

**SORO**

# NEWSletter

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the Newsletter of the  
SOUTH ROBERTSON  
Neighborhoods Council

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SoRo is a non profit  
501c3 charitable organization

Website:

[www.soro.org](http://www.soro.org)

## SoRo Board Meetings

2nd Wednesday of every month  
Hamilton High library 6:30 PM



Carole Segal

## A MESSAGE FROM THE PRESIDENT

To all of you who were able to attend our community meeting on October 10th at Hamilton H.S., a big thank you. It was very refreshing to see and meet so many new people. Outreach has always been a difficult but not an impossible task. Our signs all over the neighborhood certainly made a great impact. We were thrilled to see everyone.

SoRo is in transition. We have been certified for over a year and we need to elect a new board early in the New Year. We are devoting a large portion of this newsletter to telling you about SoRo - its' purpose, boundaries and how it works. Please take time out of your busy holiday schedule to learn about us. I encourage those of you who can to participate: join the outreach/election committee, run for the board, or join one our action committees e.g. public safety, traffic, festival, land use, website, newsletter etc. We need you to make SoRo successful. The forum that is provided to the neighborhood councils is new and emerging, giving local citizenry a say about what goes on in their community.

Step up to the plate. Let your voice be heard and be a part of history as neighborhood councils claim their own power.

Thank you and have a wonderful holiday and a happy and healthy New Year.

- Carole

## WHAT IS SORO?

SoRo is a group of community volunteers, which is open to everyone and seeks to improve conditions in the SoRo area. First organized in 1995, SoRo was incorporated as a 501(c)(3) tax-exempt non-profit organization focused on improvements to the southern portion of Robertson Blvd and the immediate area. After the City of Los Angeles adopted a new charter that included neighborhood councils, SoRo applied for and received City certification. This led to SoRo's current purpose, one of representing the public's concerns and interests in a wide geographic area of West Los Angeles extending from the south border of Beverly Hills to Venice Blvd. The City Department of Neighborhood Empowerment (DONE) oversees all of the neighborhood councils in Los Angeles and is involved with SoRo as an advisor and source of technical information.

### WHERE IS SORO?

The map on the last page of this newsletter shows the boundaries of the area represented by SoRo. It includes two City Council districts: the 5th, represented by Jack Weiss and the 10th, represented by Martin Ludlow. The Councilmen and their staff members work with SoRo to help us achieve our goals.

### WHAT DOES SORO DO?

SoRo's job is to listen to community concerns, act on behalf of tenants, homeowners, merchants, property owners and ser-

vice providers and work with agencies and elected officials in influencing public priorities and services. For example, a developer's application to the City would be reviewed and analyzed by SoRo's Land Use Committee which would recommend next steps to the Board of Directors and follow-up on implementing those steps.

### HOW DOES SORO WORK?

The important work of SoRo is done by Action Committees - groups of people who live, work and/or own property in SoRo and who are interested in specific issues. Action Committees are open to everyone; they work with the community to identify problems and opportunities, study the issues, develop alternative courses of action, and recommend a preferred course of action to the Board of Directors and follow-up on implementing the approved action. The Board either adopts or rejects an Action Committee's recommendation, but cannot change it. Changes, if any, are determined by the members of the Action Committees. Board members who are interested in a particular issue are invited to the Action Committees that deals with that issue so that their opinions can be heard at the time it is being addressed.

### WHAT DOES THIS MEAN FOR YOU?

As a new organizational entity, City certified SoRo's geographic area includes some neighborhoods that may not be sufficiently informed about SoRo and its purpose. The Outreach and Elections Committee is

in the process of contacting neighborhoods and can use your help. Please lend them a hand by helping with:

1. Identifying community groups such as religious entities, fraternal organizations, sports groups, neighborhood block clubs and others.
2. Attending their meetings, introducing SoRo to them, explaining how it works, and inviting them to get involved.
3. Where there are not community groups, going door to door to spread the news about SoRo, learning about people's concerns, and organizing community meetings.
4. Identifying committed volunteers to work on SoRo's Action Committees and/or serve on the Board of Directors, and encouraging them to survey their neighborhoods and get involved in areas of concern.
5. After candidates for the Board of Directors are identified, reviewing each candidate's background information to confirm that he or she is eligible to serve on the SoRo Board.
6. Organizing an election by working cooperatively with DONE.
7. Continuously identifying emerging community groups and encouraging members to get involved with SoRo.

### WHAT RESOURCES ARE AVAILABLE?

Members of the current Board of Directors will provide training and guidance in how to proceed. SoRo and DONE will provide funding for necessary costs and SoRo will provide printed materials to distribute at community outreach meetings.



# INTERESTED?

LET US KNOW BY COMPLETING THE FORM BELOW AND SENDING IT TO:

SORO, c/o 2861 S.ROBERTSON BLVD. L.A., CA 90034

PLEASE PRINT

Name \_\_\_\_\_

Home Street Address \_\_\_\_\_

Zip \_\_\_\_\_

(\_\_\_\_\_) \_\_\_\_\_

Day Time Phone

(\_\_\_\_\_) \_\_\_\_\_

Evening Phone

Best time to contact \_\_\_\_\_

Email address \_\_\_\_\_

Please circle your areas of special interest regarding community problems:

Crime

Land Use

Youth

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# SORO NEWS

## OUR 7TH ANNUAL COMMUNITY FESTIVAL

JUNE 6, 2004  
11:00 AM TO 4:00 PM  
ON SOUTH ROBERTSON  
BLVD. BETWEEN  
BEVERLYWOOD STREET  
& CATTARAUGUS

On behalf of the South Robertson (SoRo) Neighborhoods Council, a nonprofit 501c3 organization, it is my pleasure to announce that the Seventh Annual SoRo Street Festival will be held on Sunday, June 6, 2004. This year the theme will be "It's a SoRo World".

The SoRo Festival is made possible in part by a



grant from The City of Los Angeles, Cultural Affairs department under the watchful eye of the Theatre Group Studio. Because of the cut-backs in City, State and Federal support, due to the sluggish economy, we are asking for your interest and support.

The SoRo Festival is typically attended by the mayor of Los Angeles, members of the City Council, state legislators, and representatives of the L.A. Police and Fire Departments. Perhaps most important, many thousands of your neighbors (as well as visitors to our area) will be there to enjoy the food and entertainment and to browse among the vari-

ous displays where local entrepreneurs offer their wares for sale. It's a wonderful and exciting day for family fun. Please join us for the festivities.

The festival is among the Council's principal projects aimed at beautifying and revitalizing the SoRo corridor. Our overall goal is to give the community a renewed sense of place and purpose where people can shop, dine, and enjoy an improved quality of life. We believe that merchants and residents alike stand to benefit greatly from our efforts. "Camp SoRo for Kids" is also a wonderful place for the children to enjoy hours of fun and of course the arts and crafts are free to all who partake.

With that in mind, I am asking for your help in making the festival a suc-

cess. Your tax-deductible contribution at any of the levels shown below is strong evidence of your support. Of course, contributions in other amounts are very welcome, too. To those who have made donations in past years, please know how deeply grateful we are and how much your active

Our deadline to receive funds in time for this year's festival is April 30, 2004. We will acknowledge our donors prominently before, during, and after the festival takes place; and we believe that the publicity will help build good will and make your business more visible to potential customers.

Please call if you have any questions or comments. We hope you will support what we, as a group of committed volunteers, are trying to

do for the neighborhood. Only by working together can we make a real difference!

Terry Ring Schonwald  
Festival Chairperson 2004  
c/o Crestview N.A.  
1800 S. Robertson Blvd.  
PMB2027  
Los Angeles, CA 90035  
(310) 836-0644



involvement changes the life of our community for the better.

SoRo Neighbor	\$ 100
SoRo Supporter	\$ 250
SoRo Donor	\$ 500
SoRo Friend	\$1000
SoRo Sponsor	\$2500
SoRo Angel	\$5000

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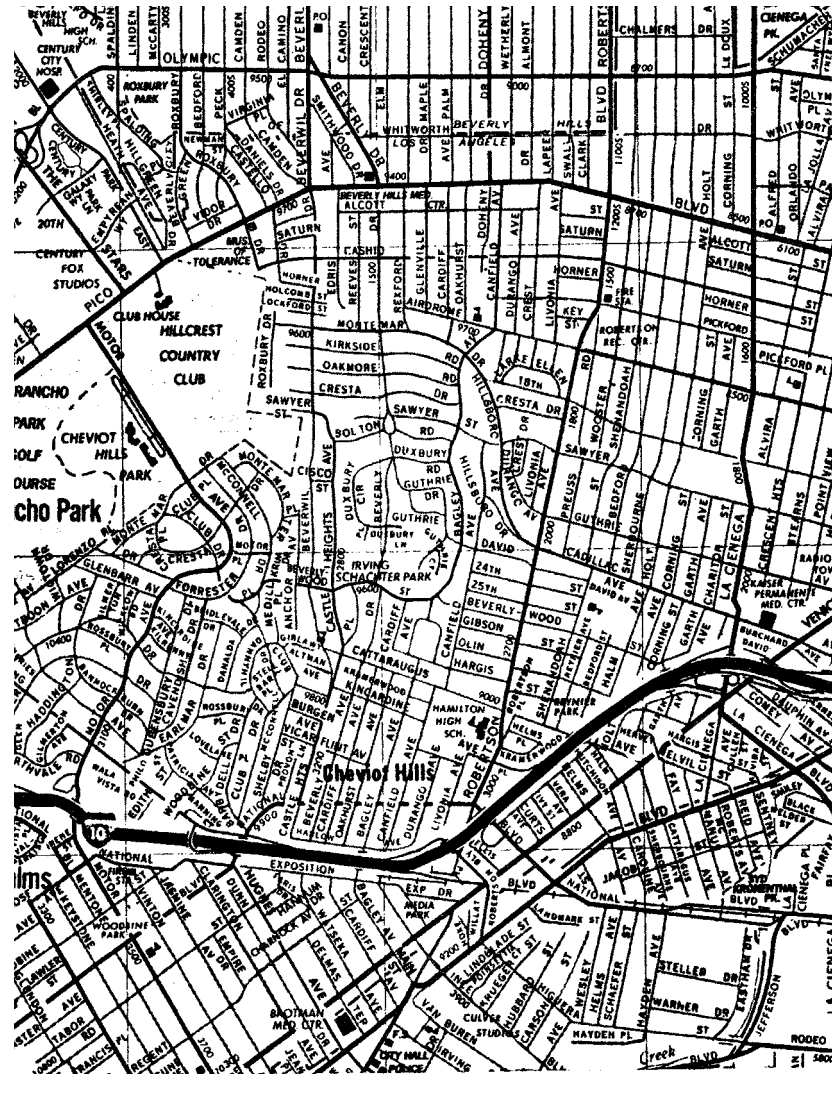


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# SORO MAP



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### EDUCATIONAL RESOURCES

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310/552-2007 Email:circle@circlesocal.org  
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■ COLDWELL BANKER, Barbara & Marc Fiedler  
310 N. Canon Dr. Ste E, B.H. 90210  
Res:310/559-7783 Dir:310/777-6222  
Email:mbfiedler@fiedlers.com www.fiedlers.com

### REAL ESTATE COMMERCIAL PROPERTY MGT.

■ BEITLER COMMERCIAL REALTY SERVICES, Suzanne Laff  
825 S. Barrington L A 90049  
Tel:310/820-2955 Email: slaff@beitler.com  
■ DEMERS & ASSOCIATES, Laurence DeMers  
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# SORO NEWS

## FRIENDS OF THE ROBERTSON LIBRARY

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Our used book room is stocked with books, videos and tapes for sale. Many are like new.



We need three things:

- Volunteers to staff the room
- Donations of lightly used or new book
- BUYERS!!!

If you are interested in stimulating book discussions, please join the Robertson Readers on the

second Wednesday of the month in the community room at 6:30 PM. Call Jeri for the current book title.

The Friends of the Robertson Library meet on the third Wednesday of the month in the community room at 6:30 PM for coffee, cookies, good company and great ideas. Please join us!!

For more info contact: jerichaseferris@earthlink.net or call the library 310.840.2150