

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

**Tuesday, May 16, 2017
3:30 PM**

Governors Attending: Harvey Shield (Chair), Furios, Massachi, Tashjian, Underdown, Zarrinam

Staff: Gubler, Shahenian

Guests: Fernando Ochoa, LAPD; Nina Preciado, LAPD; Sharyn Romano, LABT; Lee Wochner, Counterintuity;

- I) **Call to Order**
Shield called the meeting to order at 3:40 pm. The group members in attendance made self-introductions.
- II) **Public Comment**
No public comment was received.
- III) **Reports from Public Agencies**
Officer Nina Preciado with the LAPD discussed recent crime stats for the Northeast division. She noted that the highest crime stats in East Hollywood are in grocery and retail stores. She commented on the need to provide better safety training to store employees. She discussed an upcoming community clean up on Saturday June 10th at the Von's on Sunset & Virgil. The clean-up is being done in partnership with LAPD, Scientology, and CD-13. Officer Preciado also discussed an upcoming golf tournament/fundraiser for the Northeast Division and invited the Board members to attend.
- IV) **Approval of Board Minutes**
The group reviewed the April 18, 2017 EHBID Board minutes.

Motion by Zarrinam, seconded by Furios to accept the April 18, 2017 EHBID Board Minutes.
Motion carried.
- V) **April Financial Report**
Shahenian reviewed the financial report for April 2017. She noted that the BID currently had approximately \$155,778 in the bank.
- VI) **2018 Assessment Increase**
The Board members discussed an assessment increase for property owners within the BID for FY 2018. It was noted that the BID's Management District Plan allots for up to a 3% increase in assessments each year of the BID's operation.

Motion by Massachi, seconded by Zarrinam to approve a 3% increase in assessments for parcels within the EHBID for 2018.
Motion carried.
- VII) **BID Branding & Marketing Proposal**

Lee Wochner of Counterintuity led the group in a discussion on branding and marketing the EHBID. He reviewed input received from the BID's survey to the EHBID Business Community. The survey was designed to for the East Hollywood stakeholders to get a better sense of what/where East Hollywood is to the community. Wochner noted that the response rate to the survey had been low. The group decided to reissue the survey with a longer time frame for response. LABT crews will collect survey responses from businesses within the BID. The survey will be redistributed to the Easy Hollywood Neighborhood Council and to all EHBID property owners.

VIII) **LABT Cleaning Contract Update**

IX) Sharyn Romano of LABT updated the Board on its monthly cleaning contract. She noted that the EHBID crews walked the BID to distribute the EHBID Survey flyers. She noted that 630 trash bags had been pulled in April. 40 Lilies had been planted in the tree wells and 36 more will be planted over the next few days. The Board discussed maintenance and Council District boundaries of the Vermont Triangle.

X) **Vermont Median 2nd Phase Installation Update**

Zarrinam noted the Carlos Rios with LADOT is looking into how to reprogram the funds originally awarded to the EHBID for construction of the medians. Shahenian to invite Carlos Rios to attend next EHBID meeting and provide and update.

XI) **Next Meeting Date**

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

XII) **Adjournment**

The meeting was adjourned at 5:20 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