



**Board of Governors Meeting  
Minutes**

Tuesday, July 23, 2024  
3:00 PM

Los Angeles City College Foundation  
3<sup>rd</sup> 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

**Zoom Link - Meeting URL:**

<https://us06web.zoom.us/j/86338318309?pwd=ZWMBSR5xu6CnK4rGuBpJojyUHH9jQY.1&from=addon>

Telephone: +1 669 444 9171

Meeting ID: 863 3831 8309

Passcode: 764936

**Board of Governors**

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

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

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

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

Guest: Frankie Morales

[Jason Williams](#) – CHA Medical Center

[Jacques Massachi](#) – The Vermont

[Susanna Furius](#) – Scientology

[Elias Garcia](#) – Kaiser Medical Center

**SPECIAL MEETING AGENDA**

**Supporting Documentation Link**

[https://www.dropbox.com/scl/fo/0743p331odgn9ud31lfoy/AD3hpQmL1qisn\\_HL1tYG-iU?rlkey=xz18jdz5qa4gx8nwxio0h9blz&dl=0](https://www.dropbox.com/scl/fo/0743p331odgn9ud31lfoy/AD3hpQmL1qisn_HL1tYG-iU?rlkey=xz18jdz5qa4gx8nwxio0h9blz&dl=0)

1. **Call to Order and Self-Introductions/Roll Call** ..... Jeff Zarrinam

2. **Public Comment**

Community Member – Mona is interested in the EHBID and wanted to understand stakeholder requirements (owner or partial ownership) – provided contact details – ehbidchair.com to connect w/ property owner.

Audit LA – inquired about the closure of L. Ron Hubbard Way

Patrick Mooney from CD13 provided a report on homelessness in the Los Angeles and the district

-recent report demonstrates a ½% reduction in homelessness in LA.

-10-11% reduction in homelessness in the district.

-preparing to have another housing site in East Hollywood on Mariposa & Sunset

Berj Tashjian commented on the increase in vandalism

Recommend use of the 311 app – service request – follow up meeting w/ more information; MyLA311



3. **Community Reports (Report and Q&A)**

- A. **CD 13 Report, Office of Councilmember Hugo Soto-Martinez - [Karla Martinez Field Rep.](#)**  
Ciclavía will be on 8/18; there will be a number of street closures  
Grand opening of the Blue Lanes on Hollywood boulevard – goal by 8/18
- B. **Neighborhood Prosecutor - [Kurt Knecht](#)**
- C. **LAPD Report**
  - i. **Senior Lead Officer - LAPD Rampart Division - [Ryan Nguyen](#) – unable to attend**
  - ii. **Senior Lead Officer - LAPD NorthEast Division - [Antonio Hernandez](#)**  
Stated that most crimes occur between 6 a.m. and noon on Saturdays. The LAPD recently made four arrests.
- D. **City of LA Report, Office of Mayor Karen Bass - [David C. Nguyen](#) - East Hollywood Field Rep. – unable to attend**
- E. **CA Assembly District 52, Office of Assemblymember Wendy Carillo - [Carlos M. Arce](#) Field Rep. – Assembly is on summer break, it will reconvene on 8/5  
8/16 is the deadline for bills  
The State budget passed; AB 1950 bill for reparations passed  
Backpack give-away will take place in August**
- F. **LA County Supervisor Hilda Solis SD1 – unable to attend**
- G. **CA State Senator - District 24, Maria Elena Durazo – [Baydsar Tomasian](#) – no comment**
- H. **East Hollywood Neighborhood Council – [Colter Carlisle](#) – no comment**

1. **Los Angeles Beautification Team LABT/HBT Report ..... [Sharyn Romano/Cathy Roberts](#)**

- a. **Certificate of Insurance naming EHBID as additional insured – see attached**
- b. **May, June 2024 report**
- c. **Update on:**
  - i. **Median Irrigation Repairs – Marina Landscaping – no chance to connect, back logged**
  - ii. **2 Tree Wells on Vermont Avenue by Kaiser – Need root removal – Vendor? – still looking for a vendor**
  - iii. **Planting Australian Willow Trees (or not) in 2 Wells on Hollywood Blvd by Barnsdall Shopping Plaza – No roots**  
-Cathy reported that there have been cleaning challenges – continuous liner replacement; less needles; replace wells with lillies

2. **Discussion and Possible Motion to Approve Minutes from 05/28/2024 .....Lisa Nashua**  
Motion to approve made by Susanna Furios, seconded by Elias Garcia

3. **Update on LA City BID Portal Compliance ..... Jeff Zarrinam**

- a. **New receivables - \$118,915.55 as of 07/20/2024**



4. **Discussion and Possible Motion to Approve Financial Statements** ..... Michael Tong/Jeff Zarrinam
  - A. **Copies of Bank Statements and Cancelled Checks – May/June/July 2024**
    - i. Chase Bank
    - ii. Wells Fargo Bank
  - B. **Income Statement as of July 21, 2024**
  - C. **Balance Sheet as of July 21, 2024**

Reflects all journal entry corrections made; all balances match  
Motion to approved the July, 2024 Financials made by Susanna Furios, seconded by Lisa Nashua
5. **EHBID.org Website and Social Media Account Updates** ..... [Wendy Moore](#)/Jeff Zarrinam  
Website updates – Susanna will work with the committee on the board member profiles – send your bios to Susanna or Jason
6. **Project Briefing on [Metro's Vermont Transit Corridor Project](#)** ..... [David Meraz](#)  
Move to September, 2024 meeting
7. **Update on Street Lights project proposals (String Lights Pole to Pole)**
  - A. **Polar Bear Lighting**..... [Frankie Morales](#)  
Letter of support is needed from CD13 council member to assist with the bureau of transportation.
8. **Resignation of EHBID Governor – Mark Brady** ..... Jeff Zarrinam  
Property sold to Brad Neravshian – Jeff will reach out to Brad to join the board
9. **Discussion and Possible Motion to appoint Nominating Committee members** ..... Jeff Zarrinam  
Lisa Nashua will chair committee, Susana Furios, Berj Tashjian and Jason Williams will serve on the committee.  
Lisa will reach out to Ellen Zaman regarding a member from CHLA.  
Reach out to Hollywood Food Coalition regarding a member.
10. **Update/Discussion and Possible Action on correspondence with HCOC** ..... Lisa Nashua
  - A. **Correspondence from Pamela Westhoff/Sheppard Mullin & Steve Nissen**
  - B. **Update on letter to City of Los Angeles to terminate HCOC Administration Agreement dated October 21, 2021**  
No update
11. **Safety Committee updates**..... Michael Tong/Elias Garcia/Jason Williams  
Working to convene the committee
12. **New Business/Old Business** ..... Jeff Zarrinam  
Brief discussion to add LACC Gala to next agenda



**13. Proposed Next Meeting Date – Tuesday September 17, 2024, 3:00 PM – Location: TBD... Jeff Zarrinam**

**14. 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](http://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](http://www.EHBID.org)
- You can also receive our agendas via email by subscribing to [ehbidchair@gmail.com](mailto: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](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto: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](http://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](mailto: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](http://www.EHBID.org)*