

# The President of the Echo Park Chamber of Commerce

Dear Members,

In retrospect, 2006 was a monumental year for the chamber, as we were able to reconstitute the Echo Park Chamber of Commerce and re-adopt the original by-laws. When 2007 rolled around we were not only up and running with stride, but all of the issues we had been diligently working on took hold and gained momentum. The Executive Committee is proud to list some of our accomplishments for 2007:

## **New and improved Website**

(End of 2006/2007): New and improved tools: email list software enhancements with Email blasts, calendar reminders and other chamber communiqués; New member directory listing and chamber member pages; New Real Estate Sections; Links Section ; others to come.

## **Membership and Executive Board**

Member increased to 66; New Executive Board Installed: Treasurer - Juan Sandoval; Vice President - Stephen Stickler, Secretary Rosie Betanzos.

## **Echo Park Chamber concluded a Homeless Roundtable Meeting**

We successfully hosted a homeless roundtable meeting where various business owners, city officials and homeless services were present. We are able to assist homeless in the Echo Park District by continuing to offer services thru the PATH organization and by working closely with CD13, LAPD, LA City Services and our community.

## **Echo Park Dodger Night**

We sold about 350 Dodger tickets and Council President Eric Garcetti threw the opening pitch. \_

## **Lotus Festival challenge**

We raised nearly \$5,000 to help allow the historic tour shuttles to operate during the Lotus Festival.\_

## **Street Furniture**

Our grant request for matching funds for furniture fell short and was not approved. It is a project that we have been working with Central City Action Committee for street furniture enhancement. The furniture was to include Park benches throughout our walking neighborhood. The goal is still in effect and we –EPCC and CCAC- are now working with CD1 and CD13 and other potential funding possibilities.

**Cleanups and Street Cleanings** \_Part of the largest citywide cleanup, organized numerous street cleanings and big a Sunday clean-up.\_

## **Dodger Traffic Task Force**

We are a member of the Dodger Traffic Task force when called upon when the Scott Gate reopened.

## **Echo Park Film Task Force**

Assisting in defining rules and policies in regards to filming in the Echo Park business corridor. We have successfully negotiated \$10,000 donation from one of the film companies.

## **Security**

We have worked with the city on bringing better lighting underneath the Sunset/ Glendale Overpass. For 2008 we are continuing enhancing lighting on city parking lots, Echo Park Lake, and other areas around the neighborhood to bring into effect a community where we can feel safe.

## **East Side Hospitality Association**

We are instrumental in forming alliance of bar, restaurant owners, District Attorney's Office and LAPD.

### **Graffiti Removal and Mural Restoration**

We helped monetarily with the Mural restoration and graffiti proof under the Sunset / Glendale Overpass. We also assisted Masa / El Centro to regain a mural wall targeted by gangs and taggers to be re-painted and vines can grow on the wall instead of graffiti.

### **Angelus Temple Parking Structure Task Force**

We assisted in negotiations between Angelus Temple, CD13, and LA City Planning and EPHS.

### **Holiday Parade**

We raised funds from CD1, CD13 general fund and members to put up holiday decorations. Sponsored a VIP Parade pre-party; coordinated clean up between organizations.

### **New link to Neighborhood Council**

Stephen Stickler (our vice president) was voted in as district 3 Neighborhood Council.

**Consulted new businesses and developers in the EP areas** – Developers and new businesses joined the EP chamber to enjoy some of the fringe benefits and experience that the Echo Park Chamber offers.

**Mixers / General Meetings Speakers Included:** \_CD1 Councilman Ed Reyes; Artist - Peter Shire; CD13 Council President Eric Garcetti; Kevin de León- California State Assembly Member; EPHS Kevin Kazuma; LAPD SLO Sonia Rimkunas; LAPD SLO LEWIS FORD; Darin Williams from EPSA; Sheila Anthony – Elf.

### **Goals for 2008:**

1. Membership Drive – 50% off for referring a new member; 10 reasons to join; Goal 110 members by 2009.
2. Working with CD13 on an Echo Park BID (Business Improvement District) and establish a BID to enhance Clean, Green and Secure neighborhood
3. Clean up: Pressure Wash sidewalks, parking lots; Graffiti. Targeting Glendale, LAUSD and Sunset
4. Public Furniture / Tree Wells – Planting flowers, installing benches – Currently working with CD 13 and CD 1 on a street furniture plan.
5. Echo Park Lake Cleanup / Security – We are working on: additional signage; lighting; security cameras; clean child areas friendly; additional patrols,
6. Parking Lots: Clean up of Public lots #664, #663, #662 – working with CD13, LA DOT, LAPD, Homeless. Parking Lots – working on adding more parking spaces.
7. Fund Raising for the Chamber – we are interested in conducting 2-3 additional fund raisers for 2008.
8. Expand the Block Captain program to include Bulk Trash, crime watch, clean up, and a entry log of trash, crime, and clean ups.
9. Cross Membership Discounts at 15% and member discount cards – which need to be voted on and each individual business can approve of.
10. Additional Marketing Materials for Chamber members in the Echo Park / Elysian Park / Angelino Heights areas.

Mitchell Frank, President  
Echo Park Chamber of Commerce