

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

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

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

**Staff:** Gubler, Shahenian

**Guests:** Blake Dellinger (AD-43); Sal Provenza, Pacer Holdings; Sharyn Romano, LABT; Aram Taslagyan, CD-13; Tricia Waite, Wesley Health Centers

I) **Call to Order**

Shield called the meeting to order at 3:50 pm. The group members in attendance made self-introductions.

II) **Public Comment**

There was no request for public comment.

III) **Reports from Public Agencies**

Aram Taslagyan with CD-13 discussed the Little Armenia Gateway Project located on Hollywood Blvd., East of the freeway near Van Ness Blvd. He noted that a public input forum on the project would be held Saturday, March 25<sup>th</sup> from 10 am-12 pm at the Hollywood Banquet Hall (5412 Sunset Blvd.). Taslagyan discussed funding for the Vermont Medians and noted that there was a problem with the funding of the second phase of the Median project. Zarrinam will reach out to the BID's LADOT contact to find out further information. Shahenian will invite LADOT to next BID Board meeting.

Blake Dellinger 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**

Shahenian noted that there was a problem with the EHBID Ballot mailing and that ballots were mistakenly sent to the property site addresses rather than to the mailing address of the property owners and that consequently the BID has not been receiving returned ballots.

**Motion** by Zarrinam, seconded by Tashjian to postpone the Board election until the April meeting and to reissue the election ballots to the Property Owners. Current Board member terms will be extended until the April election.

**Motion** carried.

**Motion** by Zarrinam, seconded by Tashjian to postpone the election of Board Officers until the April meeting.

**Motion** carried.

- V) **4773 Hollywood Blvd. Project**  
Sal Provenza with Placer Holdings, discussed a project development at 4773 Hollywood Blvd. on the current site of the Center for Inquiry's Steve Allen Theater. The project will include 20 live/work units and 43 parking spaces along with a private recreation center. It is expected that the project will break ground in late fall. The developer is currently reaching out to the local Neighborhood Council's for input.
- Motion** by Zarrinam, seconded by Furios to provide a letter of support for the 4773 Hollywood Blvd. Project.  
**Motion** carried. Underdown abstained.
- VI) **BID Branding & Marketing Proposal**  
The group discussed a branding and marketing proposal submitted by Counterintuity.
- Motion** by Zarrinam, seconded by Underdown to allocate up to \$10,000 to contract with Counterintuity on a branding and marketing plan for the BID.  
**Motion** carried.
- VII) **Approval of Board Minutes**  
The group reviewed the February 21, 2017 EHBID Board minutes.
- Zarrinam asked that an edit be made to the minutes regarding a \$5000 donation from OSH to help fund landscaping on the Vermont Triangle.
- Motion** by Underdown, seconded by Furios to accept the February 21, 2017 EHBID Board Minutes as amended.  
**Motion** carried.
- VIII) **February Financial Report**  
Shahenian reviewed the financial report for February 2017. She noted that the BID currently had approximately \$244,032 in the bank.
- IX) **LABT Cleaning Contract Update**  
Sharyn Romano of LABT updated the Board on its monthly cleaning contract. She noted that 660 trash bags had been pulled in February. She noted that the EHBID would need to complete an Adopt-A-Median application through the City so that LABT can take over maintenance of the Vermont Medians and the Vermont Triangle. She commented that she still needs to meet with LADOT regarding the irrigation of the medians. Zarrinam will outreach to LADOT to help coordinate a meeting.
- X) **Vermont Triangle**  
Romano discussed the ceramic planters that will be installed in the Vermont Triangle with funding through CD-4. Board members expressed concern about the planters that had been selected, feeling that they are not aesthetically pleasing and may not be heavy enough to keep from being moved. Zarrinam to discuss with CD-4 the possibility of having the EHBID select and fund the planters. The BID would further request that CD-4 would turn over the money donated from OSH to the BID so that the money will still be used for the Triangle as intended by OSH.

The Board discussed the feasibility of having the Vermont Triangle moved from the jurisdiction of CD-4 to CD-13. It was noted that the Vermont Triangle is the only section of the BID that is within CD-4 boundaries. It was additionally noted that the Triangle was original part of the Barnesdall Shopping Plaza parcel, which is located in CD-13.

**Motion** by Tashjian, seconded by Furios to request that the Vermont Triangle be moved from CD-4 to CD-13 enabling the entire EHBID to be within CD-13 boundaries.

**Motion** carried.

XI) **Hollywood Western BID/Route 66 BID Update**

Zarrinnam provided an update on the creation of the Hollywood Western BID and the Route 66 BID. He noted that the Route 66 BID has begun selection of an engineering firm to compile its Management District Plan.

XII) **Next Meeting Date**

The next meeting of the EHBID was scheduled for Tuesday, April 18 at 3:30 pm at the Hollywood Hotel.

XIII) **Adjournment**

The meeting was adjourned at 5:25 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