

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

**Tuesday, July 17, 2018
3:00 PM**

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

Staff: Gubler, Jauregui, Shahenian

Guests: Mario Ceballos, Kaiser Permanente; Julian Czubakowski, Counterintuity; Seamus Garrity, Assemblymember Laura Friedman; Fernando Morales, Supervisor Sheila Kuehl; Sharyn Romano, LABT (Phone); Lee Wochner, Counterintuity.

I) **Call to Order**

Zaman called the meeting to order at 3:07 pm. The group members in attendance made self-introductions.

II) **Public Comment**

Shahenian reminded the Board members to respond to the BID Counsel's emails in regards to CPRA Requests. She also extended an invitation to the group to the Hollywood Chamber's upcoming Candidate Meet & Greet Mixer at OHM Nightclub on July 25th.

Zarrinnam informed the group that the East Hollywood Neighborhood Council meeting will be taking place on Monday, July 23rd.

III) **Approval of Board Minutes**

The group reviewed the June 19, 2018 EHBID Board minutes and the June 19, 2018 Nominating Committee meeting minutes.

Motion by Tashjian, seconded by Zarrinnam to accept the June 19, 2018 EHBID Board minutes and the June 19, 2018 Nominating Committee meeting 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 \$271,436.41 and ending balance of \$257,101.57 in the bank.

V) **Reports from Public Agencies**

Office of Supervisor Sheila Kuehl's Senior Field Deputy Fernando Morales informed the Board that the Supervisor had motioned to allocate \$1.5 million for affordable housing for seniors. He also noted that the Supervisor was working on introducing hate crimes legislation.

Office of Assemblymember Laura Friedman's Field Representative Seamus Garrity informed the group that his office is planning a coffee event on July 29th at Barnesdall Park to celebrate the Assemblymember's legislative accomplishments. He added that the Assemblymember is currently in Spain with the Assembly Transportation Committee to look at High Speed Rail systems.

VI) **Banners and Marketing Discussion**

Lee Wochner and Julian Czubakowski of Counterintuity presented the Board with four street pole banner designs and taglines, which are based on the input received from the group at the BID's last meeting. Wochner explained that the designs reflect the "fun, funky, and smart" qualities described in the survey results that had been previously used to create the logo.

The group provided feedback on the designs. Wochner and Czubakowski will return with finalized designs at the next meeting.

VII) **LABT Cleaning Contract Update**

Sharyn Romano of LABT provided a review of LABT's work in the BID for June. 774 trash bags were collected by LABT crews and the bus stops received pressure washings. Romano informed the Board that she had consulted an arborist about planting willow trees on the Vermont Medians. It is expected that the trees would do well but would require pruning. The group discussed the costs for the willow trees and determined the size for the trees.

Motion by Shield, seconded by Furios to allocate \$1,000 for the purchase and installation of two Willow trees on the medians in front of CHA Hollywood Presbyterian.

Motion carried.

Romano will look into the costs of installing boulders on the medians to prevent future damage from cars crashes.

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

Shahenian reviewed the City's proposed timeline for BID renewals. It was recommended that the BID set funds aside by February, 2019.

Motion by Zarrinnam, seconded by Massachi to earmark \$40,000 of the BID's carryover funds for the renewal process.

Motion carried.

The group discussed the potential expansion of the BID during renewal, suggestions of which included; the Vons property, expanding East on Hollywood Blvd, and North to Los Feliz. The group agreed that a Subcommittee on Expansion should be created, which will include Zaman, Masachi, Zarrinnam, Furios, and Tashjian.

It was suggested that the Nominating Committee may want to consider expanding the Board to include representatives from Braille and West Coast University prior to the renewal efforts. Zaman recommended that the BID hold a community event community event to increase visibility and highlight its accomplishment.

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

Shahenian reported that she is waiting to hear back from LADOT on when funding for the medians will be on the Board's agenda.

X) **Vermont Triangle Update**

Shahenian noted that she had not received further updates or plans for the Triangle from CD-4 since the last meeting.

Zaman informed the group that she, Zarrinnam, and Romano had visited the Triangle on July 2nd to discuss what the BID envisions for the Triangle. They are waiting for Romano to meet with CD-4.

XI) **Next Meeting Date**

The next meeting of the EHBID will be held on Tuesday, August 21st at 3:00 pm. The location will be confirmed at a later date.

XII) **Adjournment**

The meeting was adjourned at 4:42 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