

East Hollywood BID Minutes

Tuesday, May 19

3:00 PM

Meeting via Zoom

Call to Order and Self-Introductions.

Zarrinam called the meeting to order at 3:02 OM

Attendance:

Jeff Zarrinam, Fabio Vasco, Jacques Massachi, Angela Babcock, Mark Brady, Sharyn Romano, Ellen Zaman, George CD 13, Sharyn Romano, Tammy Roseli, Jolie Tu, Kimberly Morosi, Lily Weiner

Public Comment

Cheyenne from ArtShare noted that they are raining money to pay artists back to work and she asked that the BID let her know about any boarded up buildings in East Hollywood.

Review of February Minutes

Brady motioned to approve the February minutes, Massachi seconded. Motion passed.

Review of April Finances

Brady moved to approve the April finances, Massachi seconded. Motion carried.

Reports from Public Agencies

CD 13 gave a report on the East Hollywood, noting that they were giving away Rick's produce boxes in conjunction with Neighborhood Council. 13 new trees have been planted. George noted that Mitch O'Farrell moved to have a million dollar assistance fund for small businesses and he would follow up with more details about this.

Kimberly Morosi gave a report from the City Attorney's office, noting that they are still here as resources and most are telecommuting. They have a consumer protection office which is working on different issues within the city right now.

Stratiscope BID Renewal Engagement

Babcock gave a report on the EHBID Renewal Engagement, noting that they will be going through long-term phases. She will be doing that for the first phase. The second phase will be to solicit opinions from the community.

LABT COVID-19 Overview

Romano gave an update on cleaning and maintaining the crew on the street. Services have remained the same as usual and they've added in regular pressure washing per month. Massachi noted that there is a lot of new graffiti in the EHBID and the group discussed calling 311 and how they could continue to be active in the community.

Nominating Committee Report

Zarrinam reported on the nominating committee, noting that nominating committee has recommended that Jolie Tu from CHA take the place of Hyobin Song and Tammy Roseli take place for Kaiser Permanente. Zaman, seconded by Brady, motioned to approve the nominating committee recommendation. **Motion carried.**

Website Update

Weiner went through the new website, letting the Board of Governors know that they are working on updates.

Admin Report

2019 Financial Audit Review

Vasco gave a financial review for the 2019 Financial Audit, noting that it is a clean report and does not need any modifications.

Zaman, seconded by Brady, motioned to accept the 2019 the financial statement. **Motion carried.**

Pole Banner Renewal

Weiner noted that the East Hollywood BID needs to renew the pole banners for the upcoming year. Massachi, seconded by Zaman, motioned to renew the pole banners. **Motion carried.**

2021 Annual Assessment Increase

The Board discussed an assessment increase for FY 2021 and whether to increase it for the upcoming fiscal year. There was much talk of this discussion due to COVID-19, but ultimately

the Board of Governors felt that that 3% CPI increase was minimal when split among all the business owners.

Massachi, seconded by Brady, motioned to increase the BID annual assessment by 3% for FY 2021. **Motion carried.**

2020 Potential Budget Adjustment

The board discussed if they need to adjust the budget for remainder of 2020 due to COVID-19. At this time, they decided to keep the budget as is, and decide later on if they will take different actions.

East Hollywood BID Renewal

Weiner went through the EHBID renewal process and whether the board of governors would like to change the assessment rate. The board decided to keep the programs the same.

Programs + Services

The Board of Governors discussed new programs and services to bring into the BID for renewal but ultimately decided to keep the budget the same for 2022 with the option of an up to 6% CPI increase in future years.

Adjourn.

Meeting adjourned at 4:30 PM.