



**East Hollywood BID
Board of Governors Meeting Minutes
July 16th 3:00 PM**

I. Call to order

Zaman called the meeting to order at 3:06.

II. Public Comment

No Public Comment

III. Minutes

Shield motioned to accept minutes. Zarrinnam Seconded. Motion carried.

IV. Financials

Weiner reported on financials, noting that for the month of July the East Hollywood BID spent \$28,953.70 and collected \$46,152.72 in revenue, leaving our end balance at 252,952.29.

IV. Reports from Public Agencies

Lenning Davis reported for the LAPD, noting that crime is down 9% in the Hollywood division this year.

V. 4632 Santa Monica Blvd

Jamison Properties presented their project 4632 Santa Monica Blvd. Zarrinnam motioned to support the project. Furios seconded. Motion passed.

VI. BID Steering Committee

Aguilar reported on the BID steering committee, noting that the budget for the renewal for \$80,000. The Board of Governors decided they will not change the location of the BID, but may add in three more parcels which will be determined in the future.

VII. Marketing/ Branding

Zaman reported on the marketing and asked the Board of Governors how the EHBID can work on marketing and branding itself. The group decided to think about it further. Weiner noted that she will look into website analytics and work on a social media plan for the EHBID.

VIII. LABT Update

Romano reported on LABT and the medians, noting that LABT had fixed one of the medians and it was immediately destroyed. Romano also noted that another median flooded and needs to be repaired. The Board of Governors decided to put the bollards in one of the medians as a test for the rest. They also decided to look into different ways to light the medians so that they are more visible at night.

Zaman suggested that the Board of Governors do a walk of the medians with LABT.

IX. Workforce Development

Pelayo reported on workforce development, noting that there was a meeting between LACC and other stakeholders in Los Angeles to work on different local hiring tactics in Los Angeles.



X. Adjourn

The meeting adjourned at 4:30. Next meeting, September 17th 3:00 PM at CHLA.