



Location: Benjamin Franklin Library [Community Room]

Circa: November 9th, 2017

Begin: 6.15pm

End: 7.37pm

Attendance

Present (4): Jason Gallegos, Drew Brauer, Dan Morales, Daisy Chavez (acting as Ex-Oficio)

Absent (1): Ernesto Hidalgo

Community: ~11 (including 1 BHNC Board Member [Carlos Montes]).

Translation Services: **Present/Available**

Format of Votes: [(abstain) – (nay) – (yes)]

Item 1(a) – Welcome

- PLUC Chair explains the BHNC Bylaws governing Vice Presidents acting as Ex-Oficio during Committee Meetings.

Item 1(b) – Updates:

- **PLUC Chair** made the following announcements:
 - States that he was unable to obtain the status of the La Veranda Development [2420 Cesar Chavez Blvd.] and will attempt to locate and present that information at a later date.
 - Clean Streets Initiative is on Saturday and meeting at Lots to Spot on first street
 - ZA-2017-2451-CUB (243-251 S. Mission Road) the Zoning Admin is taking comments until December 4th. We do not have a determination on the Item.
 - ZA-2017-2744-ZV-ZAA (2189 E Whittier Blvd), waiting to receive the determination letter.
 - Re-Code LA CPC-2016-3182-ZA goes before the City Planning Commission on February 8th. It is too late to be included in the staff report, but the BHNC still can make a Comment on this matter.
 - We have two new Board Members. Veronica Polanca, and Patricia Moreno (former PLUC Member).
 - Patricia Moreno's acceptance into the BHNC Board makes her ineligible to serve on the PLUC.
 - The BHNC has also received two new applications CPC-2004-6450-CU-PA1 (Hollenbeck Palms) & ZA-2017-4337-CU (McDonald's @ 1210 S. Soto St).
 - There are now three PLUC vacancies, each is for non-Board Member Community Stakeholders.
 - The November PlanCheckNC meeting will not occur this month due to the Veterans Day Holiday.

Item 1(c) – Adoption of Minutes

- **PLUC Chair admits to being unable to produce the Minutes for October 10th**
- Motioned to Table until next Committee Meeting (**Jason/Drew**)
- **[Vote: 0 – 0 – 4 (Approved)]**

Item 2 – Government Reports

- Yuredda Ramos (CD-14) introduced herself.
 - Reported on La Veranda status (DB approved by the CPC)
 - Jason (chair) ask if there is an update regarding the Vernon smell situation
 - Response: That it was being worked on at this time
 - Jason (chair) ask if an update can be provided during the General Board Meeting.
 - Response: affirmative.

Item 3 – General Public Comment:

- Community Member [name not noted] spoke regarding the Roosevelt Modernization Project, and

handed out informational packets.

- **Carlos Montes** – Invites Jose Huizar to come to a Board Meeting, to speak with the Council.

Item 3(a) – Discussion and Possible Action on Beer & Wine Conditional Use Permit (CUB) for a Asher Café & Lounge

- Applicant Representative (Liliger Damaso) present and reviews
- **Transparency:** Presenters brought coffee and snacks from Weird Wave Coffee shop.
- **ZA-2017-4048-CUB**
- Community presence was low
- Completely New License
- Construction will be completed in December.
- **Hearing Date:** February 7th 2018
- **Asher Fabrics** is across the street. Been at location for [three] years.
- Presented a Menu, stating the affordability of the prices.
- **There is a tentative meeting with CD-14 on November 29th**
- **Is waiting to hear back from Rocio Hernandez to setup a meeting with Pico Aliso Gardens**
- Willing to work with the community to establish a comfort level for the time of alcohol sale.
- Sergio [Almae] (Head Chef) expresses his love of Boyle Heights. Highlighting how they are no hipsters here, how they will bring more culture to the community and use organic food from the weekly market. That they have reached out to the Boy's and Girl's Club to give out donations for Thanks Giving.
- Sergio notes and offers pastry that they brought and highlights their taste
 1. Daisy Chavez asks "Are those pastries from your shop?"
 2. Sergio responds: "No."

Questions from Public (to presenters):

- Carlos Montes: Did you do a market analysis? Do you see a growth?
- Response (Sergio): Yes. Looking to expand the business by reaching out to the Community. Did not do the research himself.
- Carlos Montes to Sergio: Are you the COO, or do you work for Asher
- Response (Sergio): Works for Asher.
- Carlos Montes: Is the liquor sales necessary to the business
- Response (Liliger): It is in addition to the business.

Question from Committee Members (to the presenters):

- Daisy Chavez: Following up on Carlos' comments, asks if they have done any Community survey, research, regarding other coffee shops in the neighborhood.
- Response (Sergio): Yes.
- Daisy Chavez: I am asking because you brought Weird Wave Cafe today. And if you had talked to... This is a very controversial space to buy at. ... So for me, it makes me question your understanding of the community."
- Response (Sergio): States that the controversy was what drew him to the shop. That he walked around the area for 30 minutes. Spoke with the owner of Weird Wave. And concluded that they were "just local kids who want to make a living."
- Daisy Chavez: "Have you spoken to any of the owners of the other shops?"
- Response (Sergio): "Not yet."
- Daisy Chavez: "Are you aware of any of the other shops aside from Monarca."
- Response (Sergio): "I have researched the other coffee shops, but have not had a chance to actual [visit]."
- Dan Morales: Asks about the types of beer service at this location.
- Response (Sergio): Currently in the process of collecting the beer selection. Looking at local breweries to supply our store.
- Dan Morales: regarding Carlos' question on market research. Loves the menu, but expresses that prices

- don't reflect the typical Boyle Heights resident.
- Response (Sergio): States that Boyle Heights residents will get an incentive/discount, but the percentage is not decided, and will be "for sure" the first six months.
- Dan Morales: Asks if Asher been in the food business before.
- Response (Sergio): No.
- [unknown]: What does Asher do exactly.
- Response (Sergio): Asher has been in the Textile business for the past 30 years. Sells different fabrics.
- Jason G.: Expresses concern about their knowledge of the local community. Thanks them regarding informing the community of their efforts to contact the CPAB, CD-14 and Rosario Hernandez. Asks if they are aware of the planned alcohol sales location at Whittier & Boyle.
- Response (Liliger): Informs the PLUC that the CPAB representative had asked them if this was regarding a new license, that the CPAB had declined 7-11 and that they do not offer support for this license.
- Jason G.: Informs the Applicant of process that 7-11 employs of purchasing an existing license, or purchasing two existing license and closing one, to have a net drop of liquor licenses in the neighborhood, and asks if that is something that they are looking in to.
- Response (name unknown): It is something we are willing to do.
- Jason G: Asks which community groups have they reached out to/had meetings with.
- Response (Sergio): Boys & Girls Club, Salesian Club, Resurrection Church. Have not had meetings yet.
- Jason G: Asks if this is an existing building or a new building
- Response (Liliger): It is a renovation.
- Jason G.: Have you reached out to the local residents in the required radius (500 ft)
- Response (Liliger): Only the mailers within the radius as required by the ABC. They will also be receiving a second notice regarding the date of the hearing.
- Jason G: Asks regarding safety concerns regarding the freeway exit.
- Daisy C: Question regarding hiring process, if the jobs will be more than minimum wage, and local hire.
- Response (Sergio): It would be above minimum wage, and local hire would be ideal.
- [Unnamed representative of applicant]: Expresses that this location is different from an off-site sale store, in that this is a restaurant that sells primarily food. That it is not a bar or night club.
- [audience question]: What is the percentage of sales does this contribute
- Response: 5% & is not necessary to project
- **Motion to Open for Discuss (Drew/Dan)**
- **Public Comment:**
 1. Socoro: Too many alcohol locations in Boyle Heights. The senior hotel residents are concerned about the traffic and sales. Concern regarding DUIs related to this location.
 2. Carlos Montes: Lives in the area. Concerned that a market analysis wasn't done. Based on the menu and price, that the customers would not be community member and instead from other areas. Community is concerned about gentrification in the area. And Asher [Lounge] is appealing to an upscale hipster type of crowd that will bring in more and drive up prices in the neighborhood.
- **Committee Comment:**
 1. **Drew:** There is tone "deafness" bringing Weird Wave coffee, but that Asher is being very open, a lot of companies have not been very open to making changes. Expresses that she would be open to considering support if they purchased two licenses, to reduce the overall licenses in the neighborhood. Sees the appeal of the coffee shop to through traffic. It is a "dead" corner.
 2. **Dan:** "I would go there." Echoes Drew's sentiment regarding the purchase and reduction of liquor licenses. And thinks that that is what it would take to get support.
 3. Jason: "as it stands. If it is a straight up new liquor license, I am going to be against it. The Cafe as you pointed out, doesn't need the liquor license. So it is not going to hurt the business per se. So I don't see a reason to support it right now. The way I am looking at it is the hearing is in February,

so we can give you more time. And come back in January [to] see if there is any development. Right now, if i were to make a motion it would be to [recomend] den[ial] you guys on the license."

4. **Daisy:** Agrees. That Boyle Heights does not need a new license. That it is saturated and more healthy foods are needed. Has a cocern regading the Community Connection. Expresses that the menu price is too high for the community. Avocado toast, for ten dollars, cannot afford this. Advises that they do more community research

- **Motion to Table** until the January PLUC meeting (**Drew/Dan**)
- **[Vote: 0 – 0 – 4 (Approved)]**

Item 5(a) – Discussion on the PLUC 2018 & Any Land Use Matter(s)

- Marijuana – There is a map (created by the City) of areas that allows for dispensaries. And the PLUC should be aware of these locations.
- Jason G (Chair) asks if anyone is going to have any of the pastries/coffee, seeing no comment, asks the presenters to take the items with them.
- Subjects to cover in 2018: Marijuana, Community Plan Update, Eviornmental issues.

Item 6 – Announcements

- *no updates on hearing dates*
- *Executive Committee meeting is Nov 19*
- *GBM is Nov 29*
- *BHNC Clean ups are on the 11th & 18th. As well other groups in the neighborhood are conducting their own.*
- *At least two turkey drives are occuring, one with Miguel Santiago and one with CD-14.*
- *Toy Drive (Cd-14) is in December.*
- **Drew:** *Promotes the Community Needs Assesment Survey.*

Item 7 – Adjournment

- **Motion to Adjourn** (Jason/Drew)
- General Public Comment: "**Goodnight.**"
- **[Vote: 0 – 0 – 4 (Approved)]**