

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

**Tuesday, April 18, 2017  
3:30 PM**

**Governors Attending:** Zarrinnam (Vice Chair), Brady, Furios, Tashjian, Underdown (Phone)

**Staff:** Gubler, Shahenian

**Guests:** Seamus Garrity, AD-43; Nina Preciado, LAPD; Pedro Ruggiero, Ruggiero Health Center; Janet Weiland, Church of Scientology; Lee Wochner, Counterintuity;

I) **Call to Order**

Zarrinnam called the meeting to order at 3:55 pm. The group members in attendance made self-introductions.

II) **Public Comment**

Janet Weiland with the Church of Scientology stated CPAB will be collecting donations of guitars.

Dr. Pedro Ruggiero discussed concerns with the new medians on Vermont Ave. He noted that his customers now have to make a u-turn in able to get into his property.

III) **Reports from Public Agencies**

Officer Nina Preciado with the LAPD discussed the growing number of homeless encampments in the area. 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 golf tournament/fundraiser for the Northeast Division and invited the Board members to attend.

Seamus Garrity with AD-43 introduced himself to the group. He noted that he will be one of the Hollywood area representatives for Assemblymember Laura Friedman. He commented that the Assemblymember sits on the Select Committee for Small Business.

IV) **Board of Governor Election (continued from March 21, 2017 meeting)**

Shahenian noted that at the March meeting, the Board had agreed to postpone the Board election until the April meeting and to reissue the election ballots to the Property Owners. It had been discovered that the EHBID Ballots were mistakenly mailed to the property site addresses rather than to the mailing address of the property owners and that consequently the BID had not been receiving returned ballots. At that time the Board also agreed to extend the current Board member terms until the April meeting and election.

The returned Ballots were counted. The top three vote getters were Mark Brady, James Underdown, and Harvey Shield.

**Motion** by Tashjian, seconded by Furios to accept the election results and appoint Mark Brady, James Underdown and Harvey Shield to a two –year term ending in 2019.

**Motion** carried. Underdown abstained.

V) **Election of Officers**

**Motion** by Brady, seconded by Furios to appoint Harvey Shield as 2017-2018 Chair of the EHBID Board of Governors.

**Motion** carried.

**Motion** by Furios, seconded by Brady to appoint Berj Tashjian as 2017-2018 Vice-Chair of the EHBID Board of Governors.

**Motion** carried.

**Motion** by Brady, seconded by Tashjian to appoint Furios as 2017-2018 Treasurer of the EHBID Board of Governors.

**Motion** carried.

**Motion** by Underdown, seconded by Furios to appoint Brady as 2017-2018 Secretary of the EHBID Board of Governors.

**Motion** carried.

VI) **Approval of Board Minutes**

The group reviewed the March 21, 2017 EHBID Board minutes.

**Motion** by Furios, seconded by Brady to accept the March 21, 2017 EHBID Board Minutes as amended.

**Motion** carried.

VII) **March Financial Report**

Shahenian reviewed the financial report for March 2017. She noted that the BID currently had approximately \$194,173.51 in the bank.

VIII) **LABT Cleaning Contract Update**

Shahenian noted that Sharyn Romano of LABT was unable to make today's meeting.

IX) **Vermont Median 2<sup>nd</sup> Phase Installation Update**

Zarrinnam noted the Carlos Rios with LADOT is looking into how to reprogram the funds originally awarded to the EHBID for construction of the medians.

X) **BID Branding & Marketing Proposal**

Lee Wochner of Counterintuity led the group in a discussion on branding and marketing the EHBID. Counterintuity will put together a survey for the East Hollywood stakeholders to get a better sense of what/where East Hollywood is to the community. Survey results will be discussed at the May meeting.

XI) **EHBID Sponsorship of Economic Development Summit**

The group discussed sponsoring the Hollywood Chamber's Annual Economic Development Summit.

**Motion** by Tashjian, seconded by Furios to approve a \$500 sponsorship of the Hollywood Chamber's Economic Development Summit.

**Motion** carried.

XII) **Next Meeting Date**

The next meeting of the EHBID was scheduled for Tuesday, May 16<sup>th</sup> at 3:30 pm at the Hollywood Hotel.

XIII) **Adjournment**

The meeting was adjourned at 5:00 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