

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

**Tuesday, January 16, 2018
3:30 PM**

Governors Attending: Harvey Shield (Chair), Furios, Massachi, Tashjian, Zaman, Zarrinnam

Staff: Shahenian, Jauregui, Gubler

Guests: Seamus Garrity, Office of Assemblymember Laura Friedman; David Gershwin, David Gershwin Consulting; Aaron Green, Afriat Consulting Group; Alfredo Hernandez, Afriat Consulting Group; Rose Isounts, Visionary Youth Center; Gabe Kramer, Marathon Communications; Fernando Morales, Supervisor Sheila Kuehl; Nina Preciado, LAPD Senior Lead Officer; Sharyn Romano, LABT; Michael Ziegler, Public Safety Consultant for Assemblymember Jim Cooper.

I) **Call to Order**

Shield called the meeting to order at 3:33 pm. The group members in attendance made self-introductions.

II) **Public Comment**

Furios announced to the Board that the Church of Scientology was holding a disaster preparedness fair on Saturday, March 3rd from 10:00 am to 12:00 pm.

Gabe Kramer of Marathon Communications informed the board that Kaiser Permanente will begin giving presentations on its updated master plan in the Spring, which includes a plan to modernize Kaiser's East Hollywood campus. The plan will include six new building and four replacements over 10 years. He explained that most of the construction will be focused on Sunset. Kramer will come back to the Board with updates as the project develops.

III) **Approval of Board Minutes**

The group reviewed the December 27, 2017 EHBID Board minutes.

Motion by Zarrinnam, seconded by Tashjian to accept the December 27, 2017 EHBID Board Minutes.

Motion carried.

IV) **Board of Governors Election**

The Board conducted a count of all ballots returned for the 2018 Board of Governors election, with the top five candidates being appointed. Members of the Board will be elected to serve a term of 2 years. The results for the top five were as follows:

- Jacques Massachi – 13 Votes
- Ellen Zaman – 13
- Berj Tashjian – 12
- Jeff Zarrinnam – 12
- Susanna Furios – 10

Motion by Shield, seconded by Zarrinnam to accept the election results and appoint Susanna Furiros, Jacques Massachi, Berj Tashjian, Ellen Zaman, and Jeff Zarrinnam to a two-year term ending in 2020.

Motion carried.

Additionally, the returned Ballots were counted for nominated candidates to fill two seats with one-year terms on the BID Board of Governors. The top two vote getters were as follows:

- Danielle Brown – 13
- Maria Elena Aguilar – 12

Motion by Furiros, seconded by Zaman to accept the election results and appoint Danielle Brown and Maria Elena Aguilar to a one year term ending in 2020.

Motion carried.

V) **Election of Officers**

Motion by Shield, seconded by Zarrinnam to appoint Ellen Zaman as 2018-2019 Chair of the EHBID Board of Governors.

Motion carried.

Motion by Zarrinnam, seconded by Furiros to appoint Harvey Shield as 2018-2019 Vice-Chair of the EHBID Board of Governors.

Motion carried.

Motion by Zarrinnam, seconded by Zaman to appoint Furiros as 2018-2019 Treasurer of the EHBID Board of Governors.

Motion carried.

Motion by Zarrinnam, seconded by Shield to appoint Massachi as 2018-2019 Secretary of the EHBID Board of Governors.

Motion carried.

VI) **Reports from Public Agencies**

AD-43 Field Representative Seamus Garrity informed the board that the deadline for submitting legislation is February 16th. He stated that Assemblymember Friedman is working to ensure that the film and television credits are renewed. She is also working on several bills that involve improving water infrastructure, streamlining the EIR process, and streamlining permanent supportive housing.

Office of Supervisor Sheila Kuehl's Senior Field Deputy Fernando Morales, provided an update on the Supervisor's discretionary funding allocated for non-profits and the application process. He also informed the board that a strategic planning meeting was taking place at the West LA/ Metro office.

Officer Nina Preciado with the LAPD discussed the crime statistics in the district from 2017. She noted that the crime rates had decreased in 2017 from the previous year. In 2017, she pointed out, grand theft auto had decreased to 96 incidents from 101. She urged the Board to not leave any possessions out in car.

- VII) **LABT Cleaning Contract Update**
Romano provided a review of LABT's work in the BID throughout 2017. She noted that the cleaning program's work has been consistent throughout the year, which included lily care, Vermont median upkeep, and street pressure washing. Her team also began cleaning, weeding, and planting on the Vermont Triangle. She informed the board that she received approval from the city to expend the installation of planters on the Triangle, but no confirmation has been received on the design of the planters.
- VIII) **December Financial Report**
Shahenian reviewed the financial report for December 2017. She noted that the BID had a beginning balance of \$200,068.06 and ending balance of \$199,056.54 in the bank.
- IX) **Vermont Median Update**
Shahenian informed the Board that Carlos Rios of the Department of Transportation had alerted her that he would be meeting with the Bureau of Sanitation to discuss the Vermont Median but he has not contacted her with a status update. Shahenian will request a meeting with Commissioner James to discuss further.
- X) **Reducing Crime and Keeping California Safe Act of 2018 Presentation**
Michael Ziegler from the Office of Assemblymember Jim Cooper, briefed the Board on the Reducing Crime and Keeping California Safe Act of 2018, a ballot initiative that aims to fix the unintended consequences of Prop 47. The initiative would reclassify certain crimes for which early release is any option as a violent crime. It would also allow the collection of DNA from certain crimes that have been reduced to a misdemeanor. It also revises the theft threshold by adding a felony for serial theft. The Board was shown polling data, which showed that the initiative has wide support in the state.
- The Board tabled discussion until the next meeting.
- XI) **LA Citywide Sign Ordinance Presentation**
Aaron Green, Alfredo Hernandez, and David Gershwin from Afriat Consulting, briefed the Board on the city's proposed modernized signage ordinance, which would create a system that would take down traditional billboards and replace them with a smaller number of digital billboards. The ordinance would raise city revenue, which supporters argue could be streamed into schools and city services. Residents would be able to provide input on new signs in their communities.
- XII) **Vermont Triangle Landscaping Proposal**
The Board discussed the current status of the Vermont Triangle planters and potential alternative ideas. Councilmember David Ryu will be invited to attend a future meeting and discuss potential ideas.
- XIII) **Website Update Discussion**
A subcommittee was created to discuss updating the website to which Zaman, Zarrinam, and Massachi were assigned.
- XIV) **Next Meeting Date**
The next meeting of the EHBID will be held on Tuesday, February 20th at 3:00 pm at the Hollywood Hotel.
- XV) **Adjournment**

The meeting was adjourned at 5:35 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