



Board of Governors Special Meeting MINUTES

Tuesday, September 17, 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

Zoom Link - Meeting URL:

<https://us06web.zoom.us/j/88059516525?pwd=7npbT3SXF1Y8ZTcWFwKOig2q8MYOj.1&from=addon>

Telephone: +1 669 444 9171

Meeting ID: 880 5951 6525

Passcode: 368291

Board of Governors

Jeff Zarrinam, Chair – Hollywood Hotel

Lisa Nashua, Secretary – LA City College Foundation

Michael Tong, Treasurer - Westcoast University

Jacques Massachi – The Vermont

Susanna Kaneer – Church of Scientology

Elias Garcia – Kaiser Permanente LA Medical Center

Jason Williams – CHA Medical Center

Brad Nourafshan – Reliable Properties -Nominee

Absent

Berj Tashjian, Vice Chair – Royal Square Shopping Center

SPECIAL MEETING AGENDA

Supporting Documentation Link

<https://www.dropbox.com/scl/fo/0abl49053agsgzjz2r32g/AAEGrTSUv2mILmKaRP3KnMM?rlkey=204ooj7mzpwo2lug0p9h51l4w&dl=0>

1. **Call to Order and Self-Introductions/Roll Call..... Jeff Zarrinam**
2. **Public Comment**
3. **Community Reports (Report and Q&A)**
 - A. **CD 13 Report, Office of Councilmember Hugo Soto-Martinez - [Karla Martinez Field Rep.](#)+**
 1. Hector Vega reported for CD13, he mentioned the Community Resource Fair on 9/28/24. They are also trying to mitigate the lights on Vermont.
 2. Kailee Jensen, focus on homelessness (Patrick Mooney left)
 3. Circle Team is trained in de-escalation and are working closely w/ the hospitals
 4. Call 877-ask-LAPD for non-violent disturbances
 - B. **Neighborhood Prosecutor - [Kurt Knecht](#) – no report**



- C. **LAPD Report**
 - i. **Senior Lead Officer - LAPD Rampart Division - [Ryan Nguyen](#)** – no report
 - ii. **Senior Lead Officer - LAPD NorthEast Division - [Antonio Hernandez](#)**
 - 40 crimes reported w/ one robbery; peak is from 6 p.m.- midnight
 - One traffic stop led to a home-made gun removal
 - One violation in front of CHLA – Gun removed from the suspect
- D. **City of LA Report, Office of Mayor Karen Bass - [David C. Nguyen](#) - East Hollywood Field Rep.**
 - 1. The Mayor has committed \$18 million in support of small businesses.
 - 2. Installed speed bumps at schools and new crossing guards.
 - 3. There will be a panel on the issue of homelessness.
 - 4. Asked to take a look at the 1200 block – in front of the AT&T Bulding, new encampment
- E. **CA Assembly District 52, Office of Assemblymember Wendy Carillo - [Carlos M. Arce](#) Field Rep. – no report**
- F. **LA County Supervisor Hilda Solis SD1 – no report**
- G. **LAFD - Operations West Bureau - [Kory Jackson](#), Captain I/Paramedic – no report**
- H. **CA State Senator - District 24, Maria Elena Durazo – [Baydsar Tomasian](#) – no report**
- I. **East Hollywood Neighborhood Council – [Colter Carlisle](#)**
 - i. Christopher Martinez from the Council attended

4. Discussion and Possible Action to approve appointment of new EHBID Board Member – Brad Nourafshan from Reliable Properties/Barnsdall Shopping Plaza[Jeff Zarrinnam](#)

- A. This item was moved to the top of the agenda following public comment in order to allow Brad to fully engage in the meeting. Lisa made a motion to approve Brad Nourafshan as a new board member, seconded by Jeff Zarrinnam, all in favor, motion passed.

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

- A. **Discussion and Possible Action to approve Street Trees Pruning Quote – see attached**
- B. **July, August 2024 report**
- C. **Update on:**
 - i. **Median Irrigation Repairs – Marina Landscaping – Need Contact Info?**
 - ii. **2 Tree Wells on Vermont Avenue by Kaiser – Need root removal – Vendor?**
 - iii. **Planting Australian Willow Trees in 2 Wells on Hollywood Blvd by Barnsdall Shopping Plaza – No roots**
 - iv. Motion to approve up to \$20,000 to prune the Australian Willows and Chinese Pistachio trees w/in the Bid area. The motion was made by Jeff Zarrinnam, seconded by Lisa Nashua, all in favor, motion passed.

6. Discussion and Possible Motion to Approve Minutes from 07/23/2024 [Lisa Nashua](#)

- A. Susanna Kaneer made a motion to approve the minutes, seconded by Jacques Massachi, all in favor, motion passed.

7. Update on LA City BID Portal Compliance..... [Jeff Zarrinnam](#)

- A. **New receivables - \$122,458.20 as of 09/12/2024**
- B. **Office of the City Clerk Communications – 2025 Parcel Change Report**



8. **Discussion and Possible Motion to Approve Financial Statements Michael Tong/Jeff Zarrinam**
 - A. **Copies of Bank Statements and Cancelled Checks – July, August, September 2024**
 - i. **Chase Bank**
 - ii. **Wells Fargo Bank**
 - B. **Income Statement as of September 16, 2024**
 - C. **Balance Sheet as of September 16, 2024**
 - D. Motion to approve and accept the financial statements was made by Lisa Nashua, seconded by Susanna Kaneer, all in favor, motion passed.

9. **EHBID.org Website and Social Media Account Updates [Wendy Moore](#)/Jeff Zarrinam**
 - A. Wendy continues to make updates.

10. **Project Briefing on [Metro's Vermont Transit Corridor Project](#)..... [David Meraz](#)**
 - A. Metro – Paulina Velasco, Steven Tito Corona, and James Shahamiri along with Annett Alberan
 - i. Discussed Phase II of the Bus Rapid Transit; Phase III Light Rail Line
 - ii. Convert traffic lanes from sidewalk adjacent parking
 - iii. 10/8 2 Community Meetings at LACC
 - iv. 10/9 Virtual Community Meeting at noon
 - v. Slide deck will go to the EHBID Drop Box
 - vi. Will only be on restricted parking areas: Melrose to Wilshire on Vermont; no parking on Vermont – new a.m. peak roadway
 - vii. Expect to see bus lanes in early 2025 - Total of 26 bus stops
 - viii. 2024 Board Approval to complete 4 stations by 2025 for the Olympics
 - ix. Jacques Massachi expressed concern regarding access on Vermont – loading zones and valet parking at his business.
 - x. Contact Paulina with additional questions
 - xi. Brad Nourafshan requested a detailed map be shared with EHBID members

11. **Update on Street Lights project proposals (String Lights Pole to Pole)**
 - A. **Polar Bear Lighting [Frankie Morales](#)**
 - i. Letter of support from CD13

12. **Discussion and Possible Action for approval of marketing expense regarding the upcoming LACC Foundation Gala supporting honoree Ellen Zaman/CHLA (Past EHBID Board Member) – *Jeff Zarrinam, Berj Tashjian and Lisa Nashua to recuse themselves from EHBID board discussion and Vote due to possible conflict of interest*Presentation Only – Lisa Nashua**
 - A. Lisa and Jeff removed themselves from the meeting in order for members to discuss options presented - \$25,000 sponsorship or \$15,000.
 - B. The board approved a \$15,000 Tribute Journal ad sponsorship, motion made by Susanna Kaneer, seconded by Michael Tong, all in favor, motion passed.

13. **Update/Discussion and Possible Action on correspondence with HCOC..... Lisa Nashua**



- A. Correspondence from City Clerk & Steve Nissen
- B. Update on call with HCOC Board Chair Sarah Zurell
 - i. Jeff Zarrinam met with the President of the HCOC
- C. CD13 team is writing the motion for the change to present to the LA City Council at the next meeting for approval.

14. Safety Committee updates..... Michael Tong/Elias Garcia/Jason Williams

- A. No Report

15. New Business/Old Business..... ..Jeff Zarrinam

16. Proposed Next Meeting Date – Tuesday November 19, 2024, 3:00 PM – Location: . /TBD.Jeff Zarrinam

17. 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