

East Hollywood Business Improvement District

BOARD MEETING MINUTES Tuesday, August 16, 2016 3:30 PM

Governors Attending: Zarrinnam (Vice Chair), Maikisch, Massachi, Furios, Tashjian, Underdown

Staff: Gubler, Shahenian (phone)

Guests: Erin Hickey, Los Feliz Ledger; David Lee, Visionary Youth Center; Sharyn Romano, LA/HBT

I) Call to Order

Vice Chair Zarrinnam called the meeting to order at 3:40 pm. The group members in attendance made self-introductions.

II) Public Comment

The Los Feliz BID has invited EHBID Board members to attend a mixer at Covell's.

The LABT will hold its annual September 11th commemoration from 5-6 pm in North Hollywood. Board members were invited to participate.

III) Approval of Minutes

Massachi suggested that the Board review its bylaws to see if there may be any changes that are necessary. Massachi volunteered to review the bylaws and will report back if any changes are necessary.

Board members reviewed the Minutes from July 19, 2016 and made corrections.

Motion by Massachi, second by Furios, to approve the minutes with corrections from the EHBID Board Meeting on July 19th 2016.

Motion carried.

IV) Reports from Public Agencies

Shahenian noted that Yoomee Ha is no longer the Central Area Rep for the Mayor. The new representative is Robert Park. He will be invited to attend future EHBID meetings.

V) July Financial Report

Shahenian reviewed the financial report for July. She noted that the BID currently had approximately \$379,000 in the bank.

VI) LABT Cleaning Contract Update

Sharyn Romano of LABT updated the Board on its monthly cleaning contract. She noted that 525 trash bags had been collected in July throughout the BID. She noted that she has mapped out where she suggests that the BID install its 30 new trash cans.

Romano discussed a tree planting in the Fall. She will need to replace 5 trees that are dead or dying and will need to replace 2 for 1.

VII) Vermont Triangle

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

Massachi suggested having a meeting with the Neighborhood Prosecutor to discuss options that may be available.

Zarrinnam 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 discussed plans to landscape the triangle and possibilities for new crosswalks.

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.

VIII) Vermont Median

Zarrinnam noted that the Vermont Median 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.

The group discussed the need to keep pressure on the LADOT for contracting the second phase of Medians as well.

The group agreed to add discussion of a potential Metro Call for Projects request to the Marketing/Street Furniture subcommittee agenda.

The group discussed groundbreaking plans for the Vermont Medians. Shahenian to send Zarrinnam EHBID logo to use when ordering hardhats for the groundbreaking.

IX) Trash can update

Shahenian noted that she will be placing an order for 30 trashcans. The order will take 2-3 weeks to be delivered. She discussed options for signage to place on each can.

X) Hollywood Western BID Update

Zarrinnam provided an update on the creation of the Hollywood Western BID. He noted that CIM Group had recently agreed to support the BID formation.

XI) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, September 20th at 3:30 pm at the Hollywood Hotel.

XII) Adjournment

The meeting was adjourned at 4:52 pm.

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