



Board of Governors Special Meeting

Tuesday, July 22, 2025

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 Zarrinnam – Mobile 323-208-2267

Zoom Link - Meeting URL:

<https://us06web.zoom.us/j/87865404467?pwd=lbq6SGY2vVSIaRexlozCsUvfqDm0W.1&from=addon>

Telephone: +1 669 444 9171

Meeting ID: 878 6540 4467

Passcode: 983858

Board of Governors

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

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

[Martha Esparza](#), Secretary – LA City College Foundation

[Brad Nourafshan](#), Treasurer – Reliable Properties

[Thomas Baumann](#) – CHA Medical Center

[Jacques Massachi](#) – The Vermont

[Susanna Furios](#) – Scientology

[Elias Garcia](#) – Kaiser Medical Center

SPECIAL MEETING AGENDA

Supporting Documentation Link

<https://www.dropbox.com/scl/fo/hcvjgkik81fzv4y4ubge/AECyR8dHoy4WR4q1ckXgAIA?rlkey=mlxreca50bbin9gaf1zbtbiqx&dl=0>

1. Call to Order and Self-Introductions/Roll CallJeff Zarrinnam
2. Public Comment – 1 Minute Speaking Limit
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. Senior Lead Officer - LAPD NorthEast Division - [Antonio Hernandez](#), [Marco Rolon](#), [Hector Ramirez](#)
 - 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](#)
- 4. Discussion and Possible Motion to approve resignations of board members/Officers.....Jeff Zarrinam
 - a. Lisa Nashua - Secretary
 - b. Michael Tong - Treasurer
 - c. Jason Williams
- 5. Discussion and Possible Motion to approve appointment to the EHBID board.....Jeff Zarrinam
 - a. Martha Esparza – Representative for Los Angeles City College
 - b. Tom Baumann – Representative for CHA Medical Center/Hollywood Presbyterian
- 6. Discussion and Possible Motion to Appoint Officers
 - a. Martha Esparza – Secretary
 - b. Brad Nourafshan - Treasurer
- 7. Los Angeles Beautification Team LABT/HBT Report.....[Sharyn Romano/Cathy Roberts](#)
 - a. April 2025 report
 - b. May 2025 report
 - c. June 2025 report
- 8. Discussion and Possible Motion to Approve Minutes from 04/15/2025.....Martha Esparza
- 9. Update on LA City BID Portal Compliance.....Jeff Zarrinam
 - a. New receivables -
- 10. Discussion and Possible Motion to Approve Financial Statements.....Jeff Zarrinam/Brad Nourafshan
 - a. Copies of Bank Statements and Cancelled Checks – April, May, June 2025
 - i. Chase Bank
 - ii. Wells Fargo Bank
 - b. Income Statement as of July 20, 2025
 - c. Balance Sheet as of July 20, 2025
 - d. Copy of City of Los Angeles Business Tax Registration Certificate
- 11. Update on Street Lights project proposals (String Lights Pole to Pole)[Frankie Morales](#)
 - a. Polar Bear Lighting
- 12. Discussion and Possible action to approve quote/proposal from Amgraph Group – Re: Banner Permit Renewal for June 2026-June 2027 in the amount of \$2120.00..... Jeff Zarrinam
- 13. New Business/Old Business - Jeff Zarrinam
- 14. Proposed Next Meeting Date – Tuesday September 16, 2025, 3:00 PM – Location: TBD.Jeff Zarrinam
- 15. 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