

East Hollywood Business Improvement District

BOARD MEETING MINUTES Tuesday, September 20, 2016 3:30 PM

Governors Attending: Shield, Chair, Maikisch, Massachi, Furios, Tashjian, Underdown, Zarrinnam

Staff: Gubler, Shahenian

Guests: Ana Castro, CHLA; David Lee, Visionary Youth Center; Sharyn Romano, LA/HBT; Aram Taslagyan, CD-13

I) **Call to Order**

Chair Shield called the meeting to order at 3:41 pm. The group members in attendance made self- introductions.

II) **Public Comment**

Massachi commented on a BizNow Symposium featuring panelist Leron Gubler, President & CEO of the Hollywood Chamber of Commerce.

III) **Approval of Minutes**

The Board reviewed the August 16, 2016 Board Meeting Minutes.

Motion by Underdown, seconded by Furios, to approve the minutes of the August 16, 2016 EHBID Board Meeting.

Motion carried.

IV) **August Financial Report**

Shahenian reviewed the financial report for August. She noted that the BID currently had approximately \$345,260 in the bank.

V) **Reports from Public Agencies**

No Public Agencies were in attendance.

VI) **LABT Cleaning Contract Update**

Sharyn Romano of LABT updated the Board on its monthly cleaning contract. She noted that there has been an increase in graffiti throughout the BID. However, the EHBID contract with LABT does not cover any graffiti abatement. Individual property owners can contract with LABT for graffiti removal/ abatement programs if desired.

Romano discussed lilies that have gone missing from several tree wells throughout the BID. LABT will submit a cost estimate for replacing the missing lilies.

VII) **Vermont Triangle**

Romano commented that on certain days the cleaning crews have difficulty with maintaining the Vermont Triangle due to the homeless encampments.

Zarrinam updated the group on the permit process for taking over upkeep of the Vermont Triangle. It was noted that CD-4 is interested in fencing off the Triangle. The group disused plans to landscape the triangle and possibilities for new crosswalks. He noted that he has been seeking suggestions for landscaping design from the community.

He noted that the developers of the new OSH store have agreed to provide \$25,000 to the East Hollywood Los Feliz Homeless Coalition and \$5,000 to the EHBID for redesign of the Vermont Triangle.

The group discussed the various stakeholders involved in control of the Vermont Triangle and the best way to solicit input from the community on how best to resolve the public safety concerns with the Triangle.

Taslagyan discussed the need to involve DOT in any plans to restripe the Triangle and pedestrian crosswalks.

VIII) Vermont Median

Zarrinam noted that there has been no further movement on establishing a groundbreaking date for the Vermont Medians. However the project is moving forward and the BID can hope to see the ground breaking begin soon. The contract approval was for 4 medians, with a separate bid to follow for the construction of the last 2 medians. The contractor is developing a traffic report for review by DOT.

Aram Taslagyan with CD-13 noted that the Council Office will waive the holiday construction moratorium so that there is no further delay in installing the medians.

The group discussed establishing an EHBID subcommittee to work on outreach regarding the Triangle.

Motion by Zarrinamm, seconded by Massachi to establish an EHBID Vermont Triangle Outreach Subcommittee to include members Zarrinamm, Furious and Underdown.

Motion carried.

IX) EHBID Marketing Subcommittee Report

Zarrinamm noted that the EHBID marketing subcommittee would like the full EHBID Board to complete a survey to help guide the Subcommittee as it develops an overall marketing strategy for the BID. Zarrinam will send out the survey as google doc for easy sharing of information.

X) Hollywood Western BID/Route 66 BID Creation Update

Zarrinam provided an update on the creation of the Hollywood Western BID and the Route 66 BID. He noted that CIM Group had recently agreed to support the Hollywood & Western BID formation. He noted that the formation committee is still gathering petition signatures. Zarrinamm stated that the Route 66 BID had recently received a \$7500 contribution from Hollywood Forever Cemetery towards its formation. The Route 66 BID will need an additional \$7500 to move to the next phase of the creation process.

XI) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, October 18th at 3:30 pm at the Hollywood Hotel.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahenian". The signature is written in a cursive, flowing style.

Nicole Shahenian
Executive Director