

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

**Tuesday, August 21, 2018  
3:00 PM**

**Governors Attending:** Ellen Zaman (Chair), Aguilar, Furios, Massachi, Shield, Tashjian, Zarrinnam

**Staff:** Jauregui, Shahenian

**Guests:** Angie Aramayo, Mayor Eric Garcetti; George Hakopiants, Councilmember Mitch O'Farrell; Fernando Morales, Supervisor Sheila Kuehl; Sharyn Romano, LABT; Jenna Watkinson-Castillo, Kaiser Permanente

I) **Call to Order**

Zaman called the meeting to order at 3:09 pm. The group members in attendance made self-introductions.

II) **Public Comment**

Tashjian informed the group that he had photographed an encampment on Vermont and Clinton. He also noted that the BID is 3 trash cans short on Vermont, between Melrose and Clinton.

III) **Approval of Board Minutes**

The group reviewed the July 17, 2018 EHBID Board minutes.

**Motion** by Shield, seconded by Zarrinnam to accept the July 17, 2018 EHBID Board minutes.

**Motion** carried.

IV) **May Financial Report**

Shahenian reviewed the financial report for June 2018. She noted that the BID had a beginning balance of \$257,101.57 and ending balance of \$445,424.18 in the bank.

V) **Reports from Public Agencies**

CD-13 Field Deputy George Hakopiants informed the Board that LA Sanitation had been instructed to issue a report on the feasibility of the City's proposed Plastic Straws-on-Request Ordinance. The motion had been introduced in January by the Councilmember. He also reported that the Board of Public Works had approved funding of the construction of the remaining Vermont Medians. A meeting will be set after Hakopiants returns from vacation. He added that the Los Angeles Homeless Services Authority (LAHSA) released their LA-HOP portal for outreach requests. He additionally updated the group on the LAHSA's Pit Stop Program, which provides bathrooms in two locations in CD-13 and has seen increased usage and the safe disposal of syringes. The program has been renewed till July, 2019 and the City is looking into expanding the program. Hakopiants closed his report with an update on the recent fire that occurred at a strip mall and spread to 7 homes nearby. The Councilmember has been working on finding new housing for the displaced residents.

Office of Supervisor Sheila Kuehl's Senior Field Deputy Fernando Morales informed the Board that the Supervisor had motioned to create an Interim Housing Capital Funding Pool, which will identify potential sources of funding for interim housing. He added that the expansion of the mobile shower pilot program is underway and new operators are being identified. The program has received an additional \$200,000 in funding. The Supervisor's office is working on holding a Homelessness Community Day in Los Feliz at the end of October. He lastly notified the group that the Hollywood Municipal Courthouse will be opening soon.

Office of Mayor Eric Garcetti Central Area Representative Angie Aramayo introduced herself to group and informed the group that the state had allocated \$500 million to address Homelessness. The City of Los Angeles will receive \$80 million, \$45 million of which will go towards bridge housing.

VI) **Banners and Marketing Discussion**

The group was presented with the four mockups of the street pole banners and two quotes from Amgraph, who would print and install them. The group discussed the mockups presented and narrowed it down to two designs, allowing for a variation of colors to be used.

**Motion** by Zarrinam, seconded by Massachi to allocate up to \$20,000 for the ordering of 80 street light pole banners, using mockups 3 and 4 with color variations including salmon, green, blue, and violet, upon city approval..

**Motion** carried.

VII) **LABT Cleaning Contract Update**

Sharyn Romano of LABT provided a review of LABT's work in the BID for July. A total of 815 trash bags were collected by LABT crews but due to excessive temperatures, special accommodations were made for employees to not overheat and so landscaping has been put on hold until the heatwave ends. Romano informed the Board that 60 trash can signs were put up and 55 lilies were planted.

**Motion** by Zarrinam, seconded by Massachi to allocate \$2,500 for LABT to purchase additional lilies.

**Motion** carried.

**Motion** by Zarrinam, seconded by Massachi to allocate up to \$3,000 for the purchase and installation of three additional trash can to be placed on Vermont Ave, between Clinton Ave and Melrose Ave.

**Motion** carried.

VIII) **Vermont Medians Second Phase Installation Update**

Shahenian reiterated Hakopiants' announcement that the Board of Public Works had approved funding of the construction of the remaining Vermont medians. Massachi stressed the urgency of beginning construction before the holidays.

IX) **Vermont Triangle Update**

Shahenian informed the group that she did not have any updates on the Vermont Triangle.

Romano reported to the group that she, Zarrinam, and Zaman, walked the Triangle with CD-7 Field Deputy Rachel Fox. Romano noted that she has received \$18,000 from CD-7 and has received approval for the cleaning but not removing the walkway. She added that

installing an irrigation system would go over the \$18,000 budget. She will return with any updates.

X) **2018 Budget Overview and BID Renewal**

Shahenian did not have anything to report to the group, but stressed that a date for the subcommittee meeting must be set. Zaman asked that 30 minutes be set aside at the next meeting to discuss the BID Renewal and 15 minutes at subsequent meetings.

XI) **Next Meeting Date**

The next meeting of the EHBID will be held on Tuesday, September 25<sup>th</sup> at 3:00 pm. The location will be confirmed at a later date.

XII) **Adjournment**

The meeting was adjourned at 4:35 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