

2010-2011 Annual Report

Delivered on December 20, 2010

By Cary Iaccino

Chair, Reseda Neighborhood Council

In May 2010 14 people, including myself, were elected to positions of public service to the Reseda community. Some were re-elected, yet many were new to the Neighborhood Council process. All of us, freshman and veterans alike, find that really all we get out of the Neighborhood Council is what we put in. And fortunately for Reseda, many of you Board Members have contributed quite a lot.

Possibly the largest challenge to face the Reseda Neighborhood Council was apparent from our first meeting as a newly seated Board, our budget.

In years past, we seemed to have a large surplus of rollover funds to bolster our yearly budget. For the fiscal year of 2010-2011 this was not to be the case. Not only did we receive the 10% reduction again starting us with \$45,000, we also started with allocations in place from 2009-2010. We have done quite a bit to confront this new reality including eliminating or reducing administrative costs. This has definitely reduced our ability to perform certain tasks, but the possibility of dedicating nearly half our limited resources to operations and other similar functions was simply unacceptable.

Every dime we save from eliminating the office phone, the secretary for minute taking, our Internet service, multi-page newsletters, and other expenses, can be applied directly to community projects. Now our task for the next 6 months is to follow through and spend these funds in Reseda.

Of course we will continue to give the city of Los Angeles and our City Councilman, infallible advice and recommendations on what the Stakeholders of Reseda want. But we do need to look at our funding and where it should be applied to better the community.

In the calendar year 2010, the Reseda Neighborhood Council has to various degrees involved itself in a number of worthwhile community projects. Some of them include:

1. Hosting and funding a first aid/cpr training
2. Assisting in 2 food drives
3. Partnering with Revitalize Reseda on a Holiday Light fundraising project
4. Working with the Council Office and the Tarzana NC on organizing and hosting a Senior Symposium

5. Joining in community clean-up events
6. Hosting a Town Hall meeting on the redevelopment of the Reseda business district
7. Participating in the first annual Relay for Life in Reseda
8. Organizing a Big Sunday event with Magnolia Science Academy
9. Holding a Candidates Forum for the November 2010 general election

Some of the other ongoing efforts that the Board commits itself to and follows through on a reoccurring basis are:

1. Assembling and delivering 9000 copies of a monthly newsletter
2. Emailing over 1000 stakeholders a weekly community news email
3. Attending and conducting outreach at local events with a booths staffed by Board Members
4. Conducting Bi-monthly Board Meetings where we give the Reseda Stakeholder a place to bring their concerns and pursue solutions
5. Updating and maintaining our current website and other social media

And some of the important votes that were taken by the Board include:

1. Future allocation for the Sherman Way center median
2. Recommendations to the City on how DONE functions
3. Passing on to City Departments where we think they should focus their efforts to better serve the needs of Reseda Stakeholders

I truly believe that all of this is positive and made possible by all of you as Elected Volunteers and Stakeholder Participants. The money the City provides helps, but is not what makes the neighborhood council successful or worthwhile, the volunteers do. As long as there are persons such as yourselves, taking ownership of your community, good things will happen. The Reseda Neighborhood Council is simply a powerful organizing tool to help us meet each other and allow us to work together.

With this in mind, I would once again, ask for you to join me in laying the foundation for productive 2011. We all struggle to find enough time to work for Reseda and I am no exception.

We have approximately 6 months left of our fiscal year 2010-2011 budget. The Reseda Neighborhood Council started with about \$45,000 of which \$16,000 has been spent. We have line item expenses that include our yearly rent, web maintenance, meeting costs, etc, of nearly \$11,000. We also have roughly \$9,000 in allocations the Board has committed itself to, already applied against our yearly budget. That leaves us approximately \$10,000 to spend over the next

half year. To oversimplify it, we should spend around \$2,000 a month for the rest of the year on various community endeavors.

I have been designated by our Bylaws to present you with a vision or agenda for the coming year.

So without further ado, my proposals for the Reseda Neighborhood Council in calendar year 2011:

1. Design workshop focusing on the Sherman Way center median redesign
2. Ongoing work with the CRA regarding redevelopment in Reseda
3. First Aid/CPR training to prepare more Reseda Stakeholders for emergencies in the community
4. Multi-Cultural holiday celebration
5. Senior Symposium, or an equivalent event
6. Youth Event to be determined
7. Crebs Ave. walking park project
8. Continued partnering with the City, Councilman Zine and his staff, groups such as Revitalize Reseda, American Legion and the YMCA, various businesses in the community, and any organization that helps bring Stakeholders together for Reseda improvement
9. Finalize our standing Committee membership so that we once again have a fully functional system that vets ideas and projects before the Board.

It is true that the position of Chair entitles me to preside over meetings and focus the broader board agenda. Yet, more importantly, it also affords me the opportunity to serve you on the Board. Even though my time available to work for and with you is not infinite, I will never decline to meet and/or speak to each and every one of you when the goal is bettering Reseda.

I look forward to 2011, when we next convene on January 3rd. Thank you.