

**From:** Laurie Goldman laurielgoldman@earthlink.net  
**Subject:** RE: Your expense check  
**Date:** October 29, 2014 at 1:20 PM  
**To:** Steven Whiddon steven@mediadistrict.org

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Hi Steven – thanks for the reply.

1. Event tickets – you are absolutely correct we did want more exposure, but having sat on the Board, the Arts Council is useless for us. We should just decide what you want to attend and what is beneficial for us. I have NO OBJECTION to you attending any event you deem appropriate. And, I will always include you at MH's tables, like the Econ Summit – we're a title sponsor 😊
2. No worries about the subscription – I understood why you got them – makes sense. But with Adrian sniffing around, I was concerned with a \$400 expenditure for HR and V. Don't give it a second thought. Let's just not renew Variety next year 😊
3. You don't need a broker, but Sam is the immediate past president of ACA and he can get you the absolute BEST prices. I didn't need a broker either but went to Sam and he saved me \$350 a month with better coverage.
4. I was just asking about your cell phone – I'm A-OK with whatever you decide to do.

See you at the Zev party.

Hugs,  
Laurie

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**From:** Steven Whiddon [mailto:steven@mediadistrict.org]  
**Sent:** Wednesday, October 29, 2014 12:57 PM  
**To:** Laurie Goldman  
**Subject:** Re: Your expense check

Good Afternoon Laurie--great to see you yesterday!

Thank you for the feedback. I will follow all of your suggestions.

1. Event tickets - I was thinking that you guys wanted me in as many places as possible initially to help raise the BID's profile. As I get busier and settled in the position, I will HAVE to be more selective with my participation at events so that the focus remains on our goals. The tickets were affordable and it allowed us to notify community members of the leadership change and show a positive presence and general support of the greater community (i.e., Hollywood Chamber Foundation). Of course I will be attending the HCOC's Entertainment Summit.
2. Subscriptions - I will subscribe to the LABJ today. I can amend my reimbursement request to reflect the change. I am happy to refund the difference. Since we are the Media District, I thought it would be beneficial to hear about the state of TV and Film through those periodicals. I will not use the BID money to subscribe to Variety; however, I will use the \$69 for Hollywood Reporter subscription.
3. Health Insurance - I was unable to afford my COBRA insurance and lost the coverage. I

want to continue using Kaiser and have enrolled in Covered California. I am happy to speak with Sam Smith but I don't think a broker will be necessary with this type of coverage, but will reach out to him anyway.

4. Cell phone - My cell bill typically runs btw \$125-135 monthly. I am eligible to change plans in January. I would prefer to not have to carry 2 phones, but will do so if that is what the Board recommends.

It's so funny you mentioned Greg Bartz, I had just sent him an email about the water main break and asked what are the plans for our area. I will definitely ask him to discuss the issues at our next Board meeting. Please let me know if there is anything else you want me to do about the issues above?

Cheers,

Steven Whiddon

Executive Director

Hollywood Media District

[steven@mediadistrict.org](mailto:steven@mediadistrict.org)

O. 323-860-0025

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On Oct 28, 2014, at 10:51 AM, Laurie Goldman wrote:

Good morning Steven,

I signed your expense check.

There are a few things we should discuss:

1. Protocol purchasing event tickets. For instance, I would not have purchased a ticket to HAC event because there is no benefit to the BID – same with HCOC Halloween event. A ticket to HCOC's Entertainment Summit would be much more beneficial. Let's see if we can develop a protocol that allows you to participate at event and returns a benefit to HMBID
2. Subscriptions - Before you renew Hollywood Reporter and Variety, I'd like a report on the benefits these subscriptions brought to HMBID -- \$400 is a lot of money and there are those in the community who might question this kind of expenditure. I think an LABJ subscription could be very beneficial for HMBID.
3. What happened to your health insurance? If you are in need of new coverage, I suggest you contact Sam Smith, [sam@genesisfinancial.biz](mailto:sam@genesisfinancial.biz) – he does HCOC, HEBID and FHCP's individual health insurance
4. Cell phone – I noticed that the cell phone charges for 9/15-28 seem to be on the high

side. Might we look into other plans or maybe get you a dedicated HMBID cell phone?

Also, I would like to have Greg Bartz, LADWP come to our next Board meeting to discuss the issues at Santa Monica and Highland and the plans to remedy– this is the 2<sup>nd</sup> time in 4 months that the 90 year old pipes in this location have ruptured.

See you at Council 😊

Hugs,  
Laurie

<image003.jpg> **Goldman Organization**  
**Laurie Goldman, President**  
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**(T) 310.274.8682 (F) 310 274.8627**  
**(E) [lauriegoldman@earthlink.net](mailto:lauriegoldman@earthlink.net)**

**From:** Laurie Goldman laurielgoldman@earthlink.net   
**Subject:** Your expense check  
**Date:** October 28, 2014 at 10:51 AM  
**To:** steven@mediadistrict.org  
**Cc:** Mike Malick Mike.malick@marcusmillichap.com

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Laurie

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