

Date: August 20, 2005

To: Neighborhood Council Leaders
From: Greg Nelson, General Manager
Subject: Citywide Day of Service

As you know, one of the keys to being a successful Neighborhood Council is ensuring that what you do is relevant. People will get involved if you are doing something that affects their lives.

Another key is establishing the strength of your Neighborhood Council in the eyes of the decision-makers. Are you just a handful of people who meet once a month and take positions on things, or can you mobilize large numbers of stakeholders when needed to make your voice heard?

An opportunity has presented itself for each Neighborhood Council to take a major step forward in its evolution.

On Monday night, Mayor Antonio Villaraigosa made his first visit to a Neighborhood Council meeting (the Hollywood United Neighborhood Council) to urge its participation and leadership in the Mayor's Citywide Day of Service to Our Youth that is planned for Saturday, October 8.

This event will underline the City of Los Angeles' commitment to our schools and community service in general. Community service projects will be initiated at six high schools and their vicinities with the participation of thousands of volunteers, and include a public education campaign. Exactly how this will all happen, and which specific projects will be targeted at each school will be the subject of organizing meetings involving nonprofit volunteer agencies, city departments, the LAUSD, and elected officials.

The Mayor would like Neighborhood Councils to participate in this effort. If your Neighborhood Council wishes to participate, and wants to send a representative to the planning meetings, here is a list of the contact people in the Mayor's office:

Valley: North Hollywood HS

Contact: luis.sanchez@lacity.org or (213) 978-0721. Shortly, the main contact will be Fortuna Ippoliti once she comes over from the office of Councilman Jack Weiss.

West: Venice HS - Contact: corey.day@lacity.org or (818) 778-4990

Harbor: Banning HS - Contact: patricia.castellanos@lacity.org or (310) 732-4630

South: Fremont HS - Contact: brenda.anderson@lacity.org or (323) 789-2827

East: Roosevelt HS - Contact: carlos.alvarado@lacity.org or (323) 789-2796

Central: Hollywood HS - Contact: michele.fleenor@lacity.org or (323) 957-6331

The Mayor's Area Directors will want to know which high schools your Neighborhood Council plans to work at, how many people you expect to turn out, what other help (money? materials? flyers?) you can provide, and who your contact person will be.

If your Neighborhood Council is not within the service area of any of these schools, you are still urged to participate. First, you may learn valuable information when the turn comes for a high school near you. Second, it's a great outreach tool because there may be people who would participate in this as opposed to attending one of your board meetings. Third, if you help a near-by Neighborhood Council now, maybe they'll help out you when it's your turn.

Just imagine what a great show of strength and unity it would be to have your stakeholders show up in t-shirts with your Neighborhood Council logo or name on it, or in some other way display a connection to your Neighborhood Council.