



Board of Governors Meeting
Tuesday, April 16, 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

Board of Governors

Present

Jeff Zarrinam, Chair – Hollywood Hotel
Berj Tashjian, Vice Chair – Royal Square Shopping Center
Lisa Nashua, Secretary – LA Cit College Foundation
Michael Tong, Treasurer – Westcoast University *

Mark Brady – Barnsdall Shopping Plaza*
Susanna Furios – Scientology
Elias Garcia – Kaiser Permanente
Jason Williams – CHA Medical Center*

*By Telephone

Absent

Jacques Massachi – The Vermont

Guest

Wendy Moore

SPECIAL MEETING AGENDA

Supporting Documentation Link

<https://www.dropbox.com/scl/fo/1o3czftgar673ft8dmqn/AOiE9H801-nlY38Y9jzj4Wc?rlkey=ubogszcc9rwps1mhbjx0ovmbf&dl=0>

1. Call to Order and Self-Introductions/Roll Call..... Jeff Zarrinam
2. Public Comment
Susan Furios mentioned the celebration of the end of Ramadan. The church hid 24,000 eggs for 6000 families for Easter in attendance of their celebration.
3. Los Angeles Beautification Team LABT/HBT Report..... Sharyn Roman/Cathy Roberts
 - a. Certificate of Insurance naming EHBID as additional insured
 - b. January – March 2024 report
 - Fixed the triangle
 - Replaced the red mulch – sale price at Lowes
 - Replacement on trashcan liners – requested by Jeff Zarrinam
 - Asked to put together a proposal including estimates for more trash and the updated charge for trash dumping, box hedges for the median, trees in front of Kaiser as well as in front of Plaza
4. Discussion and Possible Motion to Approve Minutes from 01/16/2024..... Lisa Nashua
Motion for approval of minutes made by Elias Garcia, seconded by Susanna Furios, motion passed unanimously.
5. Update on LA City BID Portal Compliance..... Jeff Zarrinam
A great deal of work to get back into compliance due to a lack of reporting in 2023.

6. Discussion and Possible Motion to Approve Financial Statements..... Michael Tong/Jeff Zarrinam
 - a. Copies of Bank Statements and Cancelled Checks – January 2024 – April 2024
 - i. Chase Bank
 - ii. Wells Fargo Bank

Note:
Income Statement is correct
Balance Sheet doesn't make sense
 - b. Copies of Invoices sent to City Clerk's office for reimbursement.
 - c. Copies of Cancelled Checks – January – March 2024
A motion was made by Lisa Nashua to accept the Financial Statements, seconded by Elias Garcia, motion passed unanimously.

7. Discussion and possible Motion to Approve Engagement Letter from GTL, LLP/Fabio Vasco, CPA to conduct audit Fabio Vasco/Jeff Zarrinam
Motion was made by Mark Brady to approve the engagement letter, seconded by Jason Williams, motion passed unanimously.

8. Discussion and possible Motion to approve proposal from Moore Business Results to engage as new Webmaster/Social media administrator..... Wendy Moore/Jeff Zarrinam
Berj inquired about a quarterly newsletter to also be completed – which Jeff mentioned is required by the city. Motion was made by Berj Tashjian to approve the proposal, it was seconded by Susana Furios, motion passed unanimously.

9. Discussion and possible Motion to create a new Outreach/Website Committee..... Jeff Zarrinam
Susana Furios was named as the committee chair with Jason Williams and Elias Garcia as members. Motion was made by Susan Furios to create the committee, seconded by Jason Williams, motion passed unanimously.

10. Discussion and possible Motion to approve proposal(s) from Amgraph..... Scott Greenwald/Jeff Zarrinam
 - a. Renew Banner Permits – renewal cost of \$2,100
 - b. Renew/Reprint Street Light Pole Banners – item pulled with reevaluation to occur in 4th quarter
Motion was made by Berj to approve the renewal of the banner permits, seconded by Mark Brady, motion passed unanimously.

11. Discussion and Possible Motion to approve \$35,000 budget for Street Lights project (Sting Lights, Pole to Pole) Jeff Zarrinam
Franklin Morales from Polar Bear Lighting spoke about their ability to quickly pull permits and have lights installed prior to the end of Fall.
Motion was made by Berj Tashjian to approve the lighting project, seconded by Mark Brady, motion passed unanimously.

12. Update/Discussion and Possible Acton on correspondence with HCOC..... Lisa Nashua
 - a. Correspondence from Pamela Westhoff/Sheppard Mullin & Steve Nissen
 - b. Discussion and possible Motion to approve final payment of \$25,438 to HCOC
Recommended that a firm letter accompany the final check that no other fees are expected and this is the final transaction.
 - c. Update on to City of Los Angeles to terminate HCOC Administration Agreement dated October 21, 2021
Motion was made by Lisa Nashua to issue final payment, seconded by Susanna Furios, abstention by Elias Garcia, a no vote from Berj Tashjian motion passed by a majority vote – Lisa Nashua, Susanna Furious, Jeff Zarrinam, Michael Tong and Jason Williams.

13. Discussion and Possible motion to create a new Safety Committee and nominate new committee members from security teams from EHBID member Hospitals, Colleges and Church of Scientology chaired by a EHBID director/governor..... Michael Tong

One or two EHBID directors w/ representatives from businesses as committee members. Michael Tong will chair the committee, Susanna Furios and Elias Garcia will meet on 4/25 to discuss and add to the next meeting agenda.

- 14. New Business/Old Business..... Jeff Zarrinam
- 15. Proposed Next Meeting Date – May 28, 2024, 3:00 PM..... Jeff Zarrinam
- 16. 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 BOAR DOF GOVRERNORS MEETING MAY BE CONDUCTED VIRTUALLY.

SB411 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 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 resumes.