



**East Hollywood BID
Minutes
August 29, 2:00 PM**

Attendance: Berj Tashjian, Harvey Shield, Ellen Zaman, Jeff Zarrinam, Sharyn Romano, Rana Ghadban, Lily Weiner, Robert Schwartz (phone), Susanna Furios (phone), Lee Walker

Call To Order

Zaman called the meeting to order at 2:10

Public Comment

No Public Comment.

July Minutes

Zarrinam motioned to approve minutes from July 16 meeting. Shields seconded. **Motion carried.**

Update from Public Agencies

Garrity reported that Freidman's office has 5 bills on suspense right now. He also noted that Glendale is taking steps towards the construction of LA Bridge. He also updated the Board of Governors on homelessness in the East Hollywood area.

Finances:

Zarrinam motioned to approve the July financial report. Tashjian seconded. **Motion carried.**

Financial Discussion:

The Board of Governors discussed how they should spend their surplus funds, and whether they need to allocate the funds by the end of December or if it needs to fully be out of their bank account.

Zarrinam motioned to allocate up to \$60,000 to Precision Cutting Sidewalk Repairs. Shields seconded. **Motion passed.**

Zarrinam motioned to allocate up to 80,000 for the renewal and move those funds for holding in a restricted account with the Hollywood Chamber of Commerce. Shields seconded. **Motion carried**

Zarrinam motioned to pay the Hollywood Chamber of Commerce \$1417.97 for past due administration fees. Shields seconded. **Motion carried.**

Zarrinam motioned to make HCOC's administration fees 80% of the annual administration budget according to the District Management Plan. Zaman seconded. **Motion passed.**

Website & Marketing Discussion



Wochner presented on marketing and budget. He noted that the EBID has low ranking SEO and that the EBID's social presence is low. The group discussed how to maintain different databases.

Tashjian motioned to budget up to \$30,000 for website development and social media and maintenance. Zarrinam seconded. **Motion passed.**

LABT:

Romano reported on July cleaning. She recommended that LABT power-wash the entire East Hollywood BID. The Board of Governors asked Romano to put together a proposal for power-washing as well as a proposal for parkways within the BID.

Workforce Development:

Pelayo reported on LACC, noting that LACC is working on a pop-up food pantry on campus twice a week. They are also currently planning a job fair for their students.

Adjourn:

There being no further business, the meeting adjourned at 3:57 PM.