

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on Jan. 22, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Costello, Bass, Cassella, Goldman, Groeper, Howard, Lee, Luster, Malick, Massachi, Roodman, Scane, Singer, Varet, Wolfson

**Board Members Absent:** Loverro, Parker

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Romano, Jeff Briggs, Michael Gonzalez, Greg Wittman, Dwight Bond

**I. Call to Order** – Malick called meeting to order at 3:10pm.

#### **II. Introductions and Public Comments**

Michael Gonzalez, Greg Wittman, and Dwight Bond representing 904 La Brea Gateway project. Jeff Briggs, BID legal consultant.

#### **III. Approval of Meeting Minutes**

Minutes of 12.15.14 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Cassella seconded the motion. The motion carried unanimously.**

#### **IV. Treasure’s Report**

Goldman told Members she noticed some anomalies with payment to UPS. She added that she has discussed this with Whiddon, and they have met to address these matters. Goldman said an update will be given at the February Board meeting.

#### **V. Presentation, 904 La Brea Gateway Project**

Representatives for the 904 La Brea Ave. Gateway project said the project at the corner of Willoughby Ave. and La Brea Ave. will basically be an eight story building with underground parking with 287 spaces. It was mentioned that there will be 30 bicycle spaces. They mentioned there will be commercial retail at street level and residential housing units on the upper floors. They added that the new building will be 37,000 sq. ft., and there will be 169 residential units with 14 for low income. The representatives said they are applying for some zoning changes. It was also mentioned there will be a Planning Department review of the project scheduled for February 4<sup>th</sup> and the hearing will be on April 9<sup>th</sup>. Malick said that this project is in keeping with what the BID has supported for development along the La Brea Ave. corridor. **Goldman made a motion to support and give the 904 La Brea Gateway project a letter of support. Lee seconded the motion. Cassella voted in opposition. Luster abstained. The motion carried with a majority of Members voting to support.**

#### **VI. Selection of 2015 Officers of the Board**

The slate of approved 2015 Officers was included in the Members’ packets. **Bass made a motion to accept and approve slate of 2015 Officers of the Board. Massachi seconded the motion. The motion carried unanimously.** Goldman suggested that the Board form a committee to consider an update of the Media District BID Bylaws.

## **VII. UPS Report**

Capt. Irigoyen reported that crimes in the District are down, but there have been several incidents of thief. He added that the security office receives a number of calls from outside the District boundaries. Groeper mentioned the idea of removing the bus shelter along Santa Monica Blvd. in front of Walgreens, and told the Members that there will be a committee meeting scheduled to discuss this matter.

## **VIII. LABT Report**

Romano reported for this month they have collected 1362 bags of trash and painted over or removed 5327 sq. ft. of tagging. She mentioned they receive 60 to 80 requests a week regarding graffiti and tagging. Romano also mentioned, due to winds, they had cleaned up a large amount of fallen palm fronds. She added that there are about 80 plus trees in the District that need trimming. Romano told the Members the palms on the Highland Ave. medians need trimming. She said the trimming of these trees and palms would have to be subcontracted out, and the best bid to do this work was \$9300. She added that the City no longer gives fee exemptions for permits to trim trees and permits will be needed. **Goldman made a motion to approve \$9300 plus the costs of required permits to trim trees and palms. Groeper seconded the motion. Anabel abstained. The motion carried.**

## **IX. Executive Director's Report**

Whiddon reported he has made great progress in getting organized, and our BID III banking account is nearly set up. He continued by saying the new group medical and dental plans for Omahen and him have also been set up. Whiddon told the Members the BID's third quarter report has been submitted to the City Clerk's office. He added that he has put up on the Media District's website home page the BID's graffiti paint-out agreement form, trespass authorization form, and a permission to plant tree form. Whiddon mentioned the Media District needs a new updated website, and he is looking into this. Goldman recommended using Go Daddy and not Word Press. Whiddon asked about possibly starting the regular monthly Board of Directors meeting at 4pm, and not 3pm. Malick polled the Members and there were no concerns regarding starting the Board meeting an hour later. By consensus it was so decided to begin future regular monthly Board of Directors meeting at 4pm.

## **X. Meeting was adjourned at 4:20pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on Feb. 26, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Costello, Cassella, Groeper, Howard, Lee, Loverro, Luster, Malick, Massachi, Parker, Singer, Varet, Wolfson

**Board Members Absent:** Bass, Goldman, Roodman, Scane

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Romano, Ben Hill (Fringe Festival), Josh Kurpies (AD50)

**I. Call to Order** – Malick called meeting to order at 4:05pm.

#### **II. Approval of Meeting Minutes**

Minutes of 01.22.15 Board of Directors meeting read and reviewed by Board. **Parker made a motion to accept and approve the minutes. Anabel seconded the motion. The motion carried unanimously.**

#### **III. Introductions and Public Comments**

Malick introduced Ben Hill and said Agenda Item XIV. Hollywood Fringe Festival update will be heard now. Hill said the Hollywood Fringe Festival is a non-profit and had started in 2007, and this year’s event will be held beginning June 11<sup>th</sup> and running through the 28<sup>th</sup>. He continued by explaining what the Festival is, and he mentioned that the event has been very successful and has been good for the local economy. Hill added the Festival has multiple sponsors. Hill said there is a need for more parking for the Festival and he asked the Members if they have or know of any available parking lots. Hill also thanked the BID for the extra help from the BID’s security patrols during past events when and as problems arose.

#### **IV. Reports/comments/requests from government representatives**

a. Josh Kurpies, letter of support for AB 189 Arts Bill

Josh Kurpies introduced himself by saying that he is State Assemblymember Bloom’s District Director for this area. He said he is attending today’s Board meeting to ask for the Media District’s support of Assembly Bill/AB 189. Kurpies passed around a copy of the proposed AB 189. He also mentioned that this bill will go before the Assembly possibly as soon as within the next two weeks. **Groeper made a motion to support and to do a letter of support of State Assembly Bill 189, Arts Bill. Wolfson seconded the motion. The motion carried with a majority of the Members’ votes. Lee and Loverro abstained.**

b. Kurpies was asked about relinquishment of State Road 2, Santa Monica Blvd. He said that the City of LA and the State are currently negotiating the dollar amount.

c. Kurpies was also asked about the BID’s proposed Theatre Row medallions. He said Caltrans would not approve and allow the medallions because the medallions’ design included words.

## **V. Treasure's Report**

Singer said there has been a few meetings and a full report will be given at the March Board meeting. Singer also said the matter of a CPA is deferred to the Executive Director's report.

## **VI. UPS Report**

Capt. Irigoyen reported they have assisted LAPD with five arrests and two traffic related incidents. He mentioned there had been another incident on Feb. 14th at the corner of Santa Monica Blvd. and Highland Ave. when an individual was throwing rocks. Irigoyen said the food line and location has had a slight increase in incidents. He continued by saying that RV's parked along streets in the area continues to be an issue. Whiddon added that some restrictive parking signs have been damaged or removed. Groeper said that last June the Circuit Court of Appeals overruled a standing law not allowing individuals to live in vehicles. Groeper added that he had contacted a Sgt. Gray in Parking Enforcement and said she was very helpful. Groeper mentioned that restrictive parking signage must exist for there to be enforcement.

## **VII. LABT Report**

Romano reported for this month they have collected 1541 bags of trash and painted over or removed 2200 sq. ft. of graffiti tagging, and they have picked up and removed 95 pieces of street dumped items. She mentioned they will subcontract West Coast Arborists to trim the trees on the medians of Highland Ave., and the tentatively scheduled date of this will be Mar. 9<sup>th</sup>. Whiddon mentioned the City's permit fee for this trimming would be approximately \$2600, and he asked the Members to reach out to CD4's Sharon Shapiro asking her if the Council office will waive this fee.

## **VIII. 2015 UPS deployment schedule**

Whiddon recommended keeping a previous deployment agreement with UPS of 480 hours and asked for the Board to consider keeping it until further notice. Whiddon also asked for flexibility to add officers when needed for the Hollywood Fringe Festival and busy times on Theatre Row. **Lee made a motion to approve and continue a schedule for UPS services at 480 hours per week. Anabel seconded the motion. The motion carried unanimously.**

## **IX. HMD Bylaws**

Malick said that the Media District's bylaws will be worked on and to email him or Whiddon if interested in helping with this.

## **X. Executive Director's Report**

Whiddon told the Members for the relinquishment of Santa Monica Blvd./State Road 2 to move forward, there needs to be an full assessment of deficiencies. Whiddon continued by saying that the proposed Route 66 BID has not yet formed, but they would be a good partner for relinquishment and the undergrounding of power and utility lines along Santa Monica Blvd. Whiddon reported that Councilmember O'Farrell's City Council motion to declare the intersection of Santa Monica Blvd. and Wilcox Ave. as Theatre Row is moving forward. Whiddon also mentioned that he will be meeting with someone to possibly help with the BID's website. Whiddon reported that the BID has now received from the City our first assessment payment for this year. He continued by suggesting that the Media District BID honor Councilmember LaBonge with a presentation of a plaque of appreciation due to the ending of the Councilmember's term in office.

**XI. Media District branding – “Hollywood’s Media & Arts District”**

Whiddon proposed and suggested the BID start using a branding slogan-type and byline-type reference using the wording, “Hollywood’s Media & Arts District.” All Members expressed a liking for this and agreed. **Cassella made a motion to approve and begin using a branding slogan-type and byline-type reference to the Hollywood Media District BID using the wording, “Hollywood’s Media & Arts District.” Luster seconded the motion. The motion carried unanimously.**

**XII. Letter of support for prioritization of Crenshaw Line expansion**

Whiddon recommended that we partner with the Hollywood Chamber and request that METRO prioritize the study of the extension of the Crenshaw Line. He mentioned that one possible route being studied would run up La Brea Ave., and added that many people and businesses in the Hollywood area support this route. Whiddon recommended that we submit a letter of support to METRO. **Massachi made a motion to advocate for METRO’s decision to choose La Brea Ave. as their choice for the northbound light-rail extension of the Crenshaw Line, and to do a letter of support for this. Cassella seconded the motion. The motion carried. Anabel abstained.**

**XIII. New Business**

Massachi mentioned he had a meeting with Public Works regarding two proposed medians along Highland Ave. north of Fountain Ave., and that there would be a follow up meeting. Whiddon said he would attend the next meeting with Massachi, and asked Massachi to let him know when that would be.

**IVX. Meeting was adjourned at 5:30pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on Mar. 26, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Costello, Cassella, Goldman, Groeper, Loverro, Luster, Massachi, Roodman, Scane, Varet, Wolfson

**Board Members Absent:** Howard, Lee, Malick, Parker, Singer

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Romano, Jeff Zarrinam (Route 66 BID), Ferris Wehbe, Alan Riskin

**I. Call to Order** – Cassella called meeting to order at 4:03pm.

#### **II. Approval of Meeting Minutes**

Minutes of 02.26.15 Board of Directors meeting read and reviewed by Board. **Loverro made a motion to accept and approve the minutes. Ankney seconded the motion. The motion carried unanimously.**

#### **III. Treasure’s Report**

- a. Goldman said regarding UPS update, she will give a full report at the April Board of Directors meeting.
- b. Treasurer Goldman recommends hiring a CPA. There was brief discussion. **Goldman made a motion to hire GTLLP to go over the BID’s books. Groeper seconded the motion. The motion carried unanimously.**
- c. Goldman explained how the impact of minimum wage increase may affect the BID budget.
- d. Goldman explained AB 2618, requirement for State payments to BIDs.

#### **IV. Request for funding for urban planning study**

Whiddon explained and asked the Board to approve up to \$3000 for a UCLA student group study. Cassella said that this matter would be tabled for further discussion.

#### **V. Retaining Council Briggs Law**

Whiddon recommended the Board continue retaining Jeff Briggs for legal council. There was brief discussion. **Goldman made a motion to continue retaining Jeff Briggs for legal council. Roodman seconded the motion. The motion carried unanimously.**

#### **VI. UPS Report**

Capt. Irigoyen reported they have been working with PATH regarding some issues. He mentioned there had been a few incidents on Highland Ave. that involved someone breaking windows. Irigoyen also mentioned the new Starbucks at the corner of Highland Ave. and Willoughby Ave. is now open.

#### **VII. LABT Report**

Romano said the trimming of the trees on the medians of Highland Ave. is scheduled for Thur. and Fri., April 2<sup>nd</sup> and 3<sup>rd</sup>.

### **VIII. Highland Ave. Median project**

Ferris Wehbe and Jacques Massachi said a proposed project for two more medians north of Fountain Ave. dated back to 2005-06. He said the project is now back on track, and asked the BID to put the matter of maintaining these new medians on the next Board of Directors meeting agenda.

### **IX. Executive Director's Report**

Whiddon reported that he had worked with CM Tom LaBonge's office to have all permit fees waived for the Highland Ave. median tree trimming. Whiddon mentioned he is working on finding a vendor for the BID website. He also supported Joseph Varet's idea of creating a retail committee. Cassella said there is a need for all committee meetings to resume. Goldman added that the Bylaws Committee includes Malick, Cassella, Groeper, Anabel, and herself. Whiddon mentioned that a LAPD hosted Business Watch meeting is scheduled for Tuesday, April 14<sup>th</sup>. Omahen added that he would be sending out the Business Watch meeting announcement tomorrow, Friday.

### **X. New Business**

#### **a. 99-seat Theatres, Letter of Support**

Wolfson briefly explained this matter and the need for support. **Wolfson made a motion to support the I-Love 99 initiative and to do a letter of support. Ankney seconded the motion. The motion carried unanimously.**

b. Groeper asked to revisit the decision regarding the Board meeting start time. Omahen said he would follow up with this.

### **XI. Meeting was adjourned at 5:15pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on April 23, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Bass, Costello, Cassella, Goldman, Howard, Loverro, Luster, Malick, Parker, Singer

**Board Members Absent:** Anabel, Ankney, Groeper, Lee, Massachi, Roodman, Scane, Varet, Wolfson

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Romano, Ferris Wehbe, Jeff Zarrinam, Amanda Vegas, Jessica Wackenhut, Sharon Goldstein, Carolyn Ramsay, John Gile, David Ryu

*Prior to calling the meeting to order and due to lack of a quorum, Council District 4 runoff candidates Carolyn Ramsay and David Ryu spoke.*

**I. Call to Order** – Malick called meeting to order at 4:45pm.

#### **II. Introductions and Public Comments**

Jeff Zarrinam representing the proposed Route 66 BID introduced himself and said they are moving forward with organizing, and that there is also another BID being proposed along Western Ave. Amanda Vegas with artworxLA introduced herself and handed out an invitation to their 23<sup>rd</sup> annual event. Jessica Wackenhut from the Youth Policy Institute introduced herself. Sharon Goldstein introduced herself and said she is and has been a city engineer with the City of West Hollywood since the 1990s. She mentioned that she had worked on the relinquishment of Santa Monica Blvd. through West Hollywood. She briefly explained the process that West Hollywood experienced in their process.

#### **III. Approval of Meeting Minutes**

Minutes of 03.26.15 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Cassella seconded the motion. The motion carried unanimously.**

#### **VI. Presentation by Jessica Wackenhut, Youth Policy Institute**

Jessica Wackenhut, Community Development Coordinator from the Youth Policy Institute explained the work they are doing pertaining to community redevelopment.

#### **V. Treasure’s Report**

Goldman told the Members that Universal Protection Services is still being reviewed and she will keep everyone updated. Goldman also mentioned that the accounting firm of GTL is still in the process of working on the BID’s accounting for BID III, and that their initial estimate was \$2,500; however, due to the amount of work the modified fee is \$5,000. **Cassella made a motion to approve the additional amount of \$2500 for payment to GTL for their accounting work. Loverro seconded the motion. The motion carried unanimously.**



## **VI. LABT Report**

Romano reported for the month thus far they have removed 1396 bags of trash and painted out 5300 sq. ft. of graffiti. She mentioned there are a few items that she would like to discuss at the next Cleaning & Safety Committee meeting, and to let her know when that is scheduled.

## **VII. UPS Report**

Capt. Irigoyen gave his report and mentioned that SLO John Washington will be retiring at the end of this month.

## **VIII. Highland Ave. Median project**

Ferris Wehbe said he is working on the proposal for the two new medians on N. Highland Ave. He asked if the BID would possibly maintain the two medians after they are constructed.

## **IX. Executive Director's Report**

Whiddon reported our work with GTL Accounting is progressing and that next week the BID II transition to BID III will be completed. He also said he has set up a weekly meeting with Capt. Irigoyen to discuss issues. Whiddon mentioned he has ordered new green shirts for the security patrol officers. He and Goldman continued by reporting the proposed scope of work regarding UCLA's urban study has expanded. **Goldman made a motion to approve the amount for UCLA's urban study to not exceed \$7500. Luster seconded the motion. The motion carried unanimously.** Whiddon said the next Agenda Item XI. regarding letter of support pertaining to Parker Center is beyond the BID's scope and recommended no action.

## **X. Meeting was adjourned at 5:40pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on May 28, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Costello, Cassella, Groeper, Hart, Howard, Lee, Loverro, Luster, Massachi, Malick, Parker, Scane, Singer

**Board Members Absent:** Goldman, Varet, Wolfson

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Romano, Madeline Mongelli (Hollywood Chamber)

**I. Call to Order** – Malick called meeting to order at 4:05pm.

#### **II. Introductions and Public Comments**

James Hart was introduced and he told the Members he is replacing Adam Roodman as Quixote’s representative on the HMD Board. Hart said he is looking forward to participating on the Board. Madeline Mongelli introduced herself and said she is the Membership Sales Manager with the Hollywood Chamber of Commerce. She briefly gave a summary of what her work involves.

#### **III. Approval of Meeting Minutes**

Minutes of 04.23.15 Board of Directors meeting read and reviewed by Board. **Cassella made a motion to accept and approve the minutes. Loverro seconded the motion. Groeper abstained from voting due to his absence on 04.23.15. The motion carried.**

#### **IV. Executive Director’s Report**

Whiddon told the Members that Treasurer Goldman had an emergency and probably would not be attending. With Goldman’s absence, he continued by reporting on BID financial matters and that he is working on a new process for tracking budget. Whiddon mentioned there is still a substantial balance in the BID I bank accounts and he is waiting to be advised by our account regarding future use of this money. Whiddon again welcomed new Member James Hart. Hart said at the corner of Cahuenga Blvd. and Romaine St. there is a sink hole, and he asked if this is something the BID could help with getting repaired. Whiddon said he would do some follow up on this. Whiddon also mentioned there is a Business Watch meeting scheduled for Tuesday, June 9<sup>th</sup>, beginning at 11:30am at the Television Center and the notice will be sent out next week. He added that Omahen would be out on vacation next week.

#### **V. UPS Report**

Capt. Irigoyen reported that there has been a general movement of street parked RVs from the Vine St. area over to the vicinity of La Brea Ave. Irigoyen also reported that Step Up on Vine has contacted our BID Security for help at their Vine St. location, and also the new Star Bucks on Highland Ave. Irigoyen added that there have been more people coming to the Food Line probably because it’s been the end of the month. Massachi mentioned there is medical marijuana dispensary at 1337 N. Highland Ave. and there is no signage on the front of the building identifying it. He asked Irigoyen to check on this and get back to him.

(Agenda Item VII. a. Request to temporarily increase deployment during the Fringe Festival was tabled)

#### **VI. LABT Report**

Romano reported for the month thus far they have removed 1341 bags of trash, painted out 3000 sq. ft. of graffiti, and picked up and removed 204 street dumped items. She mentioned if there are any matters anyone would like to discuss with her, please just give her a call.

#### **VII. New Business**

Groeper mentioned the matter of whether the BID would be increasing property assessments for next year or not. Malick said he would not advise to increase the 2016 property assessments. Malick added there needs to be a Budget and Finance Committee meeting for this to be discussed. He asked the Members who would be interested in being on this Committee. New Boardmember James Hart, Groeper, Anabel, and Cassella said they would want to serve on the Committee.

Costello mentioned the LGBT Youth Center on Highland Ave. will be having their community meeting on June 11<sup>th</sup>, beginning at 11:30am, and he invited the Members to attend.

Groeper asked about the change to 4pm for beginning monthly BID Board meetings. Malick said he could not make the meetings if start time would be 3pm.

#### **VIII. Meeting was adjourned at 5:05pm**

## **Hollywood Media District BID**

### **Special Board of Directors Meeting Minutes – Meeting held on May 28, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Bass, Costello, Cassella, Groeper, Hart, Howard,  
Lee, Loverro, Massachi, Malick, Scane, Singer

**Board Members Absent:** Ankney, Goldman, Luster, Parker, Varet, Wolfson

**Staff and Guests Present:** Whiddon, Omahen

**I. Call to Order** – Malick called meeting to order at 5:05pm

#### **II. Introductions and Public Comments**

none

#### **III. Approval of Meeting Minutes**

not applicable

**IV. Reconsideration of Motion approved at April 23<sup>rd</sup> Board meeting re: UCLA proposal**  
*(April 23<sup>rd</sup> Motion: Goldman made a motion to approve the amount for UCLA’s urban study to not exceed \$7500. Luster seconded the motion. The motion carried unanimously.)*

Whiddon told the Members this matter regarding the dollar amount needs to be reconsidered.

Luster was put on speaker phone. Malick called for a vote. **Luster made a motion to change the amount for UCLA’s urban study from not to exceed \$7500, to not to exceed \$3000.**

**Cassella seconded the motion. The motion carried unanimously.**

**V. Meeting was adjourned at 5:15pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on June 25, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Goldman, Groeper, Lee, Loverro, Massachi, Malick, Singer, Varet, Wolfson

**Board Members Absent:** Bass, Costello, Hart, Howard, Luster, Parker, Scane

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Romano, Jeffrey Prang, El Cid De Ramus, Kan Mattoo, Julie Nony

**I. Call to Order** – Cassella called meeting to order at 3:35pm.

#### **II. Introductions and Public Comments**

Kan Mattoo with the Fringe Festival introduced himself, and he handed out Fringe Festival program books to those attending. He said the Fringe has thus far been very successful and that it will be ending this coming weekend. He extended invitations for all to attend and thanked the BID for our creating the 1<sup>st</sup> ever HMD / Fringe Parklet.

*(Malick arrived and assumed the chair of meeting)*

#### **III. Reports/Comments/Requests from Government representatives**

LA County Assessor Jeffrey Prang introduced himself and his assistant El Cid De Ramus. Prang explained what he does and what the Assessor’s Office does. He also said their division has 1400 employees, and they are in the process of updating their computer systems and the technologies in assessment data. He answered a number of questions from those attending. LAPD Senior Lead Officer Julie Nony introduced herself. She announced that the Hollywood Station would be doing a quarterly appreciation barbeque and said they could use help, if anyone could donate to these.

#### **IV. Approval of Meeting Minutes**

Minutes of 05.28.15 regular monthly Board of Directors meeting read and reviewed by Board. **Anabel made a motion to accept and approve the minutes. Groeper seconded the motion. Goldman abstained from voting due to her absence on 05.28.15. The motion carried.** Minutes of 05.28.15 Special Board of Directors meeting read and reviewed by Board. **Anabel made a motion to accept and approve the minutes. Cassella seconded the motion. Goldman abstained from voting due to her absence on 05.28.15. The motion carried.**

#### **V. LABT Report**

Romano reported for May they had collected 1496 bags of trash, painted out over 2000 sq. ft. of graffiti, and picked up 104 items dumped along streets in the BID. Romano expressed concerns that they are doing more with less money even though cleaning and maintenance have increased. She added that the BID has expanded and their services now cover a larger area. Romano requested a meeting with the Executive Committee. Malick said this meeting would be scheduled before the next Board of Directors meeting.

## **VI. Treasurer's Report**

Goldman handed out a BID Profit and Loss spreadsheet report to the Members. Whiddon stated he found mistakes in the report and apologized for the late notice to the Treasurer. Whiddon believes that the problems were created by incorrect Quickbook entries. Whiddon is committed to resolving these issues. He will insure that the BID accountant and Treasurer be directly involved in this process. Goldman was asked about the matter of raising BID assessments for next year. There was discussion and Whiddon mentioned that the City Clerk's Office would give our BID 2 more weeks to decide upon this.

## **VII. Executive Director's Report**

Whiddon told the Members there remains about \$72,000 in our BID I bank account. He mentioned that this money was intended for completion of an MTA grant from BID I, and it is possible for this money to be reallocated. Whiddon said he will start walking the District on July 20<sup>th</sup>. Whiddon mentioned there was an additional billing for \$2700 for the trimming of trees on Highland Ave. medians, and he added this bill needs to be paid. Whiddon understands there is approximately \$9,000 thousand dollars in LABT's annual budget for tree trimming and recommended that this invoice be paid from those allocated funds. **Goldman made a motion to approve the payment of \$2700 from LABT's allocated funds for tree trimming. Anabel seconded the motion. Varet abstained from voting. The motion carried.**

## **VIII. UPS Report**

Capt. Irigoyen reported that the BID patrols have been very busy and there has been a number of incidents. He added that the Walgreens, CVS, Pavillion's and 7-11 continue to be hot spots. Irigoyen said that during warmer weather there is an increase in calls for service, resulting in an increase in the number of incidents. He recommends an increasing hours to handle the greater need. **Goldman made a motion to increase the current UPS security deployment of 480 hours per week to 520 hours per week for the months of July through December 2015. Groeper seconded the motion. The motion carried.** It is noted that the increase of 40 hours per week equals one additional bike patrol shift weekly. A change order will be issued and executed to confirm the increased deployment.

## **IX. New Business**

Massachi mentioned he and others have secured money for the two new proposed medians on Highland Ave. He asked if the Media District would consider helping with the cost of ongoing maintenance for the one median that would be within the boundaries of the BID.

Groeper said he would like to schedule a Cleaning & Safety Committee meeting, and asked Members if next week on either Tuesday or Wednesday would work, and it would be a lunchtime meeting. The consensus was that most could attend a Wednesday meeting, and Groeper asked Omahen to follow up with Members to schedule this.

## **X. Meeting was adjourned at 5:10pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on July 23, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Costello, Goldman, Groeper, Howard, Lee, Loverro, Luster, Massachi, Malick, Singer, Varet, Wolfson

**Board Members Absent:** Ankney, Bass, Cassella, Hart, Parker, Scane

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Garcia, Romano, Erich Yost (Promise Zone), Leon Cain (Coalition to Save Small Business), Daniel Henning (Theatre Row), Joy Ranaldi, Jay Donahue, Monica Marlin, Michael Kricfalnei, Aaron Lyons, Mathew Quinn (representative of theatres along Theatre Row).

**I. Call to Order** – Malick called meeting to order at 3:40pm.

#### **II. Introductions and Public Comments**

Those attending representing Theatre Row were asked to introduce themselves.

#### **III. Approval of Meeting Minutes**

Minutes of 06.25.15 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Massachi seconded the motion.** Varet opposed approving on the grounds that they did not reflect his demand at the June meeting that the officers provide the Board with financial statements including an income statement and balance sheet, or that the Executive Director told the Board at the June meeting that the P&L statement and a printout of bank account balances distributed contained mistakes and would need to be restated. Varet further moved to amend the minutes to reflect that discussion. The motion to amend the minutes failed to pass due to differing recollections of the June meeting in regard to the financial report discussion. **The motion to approve the minutes as presented carried with a majority vote of the Members.**

#### **IV. Reports/Comments/Requests from Government representatives**

a. Erich Yost introduced himself and said he works for HUD and is working with the City of LA on outreach regarding the LA Promise Zone initiative. He handed out a packet of materials that explained the Promise Zone initiative, and he gave a brief overview. Yost mention this is a federal initiative originated by President Obama. He continued by referring to the handout packet pertaining to becoming a partner in this initiative. Lee asked what would be expected of the BID if we became a partner. Yost said the BID would need to attend some meetings.

**Goldman made a motion for the Media District BID to become a partner in the LA Promise Zone initiative. Groeper seconded the motion. The motion carried unanimously.**

b. Leon Cain introduced himself and explained what the Coalition to Save Small Business is. He handed out a one-sheet of frequently asked questions regarding the LA street vending ordinance. He added that currently legislation is being drafted regarding changes to this ordinance. Cain mentioned on August 13th, 6pm, there will be a community meeting regarding this matter at LA Community College on Vermont Ave.

## **V. Treasurer's Report**

Goldman distributed the BID's first quarter report and said the second quarter report will be forthcoming. Varet asked for bank reconciliations. Goldman mentioned there would be a Financial Committee meeting. **Varet made a motion for the BID to hire a bookkeeper. The motion was not seconded.**

## **VI. Executive Director's Report**

Whiddon thanked the BID's Security Patrol for their efforts, and recognized Officer Garcia as employee of the month. He reminded and invited the Members to the Business Watch meeting that will be held on Aug. 11<sup>th</sup>. Whiddon continued by saying at the last Business Watch meeting the idea for a District wide no over-sized vehicle street parking restriction was discussed. He added that such a restriction would be only from 2am to 6am, and it would pertain to vehicles greater than 7 feet high and greater than 22 feet long. Whiddon asked the Members if they would support this. There were several Members that said they would have to get back to Whiddon with their thoughts on this matter. Whiddon also mentioned he met with City officials and discussed changing street sweeping schedules in the BID, and there was a consensus from the Members that they would support this. **Loverro made a motion for the Media District to further investigate and lobby the City to change all street sweeping schedules in the BID to 4:30am to 6:30am. Goldman seconded the motion. The motion carried unanimously.** Whiddon continued by reporting that he and Goldman will be going to Sacramento in August to advocate for delinquent BID assessments that have not been paid by CA State. Whiddon told the Members the history of the Wayfinding Grant's completion has been very challenging, and there has been substantial BID money already spent on the proposed projects without any results. He asked if there was interest at this point in time to forgo this MTA Call for Projects Grant which dates back some ten years. Daniel Henning asked to keep the proposal for the Theatre Row medallions going. Groeper asked if it's possible to abandon all the other portions of this grant. Whiddon said he would check into this.

## **VII. UPS Report**

Capt. Irigoyen reported there have been a number of incidents at Walgreens and most are thefts. He said Walgreens frequently call our Patrol Office for help and they do not have any security of their own on their premises. Also Irigoyen reported there was an assault on the owner of Donut Time. He told the members that they have been very busy and that the approval by the Board for more security hours has helped them keep up with the demands.

## **VIII. LABT Report**

Romano reported for this month they have removed 1248 bags of trash, painted out 3300 sq. ft. of graffiti, and picked up 153 items dumped along streets in the BID. She continued by saying that the landscaping on the six medians along Highland Ave. is getting old and difficult to maintain, and four of the medians' irrigation systems need repairs. She recommended redesigning and replanting all the medians. Malick said there needs to be a Cleaning & Safety Committee meeting to discuss these matters. It was proposed to schedule this committee meeting on Wed., Aug. 5<sup>th</sup>. Massachi asked to be on this committee.

## **IX. New Business**

The Members decided by general consensus to hold a Board of Directors meeting on Aug. 27, 2015. Singer asked to include on the agenda a matter regarding Public Relations.



Goldman said the BID would need to check with Councilmember David Ryu's and Mitch O'Farrell's schedules to find out if they are available to attend the BID's annual event the evening of Thursday, Sept. 24<sup>th</sup>.

**X. Meeting was adjourned at 5:25pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on August 26, 2015**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Goldman, Groeper, Howard, Lee, Luster, Massachi, Malick, Parker, Scane, Singer

**Board Members Absent:** Bass, Costello, Hart, Loverro, Varet, Wolfson

**Staff and Guests Present:** Omahen, Irigoyen, Romano, Jeff Briggs, Greg Ertel (Wilcon)

**I. Call to Order** – Malick called meeting to order at 3:40pm.

#### **II. Introductions and Public Comments**

Greg Ertel introduced himself and said he is with Wilcon, one of the largest private fiber optic networks in Southern California offering scalable Ethernet services, optical Wavelength services, and Internet access from Los Angeles to San Diego. He said he would stay after the meeting if anyone would like to talk with him or want more information.

#### **III. Approval of Meeting Minutes**

Minutes of 07.23.15 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Cassella seconded the motion. The motion carried unanimously.**

#### **IV. Reports/Comments/Requests from Government representatives**

None

#### **V. Closed Session**

The Board of Directors adjourned public meeting to meet in closed session with counsel and resumed public meeting at the conclusion of private session.

#### **VI. Treasurer’s Report**

Goldman handed out Financials for this fiscal year through June 30<sup>th</sup>, and the BID’s 1<sup>st</sup> and 2<sup>nd</sup> Quarterly Reports that had been submitted to the City. She also went over and shared with the Members the BID’s current bank balances in Banc of California accounts. Goldman handed out Profit & Loss Reports, and she mentioned that the BID’s Budget for 2016 needs to be worked on and is due in October.

#### **VII. Cleaning & Safety Committee Report**

Groper reported that at the Committee meeting which was just held prior to the Board meeting, there were three recommendations put forth. Those were: approve an expense of \$2401.51 to repair the Highland Ave. median irrigation systems, approve an expense of \$4140.00 to prune and trim BID trees along Santa Monica Blvd. before the end of this year, and approve an expense of \$5840.00 to pay for additional cleaning crews for stepped up cleaning in the BID before the end of this year. **Groeper made a motion to approve an expense of \$2401.51 to repair the Highland Ave. median irrigation systems. Goldman seconded the motion. The**

**motion carried unanimously. Groeper made a motion to approve an expense of \$4140.00 to prune and trim BID trees along Santa Monica Blvd. before the end of this year. Goldman seconded the motion. The motion carried unanimously. Goldman made a motion to approve an expense of \$5840.00 to pay for additional cleaning crews for stepped up cleaning in the BID before the end of this year. Groeper seconded the motion. The motion carried unanimously.**

#### **VIII. UPS Report**

Capt. Irigoyen reported on a number of incidents and mentioned that he has been in contact with the LAPD Wilshire Division regarding their jurisdiction in the western areas of the BID.

#### **IX. LABT Report**

Romano reported for the month of July they had removed 1370 bags of trash, painted out 2588 sq. ft. of graffiti, and picked up 73 items dumped along streets in the BID. She continued by saying the additional cleaning and maintenance work is needed and thanked the Members for approving.

#### **X. Annual BID Board Member Election**

Malick said he has selected Goldman, Luster, and Scane to be on the Election/Nominations Committee. It was mentioned that this Committee also needs one Member that is not a current Boardmember. Massachi suggested Ferris Wehbe. Malick said he would follow up regarding this suggestion. Parker mentioned that he would not be applying and returning to the Board of Directors next year.

#### **XI. New Business**

Malick recommended postponing the Annual Meeting and Party that had been tentatively scheduled for Thursday, Sept. 24<sup>th</sup> to a date after a new Executive Director has been hired. By consensus the Members agreed.

#### **XII. Meeting was adjourned at 4:25pm**