

**East Hollywood Business Improvement District  
DRAFT BOARD MEETING MINUTES**

**Tuesday, November 21, 2017  
3:30 PM**

**Governors Attending:** Harvey Shield (Chair), Zarrinnam, Furios, Massachi, Tashjian, Zamam

**Staff:** Shahenian, Jauregui, Gubler

**Guests:** Rose Isounts, Visionary Youth Center; Ryan Allen, LABT; Seamus Garrity, Office of Assemblymember Laura Friedman; Fernando Morales, Supervisor Sheila Kuehl; Isiah Ford, United Waste Systems; Sean Finn, United Waste Systems; Julie Beals, Los Angeles Community Garden Council; Max Reyes, City of Los Angeles Office of Economic Development; George Hakopiants, City Council District 13

- I) **Call to Order**  
Shield called the meeting to order at 3:33 pm. The group members in attendance made self-introductions.
  
- II) **Public Comment**  
Furios announced to the Board that the Church of Scientology was holding a Holiday Market for Makers, which brings artisans/artists to the community.
  
- III) **Approval of Board Minutes**  
The group reviewed the October 17, 2017 EHBID Board minutes.  
  
**Motion** by Zarrinnam, seconded by Massachi to accept the October 17, 2017 EHBID Board Minutes.  
**Motion** carried.
  
- IV) **October Financial Report**  
Shahenian reviewed the financial report for October 2017. She noted that the BID had a beginning balance of \$90,395 and ending balance of \$53,764 in the bank.
  
- V) **Reducing Crime and Keeping California Safe Act of 2018 Presentation**  
Shahenian requested that the presentation be postponed to January so that presenters can be at the meeting in person.
  
- VI) **United Waste Systems Presentation**  
Sean Finn from United Waste Systems provided an overview of RecyLA, the city's new public-private partnership program that will offer waste and recycling services to all commercial and industrial businesses, institutions, and large multifamily buildings. He explained that the East Hollywood BID would be served by United Waste Systems, which has begun its community outreach efforts to best prepare residents and businesses for the transition. He further addressed the benefits of this program, which includes improving air quality through the use of CNG vehicles as well as transparent and standardized rates throughout the city. He also informed the board that their company is currently undergoing waste assessments, so that property owners can determine a plan that works for them.

- VII) **Los Angeles Community Garden Council Presentation**  
Julie Beals from the Los Angeles Community Garden Council informed the board of a proposed community garden to be located in East Hollywood. She explained that her organization works to build community gardens and maintain them once built. She asked the board for their help in acquiring a 24,000 square foot lot from the city and building the offices and gardens. She explained that the organization needs \$30,000 by December 15<sup>th</sup> so that construction can begin.
- VIII) **Vermont Median Update**  
CD-13 Field Deputy George Hakopiants reported that his office had transferred funds over to Carlos Rios from the Department of Transportation for the construction of the remaining two medians and he will get a timeline soon. He also noted that 16 new waste bins had been placed throughout East Hollywood. The group discussed the proposed sidewalk vending ordinance.
- IX) **New Logo Rollout**  
Shahenian presented the board with logo rollout ideas provided by Counterintuity. After discussing the ideas, the board decided on applying the new logo to trash cans, banners, and celebrate the launch at the Holiday Party. They agreed to discuss the acquisition of new banners and the website at the January meeting.
- X) **LABT Cleaning Contract Update**  
Allen informed the board that LABT had asked Sharyn about including the Vermont Triangle in their maintenance contract and she agreed.
- XI) **Vermont Triangle Landscaping Proposal**  
Shahenian informed the board that Sharyn Romano from LABT has been assured that she will be reimbursed for the purchase of the previously discussed planters. The BID still needs to meet with staff from Council District 4 to ensure that they approve the plan. The group discussed the proposal received for the creation of “carrot top” planters on the Vermont triangle.
- XII) **Reports from Public Agencies**  
AD-43 Field Representative Seamus Garrity informed the board that the Assemblymember is hosting her holiday party on December 6<sup>th</sup>, which will also be an open house. He mentioned that she is assembling a roundtable discussion of small businesses that will discuss potential legislation for the next session. He also announced that the member had been appointed the chair of the ad hoc committee to address the sexual misconduct claims aimed at state elected officials.

Community Business Manager Max Reyes from the Mayor’s Office of Economic Development introduced himself to the board and announced that he will be working with the BID moving forward.

- XIII) **Nominating Committee**  
Shield asked Tashjian, Zarrinam, Massachi, and Brady to serve on the nominating committee. They assigned board members to contact the following organizations for potential board members:
- Tashjian – Braille Institute
  - Gubler – Hollywood Presbyterian
  - Zarrinam or Tashjian – West Coast University
  - Shahenian – Kaiser

XIV) **Next Meeting Date**

The next meeting of the EHBID, which will also serve as a holiday party, will be held on Tuesday, December 19<sup>th</sup> at Desano Pizza at 4:30 pm.

XV) **Adjournment**

The meeting was adjourned at 5:04 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