

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

**Tuesday, June 19, 2018
3:00 PM**

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

Staff: Gubler, Jauregui, Shahenian

Guests: Julian Czubakowski, Counterintuity; Derek De Vette, the Market Group; Ernesto Fabian, LABT; George Hakopiants, Councilmember Mitch O'Farrell; Fernando Morales, Supervisor Sheila Kuehl; Kimberly Morosi, LA City Attorney's Office; Sharyn Romano, LABT; Lee Wochner, Counterintuity.

I) **Call to Order**

Zaman called the meeting to order at 3:03 pm. The group members in attendance made self-introductions.

II) **Public Comment**

Shield informed the Board that the Hollywood Chamber's Economic Development Summit is taking place on Thursday, June 21st and that the BID had two tickets for the event if any Board members were interested in taking them. Tashjian and Furios accepted the claimed the tickets.

Derek De Vette of the Market Group informed the Board that his company is creating a new event called the Fountain Outdoor Market, which would feature community artisans and vendors. He will return to the BID at a later date once details are finalized.

III) **Nominating Committee Report**

Zaman presented the Nominating Committee's recommendation of Maitri Vaidya, CHA Hollywood Presbyterian, to replace the vacant Board seat left by the resignation of Danielle Brown.

Motion by Shield, seconded by Furios to confirm Maitri Vaidya as an East Hollywood BID Board of Governor for the remainder of Danielle Brown's term, which expires in January, 2019.

Motion carried.

IV) **Approval of Board Minutes**

The group reviewed the May 15, 2018 EHBID Board minutes.

Motion by Zarrinnam, seconded by Tashjian to accept the May 15, 2018 EHBID Board Minutes.

Motion carried.

V) **May Financial Report**

Shahenian reviewed the financial report for May 2018. She noted that the BID had a beginning balance of \$152,248.63 and ending balance of \$271,436.41 in the bank. She stated that the BID had collected assessment revenue from the city. The Board requested an in-depth report of the BID's finances and the budget at the next meeting so that it can start preliminary planning for the BID's renewal.

VI) **Reports from Public Agencies**

Kimberly C. Morosi with the City Attorney's West Bureau Neighborhood Prosecutor Program, introduced herself to the Board and provided an overview on the role of a Neighborhood Prosecutor. She informed the group that their office had completed a "Prom Closet" giveaway in March, which had over 300 dresses and 70 tuxes donated and helped 100 students. Through donations, students from Jordan High School had their prom tickets paid for so all could attend. They are also working with LAPD Newton Division on a backpack drive to supply disadvantaged students be best prepared for the new school year.

CD-13 Field Deputy George Hakopiants informed the Board that the Council office had sent a letter of support to Board of Public Works President Kevin James that calls for the construction of the remaining Vermont Medians. He also reported that the Los Angeles Homeless Services Authority (LAHSA) released the findings of their 2018 Homeless Count, which showed that there was a 3% overall decrease in the number of people experiencing homelessness in L.A. County. He additionally updated the group on the progress of 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.

Office of Supervisor Sheila Kuehl's Senior Field Deputy Fernando Morales updated the Board on Safe Parking LA, which provides legal parking for individuals living in their vehicles. The Supervisor's office is currently working on setting up a Safe Parking site at the Hollywood Wilshire Health Center. His office is also releasing additional discretionary funding in October for non-profits and will begin working with those in East Hollywood that apply for a grant. The LA County Board of Supervisors also introduced a motion to oppose the separation of families at the border and will provide funding to provide legal resources to reunite them.

VII) **Banners and Marketing Discussion**

Lee Wochner and Julian Czubakowski of Counterintuity discussed the potential scope of work to design street pole banners for the BID. The Board discussed the purpose of the banners and were presented with several examples. The new banners would replace the worn banners already in place and would help give East Hollywood a distinct identity as a district as well as brand the location. The banners will incorporate 3 themes: Health, Education, and Arts & Culture. Wochner and Czubakowski will return to the BID with mockups, based on the Board's discussion.

VIII) **LABT Cleaning Contract Update**

Sharyn Romano of LABT provided a review of LABT's work in the BID for May, informing the board that they conducted their usual maintenance in the BID, which included planting lilies and tree trimming. She informed the Board that a car rammed into the one of the Vermont Medians by Kaiser and it would cost \$1,200 to properly repair the median.

Motion by Zarrinam, seconded by Furios to allocate \$1,200 for LABT to repair the damaged median.

Motion carried.

Romano also mentioned that additional lilies must be purchased and replanted.

Motion by Zarrinam, seconded by Furios to allocate \$1,800 for LABT to purchase 40 additional lilies.

Motion carried.

The Board discussed alternate landscaping for the medians. Romano will come back to the Board with suggestions.

IX) **Vermont Triangle Update**

Shahenian noted that no further updates or plans for the Triangle had taken place with CD-4 since the last meeting.

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

Shahenian reported on the meeting between several board members and President of Board of Public Works Commission, Kevin James, on the delayed construction of the two remaining Vermont Medians. The group asked James to include the construction of the medians in the agenda of the Public Works Commission's June meeting.

XI) **New Business**

Zaman asked the Board for comments on the updates to the website and the group agreed to add the status of the updates to the website as a standing item.

XII) **Next Meeting Date**

The next meeting of the EHBID will be held on Tuesday, July 17th at 3:00 pm. The location will be confirmed at a later date.

XIII) **Adjournment**

The meeting was adjourned at 4:28 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