new 85th Hollywoodland Anniversary Banner, designed by Brian Burchfield, has been installed on the tower. The Board concurred that it is a striking and fitting emblem of our historic milestone as a distinguished community.

Merchandising – With Kim's reports being completed, the Board reverted to the meeting's first listed item of new business on the agenda, merchandising, and resumed the normal order of the agenda thereafter. Cara brought forward the idea to renew merchandising as a Board endeavor. The following were identified as Merchandise Committee Members: Cara, Barbee, Kim, Jean, Les, Brian.

The Board exchanged several possibilities for potentially popular merchandising items.

Cara suggested that we re-run in limited quantity the Hollywoodland 75th Anniversary Cookbook. We should update it as necessary and change the title to reflect our 85th Anniversary. We will try to seek the input and advice of some of the original collaborators of that project.

Kim departed the meeting. A quorum remained present.

Beautification -- The Board decided to consult Cultural Affairs on how to best enhance the planters for our succulent plantings along the double historical staircase. Also, the planters in the Village Plaza were considered as to how to better utilize those for more optimal aesthetic effect.

Emergency Preparedness – Randy said that he and Screech will make plans in the near future to meet with the Battalion Chief in order to ascertain the contingency plans for various disaster scenarios.

It was reported that there is an Area Planning Hearing (APH) on March 25th regarding our proposed new firehouse.

Communications – John Rundall relayed that articles are coming in and the development of our next issue of the HHA newsletter is underway.

The Board discussed the need to gather whatever can be found of outstanding hardcopies of newsletters, fliers and other communications produced by the HHA. These need to be turned over to our Archivist, Barbee Andrina. Also, ideas about how to house the archives were exchanged. No agreement was reached on a storage facility for the archives.

Membership -- Barbee suggested having our next membership drive during the first week of April.

Jim offered the idea of designing a sticker to promote membership that could be affixed on fliers that we distribute.

Design Review Board (DRB) Liaison -- Brian was not present to provide a report.

Hot Spots – The Board discussed some hot spots of concern including fence issues at Flagmoor and Belden addresses. Cara received some communication from members concerned about trees being removed and a pool being installed in their place at a residence on Ledgewood. Jean read a report from a photographer with his opinions of the ability to develop Cahuenga Peak. Cara reported the latest street paving information that she had from the City.

Adjournment

The meeting adjourned at 9:56 PM.