

# CITY OF LOS ANGELES

## HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL

Post Office Box 50791  
Los Angeles, CA 90050  
<http://www.highlandparknc.com>  
Certified as NC #33 May 28, 2002

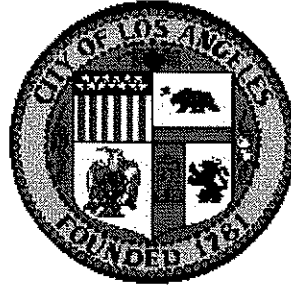
CALIFORNIA

## DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT

200 N. Spring St. Ste.2005  
Los Angeles, CA 90012  
Telephone: (213) 978-1551

### OFFICERS

Monica Alcaraz PRESIDENT  
Aaron Salcido FIRST VICE PRESIDENT  
Diego R. Silva SECOND VICE PRESIDENT  
Joan Potter TREASURER  
Johanna Sanchez SECRETARY



### COMMITTEE CHAIRS

Monica Alcaraz EXECUTIVE  
Joan Potter BUDGET and FINANCE  
Diego Silva OUTREACH  
Vacant seat RULES  
Harvey Slater, Susanne Huerta LAND USE  
Monica Alcaraz PUBLIC SAFETY  
Aaron Salcido BEAUTIFICATION  
Monica Alcaraz YOUTH SCHOOL ALLIANCE  
SuzAnn Brantner DIGITAL AND SOCIAL MEDIA  
Jessica Ceballos ARTS AND CULTURE

### DIRECTORS AT LARGE

Liz Amsden, Manuel Avila, SuzAnn Brantner, Linda (Boo) Caban, Jessica Ceballos, Graeme Flegenheimer, Mauro Garcia, Susanne Huerta, Stanley Moore, Amirah Noaman, Miguel Ramos, Miranda Rodriguez, Harvey Slater, Fernando Villa

March 19, 2015

## Re: HISTORIC HIGHLANDPARK NEIGHBORHOOD COUNCIL'S ENDORSEMENT OF EL SUPER BOYCOTT

The Historic Highland Park Neighborhood Council represents over 60,000 Los Angeles stakeholders who reside, own property, or conduct business in our neighborhood. El Super is a supermarket chain with a market located at 5610 York Boulevard, within our neighborhood council borders.

United Food and Commercial Workers (UFCW) represents hundreds of employees at El Super stores throughout Southern California, including El Super stores 12 and 15 which are located in the City of Los Angeles; and the UFCW has called a consumer boycott of El Super markets in protest of El Super's refusal to negotiate a fair contract for these workers. El Super employs low-wage and predominantly Latino workers from our community who have been working without a fair union agreement since September 2013. El Super workers are fighting for good jobs in our community, seeking adequate paid sick leave, seniority rights, guaranteed 40-hour workweeks for full-time employees, and a fair wage.

El Super implemented its "last, best, and final offer" without fulfilling its bargaining obligations, and after workers told them it was unacceptable by voting overwhelmingly to reject it and authorizing their union to call a strike if necessary. El Super's "last, best, and final" offer provides for less paid sick leave than is currently mandated by California state law.

On December 12, 2014, El Super workers voted – by a more than 3 to 1 majority – in favor of continued UFCW representation; and El Super workers voted overwhelmingly in favor of union representation in the face of an aggressive "Vote No" campaign by the company that included captive audience meetings conducted by El Super CEO Carlos A. Smith. After the recertification vote, the union promptly sent a letter to the company asking for them to return to the bargaining table, for which El Super outright rejected that request, refusing to meet its legal bargaining obligations.

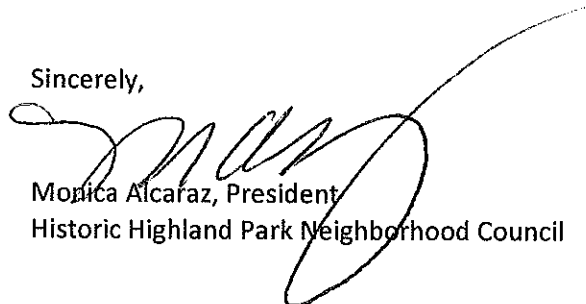
Community groups, including the East LA Community Corporation, Pueblo y Salud, Strategic Action for a Just Economy, and Strategic Concepts in Organizing and Policy Education have endorsed the UFCW's boycott. They have added their voice to highlight that County health inspectors, over a seven-month period in 2014,

identified and documented over 340 violations of environmental health regulations established to protect consumers and public health.

As such, the Historic Highland Park Neighborhood Council [HHPNC] ENDORSES the call for a consumer boycott of El Super markets. The HHPNC SUPPORTS the creation of good jobs in our communities that provide living wages, adequate paid sick leave, seniority protections, and enough guaranteed hours so full-time workers can earn enough to support their families. The HHPNC calls upon El Super to return to the bargaining table and enter into an agreement that meets those goals.

The HHPNC calls upon El Super to uphold and maintain the highest standards with respect to cleanliness and maintenance of their facilities in the interest of this community's public health. The HHPNC pledges to honor the boycott lines, spread the word about the boycott within our community, and to ask our constituents to support the boycott by joining workers on the boycott lines and to visit [boycottelsuper.org](http://boycottelsuper.org) and complete the letter to company CEO Carlos A. Smith.

Sincerely,

A handwritten signature in black ink, appearing to read 'Morica Alcaraz', with a long, sweeping flourish extending to the right.

Morica Alcaraz, President  
Historic Highland Park Neighborhood Council