

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

**Tuesday, May 15, 2018
3:00 PM**

Governors Attending: Harvey Shield (Vice Chair), Aguilar, Brown, Furios, Massachi, Tashjian, Zarrinnam

Staff: Jauregui, Shahenian

Guests: Annelle Albarran, LA Metro; Michael Cortez, LA Metro; Lilian De Loza-Gutierrez, LA Metro; Rachel Fox, Councilmember David Ryu; Seamus Garrity, Assemblymember Laura Friedman; Fernando Morales, Supervisor Sheila Kuehl; Nina Preciado, LAPD; Sunil Rajpal, Los Angeles Department of Transportation; Carlos Rodriguez, Los Angeles Department of Transportation; Armand Shirinian, LABT; Maitri Vaidya, CHA Hollywood Presbyterian Medical Center.

I) **Call to Order**
Shield called the meeting to order at 3:02 pm. The group members in attendance made self-introductions.

II) **Public Comment**
No public comment was given.

III) **Approval of Board Minutes**
The group reviewed the April 17, 2018 EHBID Board minutes.

Motion by Brown, seconded by Zarrinnam to accept the April 17, 2018 EHBID Board Minutes.

Motion carried.

IV) **March Financial Report**
Shahenian reviewed the financial report for April 2018. She noted that the BID had a beginning balance of \$159,243.77 and ending balance of \$152,248.63 in the bank.

V) **Reports from Public Agencies**
CD-4 Field Deputy Rachel Fox informed the Board that it is currently 'budget season' for the city and so Councilmember Ryu is meeting with different agencies to ensure his projects are funded.

Officer Nina Preciado with the LAPD discussed April's crime statistics in the district. She recommended that residents and business owners install car alarms since there was an uptick in car break-ins.

AD-43 Field Representative Seamus Garrity informed the Board that the deadline to submit legislation has passed and several of Assemblymember's bills are in under review in Assembly committees.

Office of Supervisor Sheila Kuehl's Senior Field Deputy Fernando Morales informed the Board that his office is reviewing grant applications submitted by non-profits for discretionary funding.

VI) **Metro Bus Rapid Transit Presentation**

Annelle Albarran, Michael Cortez, and Lilian De Loza-Gutierrez from LA Metro were on hand to present on the proposed Bus Rapid Transit (BRT) project for the Vermont Corridor, which is currently at the feasibility study phase. Metro is considering several concepts for the project and is gathering community input on the project. The representatives will return to the BID at a later meeting with further details on the project, once the concepts are narrowed down.

VII) **LABT Cleaning Contract Update**

Armand Shirinian of LABT provided a review of LABT's work in the BID for April, informing the board that they conducted their usual maintenance in the BID, which included planting lilies and tree trimming. Zarrinnam asked that LABT submit a proposal to remove the gravel on the Vermont Triangle and replace it with decomposed granite.

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

Carlos Rodriguez with the Los Angeles Department of Transportation provided the Board with an update on the construction of the two remaining Vermont Medians. He is working with the contractor on the project. Once the original contract is extended, the contractor can mobilize within a month.

IX) **Vermont Triangle Landscaping Proposal**

Fox from CD-4 informed the Board that her office had received a cost estimate from the contractor for proposed landscaping for the Vermont Triangle. Her office has determined the scope of work and will return to the BID with an update.

X) **Hollywood Chamber Economic Development Sponsorship Opportunity**

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

Motion by Zarrinnam, seconded by Brown to sponsor at the Silver Level for \$550.

Motion carried.

XI) **EHBID Annual Assessment Increase**

The Board members discussed an assessment increase for property owners within the BID for FY 2019. It was noted that the BID's Management District Plan allots for up to a 3% increase in assessments each year of the BID's operation.

Motion by Zarrinnam, seconded by Brown to increase the BID annual assessment by 3% for FY 2019.

Motion carried

XII) **Banners and Marketing Discussion**

The Board members discussed the creation of new banners for the district and potentially contracting Counterintuity to design the banners.

Motion by Zarrinnam, seconded by Furios to budget \$1,000 for the design of the street banners.

Motion carried

XIII) **Next Meeting Date**

The next meeting of the EHBID will be held on Tuesday, June 19th at 3:00 pm. The location will be confirmed at a later date.

XIV) **Adjournment**

The meeting was adjourned at 4:24 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