



Board of Governors Special Meeting
Tuesday, April 15, 2024
3:00 PM

Los Angeles City College Foundation
3rd Floor Conference Room
Student Union Building (Off Monroe Street)
855 N. Vermont Avenue, Los Angeles, CA 90029

Parking on Monroe Street or 770 North Heliotrope Drive Parking Garage
For help with Directions, please call Jeff Zarrinam – Mobile 323-208-2267

Microsoft Teams Link - Meeting URL:

[Join the meeting now](#) –

[https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3ameeting_Y2Y4MjhlZGUtN2FkNi00NTJmLTg3MDYtNGI3MjM4YTViZmJl%40thread.v2/0?context=%7b%22Tid%22%3a%22a2ab9e66-6377-4b0e-a0b7-3a31fdd744da%22%2c%22Oid%22%3a%2207e2102b-ea8d-4fe3-97eb-38befaf40710%22%7d)

[join/19%3ameeting_Y2Y4MjhlZGUtN2FkNi00NTJmLTg3MDYtNGI3MjM4YTViZmJl%40thread.v2/0?context=%7b%22Tid%22%3a%22a2ab9e66-6377-4b0e-a0b7-3a31fdd744da%22%2c%22Oid%22%3a%2207e2102b-ea8d-4fe3-97eb-38befaf40710%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_Y2Y4MjhlZGUtN2FkNi00NTJmLTg3MDYtNGI3MjM4YTViZmJl%40thread.v2/0?context=%7b%22Tid%22%3a%22a2ab9e66-6377-4b0e-a0b7-3a31fdd744da%22%2c%22Oid%22%3a%2207e2102b-ea8d-4fe3-97eb-38befaf40710%22%7d)

To call into a meeting: 1-Open a meeting in your Teams calendar, 2- Select Join, 3- Select Phone audio on the pre-join screen, 4- Select Join now, 5- Enter the phone number you'd like the meeting to call and select Call me, 6- Say "Ok" or press 1 to join the meeting.

Meeting ID: 244 486 643 383 5

Passcode: Mu39ro96

Board of Governors

[Jeff Zarrinam](#), Chair – Hollywood Hotel

[Jason Williams](#) – CHA Medical Center

[Beri Tashjian](#), Vice Chair – Royal Square Shopping Center

[Jacques Massachi](#) – The Vermont

[Lisa Nashua](#), Secretary – LA City College Foundation

[Susanna Furios](#) – Scientology

[Michael Tong](#), Treasurer - Westcoast University

[Elias Garcia](#) – Kaiser Medical Center

[Brad Nourafshan](#) – Reliable Properties (Nominee)

SPECIAL MEETING AGENDA

[Supporting Documentation Link](#)

<https://www.dropbox.com/home/Jeff%20Zarrinam/EHBID/Agendas/2025-04-17>

1. Call to Order and Self-Introductions/Roll CallJeff Zarrinam
2. Public Comment – 1 minute per person
3. Community Reports (Report and Q&A)
 - A. CD 13 Report, Office of Councilmember Hugo Soto-Martinez - [Karla Martinez Field Rep.](#)
 - B. Neighborhood Prosecutor - [Kurt Knecht](#)
 - C. LAPD Report
 - i. Senior Lead Officer - LAPD Rampart Division - [Ryan Nguyen](#)



- ii. Acting Senior Lead Officer - LAPD NorthEast Division – [Marco Rolon](#)
- D. City of LA Report, Office of Mayor Karen Bass - [David C. Nguyen](#) - East Hollywood Field Rep.
- E. CA Assembly District 52, Office of Assemblymember Wendy Carillo - [Carlos M. Arce](#) Field Rep.
- F. LA County Supervisor Hilda Solis SD1
- G. LAFD - Operations West Bureau - [Kory Jackson](#), Captain I/Paramedic
- H. CA State Senator - District 24, Maria Elena Durazo – [Baydsar Tomasian](#)
- I. East Hollywood Neighborhood Council – [Colter Carlisle](#)

1. Los Angeles Beautification Team LABT/HBT Report.....[Sharyn Romano/Cathy Roberts](#)
 - a. December 2024, January, February, March 2025 reports
2. Discussion and Possible Motion to Approve Minutes from 12/17/2024.....Lisa Nashua
3. Update on LA City BID Portal Compliance.....Jeff Zarrinam
 - a. New receivables - \$79,707.58 as of 04/13/2025
4. Discussion and Possible Motion to Approve Financial Statements..... Michael Tong/Jeff Zarrinam
 - a. Copies of Bank Statements and Cancelled Checks – December 2024, January, February, March 2025
 - i. Chase Bank
 - ii. Wells Fargo Bank
 - b. Income Statement as of April 14, 2025
 - c. Balance Sheet as of April 14, 2025
5. Discussion and Possible Motion to approve an annual assessment CPI increase of up to 6% and to hire Wildan Financial Services to prepare and submit levy for new assessments July 1, 2025 – June 30, 2026 (2024-2025: \$323,592.83, 2025-2026: \$343,008.40)Jeff Zarrinam
6. Update on Street Lights project proposals (String Lights Pole to Pole)
 - a. Polar Bear Lighting.....[Frankie Morales/Hector Vega](#)
7. Update on quote/proposal from Keystone Ridge Designs to replace 43 existing and damaged trash receptacles with new 55 Gallon all steel/covered/locking trash receptacles with EHBID logo for \$108,870.40..... Jeff Zarrinam
8. Update on quote/proposal from Passion Landscape Company to prune 107 Australian Willow and Chinese Pistache Trees on Vermont Ave in the amount of \$8892.00..... Jeff Zarrinam
9. Update on quote/proposal from Passion Landscape Company to repair/replace irrigation systems/plant missing trees/remove existing plants and replace with Boxwood or similar plants in 6 medians along Vermont Avenue in the amount of \$118,029.00..... Jeff Zarrinam
10. Update on quote/proposal from Passion Landscape Company to remove 4 tree stumps in tree wells on Vermont Avenue and replant with Australian Willows in the amount of \$4,548.00... Jeff Zarrinam



11. Discussion and Possible motion to approve quote/proposal from Passion Landscape Company to plant 11 missing trees and boxwood in empty tree wells from Sunset to Clinton Avenue in the amount of \$16,911.00..... Jeff Zarrinam
12. Discussion and Possible motion to approve quote/proposal from Passion Landscape Company to complete the parkway project from Melrose to Clinton planned by Studio-MLA Landscape Architects in the amount of \$89,030.35..... Jeff Zarrinam
13. Discussion and Possible motion to approve quote/proposal from Passion Landscape Company to repair the damaged irrigation system by vehicle on the Fountain/Lexington Median and to install vehicle protection devices on all medians to prevent future damage in the amount of \$25,457.22..... Jeff Zarrinam
14. Discussion and Possible motion to approve quote/proposal from Passion Landscape Company to plant 6 missing trees and boxwood and repair irrigation damaged by homeless encampments by Vermont Avenue / Vermont Place in the amount of \$39,532.98 Jeff Zarrinam
15. Progress update with Los Angeles City Clerk Transition from HCOC to EHBID Inc..... Jeff Zarrinam
16. Invite to Grand Opening on June 11 for LTSC's Santa Monica & Vermont Apartments... Jeff Zarrinam
17. New Business/Old Business – Happy Easter and Happy Passover!..... Jeff Zarrinam
18. Proposed Next Meeting Date – Tuesday June 17, 2025, 3:00 PM – Location: TBD..... Jeff Zarrinam
19. Adjourn.....Jeff Zarrinam

IN CONFORMITY WITH THE OCTOBER 6, 2023 ENACTMENT OF CALIFORNIA SENATE BILL 411 (PORTANTINO) AND LA CITY COUNCIL APPROVAL ON NOVEMBER 1, 2023, THE EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT BOARD OF GOVERNORS MEETING MAY BE CONDUCTED VIRTUALLY.

SB 411 Updates:

In the event of a disruption that prevents the eligible legislative body from broadcasting the meeting to members of the public using the call-in option or internet-based service option, or in the event of a disruption within the eligible legislative body's control that prevents members of the public from offering public comments using the call-in option or internet-based service option, the eligible legislative body shall take no further action on items appearing on the meeting agenda until public access to the meeting via the call-in option or internet-based service option is restored. Actions taken on agenda items during a disruption that prevents the eligible legislative body from broadcasting the meeting may be challenged pursuant to Section 54960.1.

(C) The eligible legislative body shall not require public comments to be submitted in advance of the meeting and shall provide an opportunity for the public to address the legislative body and offer comments in real time.

(D) Notwithstanding Section 54953.3, an individual desiring to provide public comment through the use of an internet website, or other online platform, not under the control of the eligible legislative body, that requires registration to log in to a teleconference may be required to register as required by the third-party internet website or online platform to participate.

(E) (i) An eligible legislative body that provides a timed public comment period for each agenda item shall not close the public comment period for the agenda item, or the opportunity to register, pursuant to subparagraph

(D), to provide public comment until that timed public comment period has elapsed.

(ii) An eligible legislative body that does not provide a timed public comment period, but takes public comment separately on each agenda item, shall allow a reasonable amount of time per agenda item to allow public members the opportunity to provide public comment, including time for members of the public to register pursuant to subparagraph (D), or otherwise be recognized for the purpose of providing public comment.

(iii) An eligible legislative body that provides a timed general public comment period that does not correspond to a specific agenda item shall not close the public comment period or the opportunity to register, pursuant to subparagraph (D), until the timed general public comment period has elapsed.



VIEWING MEETING: The public may join the meeting by [1] Going to www.ehbid.org and joining via Zoom meeting. When prompted by the presiding officer, to provide public input at the EHBID meeting the public will be requested to dial *9 or use the Raise Hand option, to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered.

PUBLIC COMMENT: Comments from the public on other matters not appearing on the agenda that are within the Board's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of a disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting by contacting the Commission Executive Assistant at (213) 485-1360 OR toll-free at 3-1-1.

Public Posting of Agendas – East Hollywood Business Improvement District (EHBID) agendas are posted for public review as follows:

- Hollywood Hotel – 1160 North Vermont Avenue, Los Angeles, CA 90029
- www.EHBID.org
- You can also receive our agendas via email by subscribing to ehbidchair@gmail.com

Notice to Paid Representatives - If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org

Public Access of Records - In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at EHBID Office Space Address (if applicable), at our website: www.EHBID.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Lisa Nashua, Secretary, email at: secretary@ehbid.org.

Reconsideration and Grievance Process - For information on the EHBID's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to the EHBID, please consult the EHBID Bylaws. The Bylaws are available at our Board meetings and our website www.EHBID.org