

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

**Tuesday, September 19, 2017  
3:30 PM**

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

**Staff:** Shahenian, Jauregui

**Guests:** Michael Barrita, Metro; Julian Czubakowski, Counterintuity; George Hakopiants, CD-13; Rose Isounts, Visionary Youth Center; Gabe Kramer, Marathon Communications; Vivian Rescalvo, Metro; Carlos Rodriguez, LADOT; Sharyn Romano, LABT; Lee Wochner, Counterintuity

I) **Call to Order**  
Shield called the meeting to order at 3:30 pm. The group members in attendance made self-introductions.

II) **Approval of Board Minutes**  
The group reviewed the July 18, 2017 EHBID Board minutes.

**Motion** by Zarrinnam, seconded by Brady to accept the July 18, 2017 EHBID Board Minutes.

**Motion** carried.

III) **July and August Financial Report**  
Shahenian reviewed the financial report for July 2017. She noted that the BID had a beginning balance of \$136,866.72 and ending balance of \$128,128.12 in the bank after paying accountant and Counterintuity.

Shahenian also reviewed the financial report for August 2017. She noted that the BID had a beginning balance of \$128,128 and ending balance of \$125,556.90.

IV) **BID Branding & Marketing Proposal**  
Wochner and Czubakowski presented the board with a set of new logos for East Hollywood. After the results of the survey were analyzed, their team held a strategy session and found that respondents saw Hollywood as unique, funky, and hip. They brought several logos that were tested in-house, in black and white to be most versatile. The logos reflected the qualities found in the results of the survey. The logos were described as retro, whacky, and classic, which reflected the quality found in the results in the survey. They avoided using the Hollywood sign in the Logo to convey an East Hollywood distinct identity. The board voted on their top two logos. Counterintuity will return with color variations of the selected logos as well as bug versions.

V) **Vermont Median 2<sup>nd</sup> Phase Installation Update**  
Rodriguez from the Los Angeles Department of Transportation provided an update to the board on the installation of the Vermont Median. The four islands are near completion and the city will be meeting with LABT to discuss the logistics of transferring maintenance to LABT. He explained that the delay was due to the island near hospitals were being over watered and so the plants were dying. When asked about including signage on islands, he explained that that was not a part of the contract but that he would discuss it with his superiors to see what they can do. Rodriguez provided an update on the construction of the lower Santa Monica median. Federal funding for the median was not used in time and is no longer available. LADOT will try to secure funding from CD-13 for the two remaining islands. He estimated that after they get the go ahead from the Department of Sanitation, they would be able to beginning construction next year.

VI) **Vermont/Santa Monica Station Joint Development Update**  
Rescalvo provided an overview of the Joint Development process at the Metro-owned Vermont/Santa Monica Station property. The process she explained, would begin with community outreach and input, followed by developer solicitation, request for proposal (RFP), and finally construction. They were approached with an unsolicited proposal and were in a 30 day black-out period at the time of the meeting. Stakeholders will be notified about the project and meet with them. She informed the Board that she will attend the November meeting to provide an update.

VII) **LABT Cleaning Contract Update**  
Sharyn Romano of LABT updated the Board on its monthly cleaning contract. She has contacted the city multiple times to request the removal of certain overgrown trees on Vermont and has not received any response. She suggested pruning the tree until the city can address it. She also recommending pressure washing the sidewalks of the BID, which would cost \$400 for the day. The Board discussed installing large planters on the Vermont medians. Zarrinam recommended installing artistic pots.

**Motion** by Zarrinam, seconded by Massachi to commission one pot for a maximum price of \$2,000.

**Motion** carried.

The board discussed adding additional lighting to the Triangle.

**Motion** by Massachi, seconded by Zarrinam to install two light polls.

**Motion** carried.

Romano also informed the Board that LABT was holding its 2017 Anniversary Event on Tuesday, October 24<sup>th</sup>.

**Motion** by Zarrinam, seconded by Massachi to purchase a table for the event.

**Motion** carried.

VIII) **Public Comment**  
Gabe Kramer of Marathon Communications informed the board that on September 26<sup>th</sup> Kaiser Permanente will be submitting a notice of preparation to the city to

modernize their East Hollywood campus through a master plan. The plan will include six new building and four replacements over 10 years. He explained that most of the construction will be focused on Sunset. He will come back to the Board with updates as the project develops.

IX) **Reports from Public Agencies**

CD-13 Field Deputy George Hakopiants provided additional information on the Vermont Median update. He explained that on September 11<sup>th</sup>, a motion was passed to transfer \$65,000 in funds from the Department of Transportation to the office of City Councilmember Mitch O'Farrell.

X) **Next Meeting Date**

The next meeting of the EHBID was scheduled for Tuesday, October 17<sup>th</sup> with the location to be determined.

XI) **Adjournment**

The meeting was adjourned at 4:57 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