



Thursday, September 26, 2019, 2019, 3:30 p.m.
The Village at Ed Gould Plaza, Conference Room 209, 1125 N. McCadden Pl., Los Angeles, CA

BOARD OF DIRECTORS MEETING AGENDA

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A MOTION AND VOTE

President: D. Bass

Members: W. Anabel, S. Campbell, C. Cassella, S. Costello, M. Demson, A. Gardner, R. Groeper, P. Hickey, R. Howard, T. Lee, J. Luster, A. Massachi, J. Massachi, A. Merhtens, M. Padilla, S. Pan, B. Scane, F. Wehbe, A. Wilder

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes**
Thursday, August 22, 2019 Meeting Minutes (Motion)
4. **Closed Session**
The Board may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Board to confer with its legal counsel on pending legal disputes and financial matters.
5. **Executive Committee**
 - a. Assessments 2019
 - b. Cash Statement
 - c. Planning through end of year (Motion)
 - d. Stakeholder Meeting (reschedule date) (Motion)
 - e. Office
 - f. Executive Director
6. **Finance Committee**
 - a. Financial Report –August
7. **Arts Committee**
 - a. Theatre Crawl
 - b. Banners
8. **Clean & Green Committee**
 - a. Highland Medians
 - b. LABT MOU

9. **Marketing Committee**
 - a. Social Media
 - b. Website
 - c. Newsletter
 - d. Database

10. **Nominating/Board Development Committee**
 - a. 2020 Election of HMD BID
 - b. Amendment to ByLaws regarding officers and directors

11. **PLUM Committee**
 - a. Proposed Blvd Development Project at 823 Cole/833 N. Cahuenga
 - b. Parking Meters

12. **Safe Committee**
 - a. Officer Thompson's request regarding 7-11
 - b. Report on vehicle
 - c. Update on activity
 - d. Issues raised by Buzzfeed

13. **Old Business**

14. **New Business**

15. **Adjournment**

Next Meeting

Thursday, October 24, 2019 at 3:30 p.m.

Location: The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles, CA

Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Hollywood Media District BID does not discriminate on the basis of 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 HMD BID Office at 323.860.0088 or email dbass@basslawla.com.



Thursday, August 22, 2019, 2019, 3:30 p.m.
The Village at Ed Gould Plaza, Conference Room 209, 1125 N. McCadden Pl., Los Angeles, CA

BOARD OF DIRECTORS SPECIAL MEETING MINUTES

Attending: W. Anabel, D. Bass, S. Costello, A. Gardner, P. Hickey, R. Howard, T. Lee, J. Luster, A. Massachi, J. Massachi, M. Padilla, S. Pan, B. Scane, F. Wehbe, A. Wilder

Absent: S. Campbell, C. Cassella, M. Demson, R. Groeper, A. Merhtens

1. **Call to Order/Welcome/Introductions**
President Bass called the meeting to order at 3:30 p.m.
2. **Public Comment for Items Not on the Agenda -- None**
3. **Approval of Meeting Minutes**
Thursday, July 25, 2019 Meeting Minutes (Motion)
On motion by Costello, seconded by A. Massachi, the Board unanimously approved the minutes.
4. **Closed Session**
The Board may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Board to confer with its legal counsel on pending legal disputes and financial matters.
President Bass adjourned the meeting into closed session at 3:44 p.m.
President Bass adjourned the closed session and resumed monthly Special Board Meeting at 4:08 p.m.
5. **Executive Committee**
Bass reported on the resolution of litigation and claims with Universal/Allied. A reduction of amounts claimed and deferred payment schedule was reached in a settlement agreement. Bass reported on a resolution of amounts due Sheppard Mullin. Bass reported that the stakeholders meeting needed to be postponed until the end of October or early November. Bass reported on the collections, expenses and current cash position for the remainder of the year.
6. **Finance Committee**
Costello reviewed the expenses for the month of August and projected expenses for remainder of the year.
7. **Arts Committee**
Bass explained that the Department of Street Services had rejected the installation of pole banners on street lights. Bass stated that the Arts Committee will work on trying to find an alternative.

8. Clean & Green Committee

Lee reported on a successful meeting with Romano at HBT. A new schedule has been effectively implemented. Lee reported that the Committee will continue to gather information on where further improvements are needed in the District.

9. Marketing Committee

Gardner reported that the social media would be handled by a person working part time at an hourly wage. Bass reported that the redesign of the website would commence immediately with a new designer, Jennifer Mola. Bass reported that he expected to spend between \$10,000 and \$12,000, with part of that offset by the refund from Counterintuity.

10. Nominating/Board Development Committee

Bass reported that the mailings to the stakeholders for nominations would be sent by the end of September and further nominating committee meetings on board members and officers thereafter.

11. PLUM Committee

Padilla reported that he and Bass would send a letter requested by Councilmember Ryu regarding the parking meter zone in the District.

12. Safe Committee

No report.

13. Old Business

None

14. New Business

None

15. Adjournment

There being no further business before the Board, President Bass adjourned the meeting at 4:50 p.m.

Next Meeting

Thursday, September 26, 2019 at 3:30 p.m.

Location: The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles, CA

Respectfully submitted, David Bass, President



1040 N. Las Palmas Avenue • Hollywood, CA 90038 • (323) 860-0025 Office • (323) 860-0026 Facsimile • mediadistrict.org

September 24, 2019

VIA EMAIL (EUGENE.VANCISE@LACITY.ORG) AND U.S. MAIL

Mr. Eugene Van Cise
Management Analyst II
Office of the City Clerk, Administrative Services Division
200 N. Spring Street, Room 224
Los Angeles, CA 90012

Re: Disbursement Request Invoice #2019-8, Agency Account No. 18959
Contract Number: C-125070 2019 Property Tax Revenue

Dear Mr. Van Cise:

As outlined in the agreement between the City of Los Angeles and the Hollywood Media District Business Improvement District, **we are requesting payment in the amount of \$44,008.14.**

County Remittance 8/20/19:	\$ 5,752.86
General Benefits 2019	\$32,667.19
Government Billing 8/1/19:	<u>\$ 5,588.09</u>

Please Remit Payment \$44,008.14

I certify that the payment requested will be expended in accordance with the provision of the contract agreement #C-125070 as outlined in the District's Management Plan.

I certify that I represent the 501(c)(4) the Hollywood Media Business Improvement District and that I am authorized to make this request on behalf of the organization.



Mr. Eugene Van Cise
September 24, 2019
Page 2

Please remit the payment by electronic fund transfer and provide a confirmation via email to me (dbass@basslawla.com). The Los Angeles County Remittance and Los Angeles City fax cover sheet are attached.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "David M. Bass".

David M. Bass
President of the Board
Hollywood Media District BID

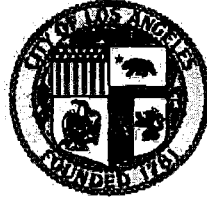
Enclosures

cc: Thomas Nelson, Accounts Payable (by email: Thomas.nelson@lacity.org)
Patrice Lattimore, Division Manager (by email: Patrice.lattimore@lacity.org)

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE CITY CLERK
Business Improvement District
Division
200 N. Spring Street, Room 395
Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

Patrice Lattimore
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 9/20/2019
TO: Alfredo Hernandez, Executive Director **FAX NO.** (323) 860-0025
FROM: VICTORIA WANG, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: HOLLYWOOD MEDIA

Account No.: 18959

County Remittance 8/20/19	5,752.86
General Benefits 2019	32,667.19
Government Billing 8/1/19	5,588.09
Available for Reimbursement	<u>\$44,008.14</u>

PRIVACY NOTICE

This message is intended for the use of the individual or entity to which it is addressed and may contain material that is privileged, confidential or exempt from disclosure under Federal or state law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is prohibited.

**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVISE SUMMARY**

F/Y 2018-2019

DATE OF REMITTANCE: August 20, 2019

ACCT.#	DESCRIPTION	TYPE	2018-2019 PROPERTY TAX REVENUE	2018-2019 SECURED FINAL PAID
189.59	HOLLYWOOD MEDIA BID	1% D/S AIR TL	- 5,752.86 - 5,752.86	- 5,752.86 - 5,752.86

| |

b



My Accounts Transfers Bill Payments Send Money Customer Service Products & Services

Choose an Account My Documents My Controls

My Accounts

Got banking questions? Use the Answers tab in the lower right corner of your screen. [Learn more.](#)

I'd Like to...

- Transfer Money
- Pay External Bills
- Pay My U.S. Bank Account
- Online Statements
- Send Money with
- Set up Cards for Travel
- Learn About Mobile Banking
- Check My Credit Score for Free

Important Info

Important update as of May, 2019: [Click here to review the changes being made to your Online and Mobile Financial Services Agreement](#)

Deposit Accounts		\$335,403.40
Account Name		Available Balance
Checking - 5732		\$8,027.89
Savings - 6606		\$327,375.51

Debit Cards & ATM Cards	
Card Name	Card Type
U.S. Bank® Busine... - 4417	Debit Card
View Spend Analysis	

Transfer Money

From Account

To Account

\$ mm/dd/yyyy

Pay a U.S. Bank Account

Pay Bills

Send Money with

Connection Secured

[Give Feedback](#) | [Privacy Pledge](#) | [Legal Agreements](#) | [CoBrowse](#)

© 2019 U.S. Bank
OLB: KS-MOH 02 19.09.8118.1

For U.S. Bank:
Equal Housing Lender. Deposit products offered by U.S. Bank National Association. Member FDIC
U.S. Bank is not responsible for and does not guarantee the products, services or performance of U.S. Bancorp Investments.



[My Accounts](#) [Transfers](#) [Bill Payments](#) [Send Money](#) [Customer Service](#) [Products & Services](#)

[Choose an Account](#) [My Documents](#) [My Controls](#)

I'd Like to...

View

- Account Information
- Full Account & Routing Number
- Online Statements
- Find Past Check or Deposit Slip Images

Take Action

- Set Up Account Alerts
- Set Up Automatic Transfer
- Set up Cards for Travel
- Lost or Stolen Card/Check

Transfer Money

From Account

To Account

\$ mm/dd/yyyy

[Pay a U.S. Bank Account](#)

[Pay Bills](#)

[Send Money with](#)

Savings - 6606

[Add Nickname](#)

Account Summary

Available balance today, 5:24 p.m. **\$327,375.51**

Account Activity

[Transactions](#) [Search](#) [Print Transactions](#) | [Download Transactions](#)

Show The Past Per page of 1

Date ▼	Description	Deposits	Withdrawals	Account Balance
Completed Transactions				
09/16/2019	Internet Banking Transfer Withdrawal 5732		\$20,000.00	\$327,375.51
09/06/2019	Internet Banking Transfer Withdrawal 5732		\$10,000.00	\$347,375.51
09/03/2019	Electronic Deposit Los Angeles City	\$8,863.64		\$357,375.51
08/30/2019	Interest Paid This Period	\$48.30		\$348,511.87
08/20/2019	Internet Banking Transfer Withdrawal 5732		\$50,000.00	\$348,463.57
08/01/2019	Internet Banking Transfer Withdrawal 5732		\$25,000.00	\$398,463.57
07/31/2019	Interest Paid This Period	\$42.61		\$423,463.57
07/24/2019	Electronic Deposit Los Angeles City	\$140,382.02		\$423,420.96
07/12/2019	Check View Image		\$42,800.00	\$283,038.94
06/28/2019	Interest Paid This Period	\$32.41		\$325,838.94
06/28/2019	Check View Image		\$22,000.00	\$325,806.53

Per page of 1

Connection Secured

[Give Feedback](#) | [Privacy Pledge](#) | [Legal Agreements](#) | [CoBrowse](#)

© 2019 U.S. Bank
OLB: KS-ME9 0C 19.09.8118.1

For U.S. Bank:
Equal Housing Lender. Deposit products offered by U.S. Bank National Association. Member FDIC
U.S. Bank is not responsible for and does not guarantee the products, services or performance of U.S. Bancorp Investments.



My Accounts Transfers Bill Payments Send Money Customer Service Products & Services

Choose an Account My Documents My Controls

I'd Like to...

View

- Account Information
- Full Account & Routing Number
- Online Statements

Take Action

- Set Up Account Alerts
- Set Up Automatic Transfer
- Set up Cards for Travel
- Find Past Check or Deposit Slip Images
- Order/Review Checks
- Lost or Stolen Card/Check

Transfer Money

From Account

To Account

\$ mm/dd/yyyy

Pay a U.S. Bank Account

Pay Bills

Send Money with

Checking - 5732

[Add Nickname](#)

Account Summary

Available balance today, 5:23 p.m. **\$8,027.89**

Account Activity

Transactions Search [Print Transactions](#) | [Download Transactions](#)

Show The Past Per page of 3

Date	Description	Check #	Deposits	Withdrawals	Account Balance
Pending Transactions					
09/25/2019	Usps Change Of Address 800-2383150 Tn 1			\$1.05	Authorization Pending
09/24/2019	Paypal *kaifukuan 4029357733 Ca			\$17.90	Authorization Pending
09/24/2019	Paypal *w Y 21 Inc 4029357733 Ca			\$14.89	Authorization Pending
09/24/2019	Paypal *ltdgoods 4029357733 Ca			\$17.17	Authorization Pending
Completed Transactions					
09/24/2019	Electronic Withdrawal Alt			\$45.00	\$8,078.90
09/24/2019	Debit Purchase -visa 09/23 card 4417 Mailchimp *mismailchimp.coga			\$19.99	\$8,123.90
09/24/2019	Debit Purchase -visa 09/23 card 4417 Dnh*domain Hosti480-6242500 Az			\$40.34	\$8,143.89
09/24/2019	Debit Purchase -visa 09/23 card 4417 Paypal *steelsan402-935-7733ca			\$325.00	\$8,184.23
09/23/2019	Check View Image	1782		\$102.00	\$8,509.23
09/23/2019	Debit Purchase -visa 09/20 card 4417 Paypal *ybmhome 402-935-7733ca			\$15.99	\$8,611.23
09/23/2019	Debit Purchase -visa 09/20 card 4417 Paypal *mihoveba402-935-7733ca			\$11.92	\$8,627.22
09/23/2019	Debit Purchase -visa 09/20 card 4417 Paypal *tzachi 402-935-7733ca			\$23.32	\$8,639.14
09/23/2019	Debit Purchase -visa 09/20 card 4417 Paypal *yiwushiz402-935-7733ca			\$9.24	\$8,662.46
09/20/2019	Check View Image	1783		\$375.00	\$8,671.70
09/20/2019	Check View Image	1780		\$4,000.00	\$9,046.70
09/17/2019	Debit Purchase - Visa 09/16 card 4417 Rackspace Email 210-312-4000lx			\$34.07	\$13,046.70
09/16/2019	Check View Image	1779		\$6,878.50	\$13,080.77

Date ▼	Description	Check #	Deposits	Withdrawals	Account Balance
09/16/2019	Check View Image	1766		\$20,400.00	\$19,959.27
09/16/2019	Internet Banking Transfer Deposit 6606		\$20,000.00		\$40,359.27
09/13/2019	Debit Purchase -visa 09/12 card 4417 Paypal *steelsan402-935-7733ca			\$325.00	\$20,359.27
09/13/2019	Debit Purchase -visa 09/11 card 4417 Restoration Hard844-252-0930ca			\$554.80	\$20,684.27
09/12/2019	Debit Purchase -visa 09/11 card 4417 Sq *street Fairetorrance Ca			\$814.75	\$21,239.07
09/10/2019	Check View Image	1777		\$260.48	\$22,053.82
09/09/2019	Check View Image	1776		\$1,093.75	\$22,314.30
09/09/2019	Electronic Withdrawal Att			\$104.04	\$23,408.05
09/06/2019	Check View Image	1778		\$20,000.00	\$23,512.09
09/06/2019	Internet Banking Transfer Deposit 6606		\$10,000.00		\$43,512.09
09/03/2019	Check View Image	1772		\$7,700.00	\$33,512.09
09/03/2019	Check View Image	1771		\$7,946.40	\$41,212.09
09/03/2019	Check View Image	1770		\$8,094.24	\$49,158.49
<input type="text" value="30"/>	Per page			<input type="text" value="1"/>	of 3

Connection Secured

[Give Feedback](#) | [Privacy Pledge](#) | [Legal Agreements](#) | [CoBrowse](#)

© 2019 U.S. Bank
OLB: KS-ME9 0C 19.09.8118.1

For U.S. Bank:

Equal Housing Lender. Deposit products offered by U.S. Bank National Association. Member FDIC

U.S. Bank is not responsible for and does not guarantee the products, services or performance of U.S. Bancorp Investments.

New BID III

BALANCE SHEET

As of August 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1003 US Bank Checking	9,285.44
1004 US Bank Money Market	348,511.87
Total Bank Accounts	\$357,797.31
Accounts Receivable	
1200 Accounts Receivable	0.31
Total Accounts Receivable	\$0.31
Other Current Assets	
1041 Prepaid Expense	37,403.52
Total Other Current Assets	\$37,403.52
Total Current Assets	\$395,201.14
Fixed Assets	
1039 Accumulated Depreciation	-11,948.00
1510 Vehicle	29,869.00
Total Fixed Assets	\$17,921.00
Other Assets	
1040 Due from BID II	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$413,122.14
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2001 Accounts Payable	0.00
Total Accounts Payable	\$0.00
Other Current Liabilities	
2003 Accrued Liabilities	0.00
2006 Accrued Liability Allied Universal	13,757.55
2007 Accrued Liability Andrews International	101,835.65
2008 Accrued Liability Sheppard Mullin	44,158.28
Total 2003 Accrued Liabilities	159,751.48
2004 Due to BID II	0.00
Total Other Current Liabilities	\$159,751.48
Total Current Liabilities	\$159,751.48
Long-Term Liabilities	
2005 MTA Grant	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$159,751.48
Equity	

	TOTAL
3001 Opening Balance Equity	116,688.57
3002 *Retained Earnings	-146,951.12
Net Income	283,633.21
Total Equity	\$253,370.66
TOTAL LIABILITIES AND EQUITY	\$413,122.14

New BID III

PROFIT AND LOSS

January - August, 2019

	TOTAL
Income	
4100 Property Tax Assessments	1,042,537.47
4100.2 Plus 3% General Benefit City Alloc.	0.00
Total 4100 Property Tax Assessments	1,042,537.47
4400 Interest on Delinq. Assessments	0.31
4500 Interest on BID Accounts	241.38
Total Income	\$1,042,779.16
GROSS PROFIT	\$1,042,779.16
Expenses	
5000 Security	
5002 Security-Auto Expense	4,061.80
5003 Security-Contract Labor Costs	331,970.42
5007 Security-Repairs	350.00
5009 Security-Supplies	148.51
5011 Security- Internet & Telephone	2,082.42
5012 Security- Auto Insurance	2,283.00
5018 Security-Meetings	77.52
5020 Security - Other	60.23
Total 5000 Security	341,033.90
6000 Cleaning & Maintenance	
6002 Maint-Contract	161,085.00
6011 Maint-Medians	61,719.43
Total 6000 Cleaning & Maintenance	222,804.43
7000 Marketing & Outreach	
7003 M&O-Website	1,878.79
7004 M&O-Branding & Social Media	12,000.00
7015 M&O - Annual Mtg/Event	856.95
7037 M&O/Hollywood Community Plan	44,372.78
Total 7000 Marketing & Outreach	59,108.52
8000 General & Administration	
8001 G&A-Salaries & Wages	77,876.94
8002 G&A-Employer Taxes	6,739.52
8003 G&A-Worker's Comp	783.15
8004 G&A-Telephone	1,341.33
8007 G&A-Insurance (D&O;Liability)	6,352.00
8008 G&A-Health Insurance	5,304.06
8009 G&A-Legal	5,083.22
8009.1 G&A - Legal; CPRA Riskin	0.00
8010 G&A-Payroll Fees	2,270.73
8011 G&A-Meals/Entertainment	432.73
8012 G&A-Office Supplies/Equipment	2,457.37
8013 G&A-Postage/FedEx/Shipping	65.30
8015 G&A-Subscriptions	1,035.51

	TOTAL
8016 G&A-Memberships	330.00
8017 G&A-Meeting Supplies	610.03
8018 G&A-Board Mtgs/Holiday/Retreat	3,441.08
8020 G&A-Bank Fees	35.00
8022 G&A-Taxes	63.82
8026 G&A- Outside Services	3,529.59
8030 G&A- Accounting	18,080.00
8031 G&A- Contingency	275.00
8032 G&A-Gifts	92.72
Total 8000 General & Administration	136,199.10
Total Expenses	\$759,145.95
NET OPERATING INCOME	\$283,633.21
NET INCOME	\$283,633.21

HMD BID Operating Account Checks September 2019 (oldest on top)

Ch. No.	Payable To	Amount	Notes
	Sheppard Mullin		
	Sheppard Mullin	\$ 391.12	12/13/18 Inv. 30069178 - Due upon receipt
	Sheppard Mullin	\$ 38,352.75	2/28/19 Inv. 300073407 - Due upon receipt
	Sheppard Mullin	\$ 2,834.50	3/18/19 Inv. 30007262 - Due upon receipt
	Sheppard Mullin	\$ 565.00	5/21/19 Inv. 300081731 - Due upon receipt
	Sheppard Mullin	\$ 1,954.50	6/18/19 Inv. 300083845 - Due upon receipt
	Sheppard Mullin	\$ 338.53	Interest on outstanding A/R - Due upon receipt
	Sheppard Mullin	\$ 113.00	7/17/19 Inv. 300086166 - Due upon receipt
	Sheppard Mullin	\$ 169.50	8/19/19 Inv. 300088484 - Due upon receipt
	<i>Total Sheppard</i>	\$ 44,718.90	
	<i>discount</i>	\$ (9,718.90)	
	<i>Adjusted due</i>	\$ 35,000.00	20 sept 2019; 15k 2020
	Sheppard Mullin - Payments		
1778		\$ 20,000.00	paid 9/5/19
		\$ 15,000.00	due February 2020
	Allied Settlement -- Lawsuit		
1779	Lawsuit - 2016 debt	\$ 6,878.50	settlement - paid 9/12/19
	Allied Settlement -- 2018 Debt		
	installment 1	\$ 6,000.00	October 30, 2019 (30 days from effective date)
	installment 2	\$ 24,000.00	December 29, 2019 (90 days from effective date)
	installment 3	\$ 20,000.00	January 28, 2020 (120 days from effective date)
	installment 4	\$ 25,000.00	March 28, 2020 (180 days from effective date)
		\$ 75,000.00	

David Bass

From: David Bass
Sent: Tuesday, September 24, 2019 11:24 AM
To: Sean Starkey
Cc: Nancy Larrew; Martha Demson
Subject: RE: Hollywood Media District/ Hollywood Theatre Row Banners

Sean,

I understand this unfortunate situation. I think there is a solution.

Martha Demson who is my co-chairperson on the Arts committee has extensive knowledge on this matter. She is in the cc line.

She worked with others last year on another type of poll medallion. She is very familiar with each of the polls and believes that a modified banner program will work.

The BID executive committee has asked Martha to discuss the situation with the person at Street services and you.

Martha,

Please contact Sean and Street Services directly.

Thank you.

David M. Bass, Esq.
David M. Bass & Associates, Inc.
948 N. Sycamore Ave.
Los Angeles, CA 90038
Telephone: 310-789-1152

=====
This message contains information which may be confidential and privileged and is solely for the use of the intended recipient. Unless you are the addressee (or authorized to receive for the addressee), you may not review, use, copy, distribute or disclose to anyone any information contained in this message and/or any attachment to this message. If you have received the message in error, please advise the sender by reply e-mail and delete the message.
=====

From: Sean Starkey [mailto:sean.starkey@lacity.org]
Sent: Saturday, September 07, 2019 4:26 PM
To: David Bass
Cc: Nancy Larrew
Subject: Re: Hollywood Media District/ Hollywood Theatre Row Banners

David,

I have been going back and forth with the Bureau of Street Lighting and this was the supervisors final statement:

The installation of banners along Santa Monica Blvd between the streets of Highland Ave and Vine St. are prohibited due to the conditions we believe to be unfavorable. After further evaluation, it was determined that communications lines that are located on the road side of the street lights are at a level in which any banner installation could create potential damage to these lines and prohibit the proper installation of the banner itself. It was also determined that several of the street lights contained electrical equipment attachments (Outdoor Area Lighting equipment, solar panels, and other monitoring devices). These attachments would also impede with any type of banner installation due to undetermined stresses. For these reasons, we have decided to prevent any banner installations at this location due to the potential harm it could bring to the street light and most importantly, to the general public. "



Sean Starkey

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell

13th District, City of Los Angeles

1722 Sunset Blvd., Los Angeles, CA 90026

Phone (213) 207-3015 | Cell (213) 261-1545 | www.cd13.com

HEART of Hollywood | Schrader Bridge Housing | CD13 Year in Review

Find the Councilmember on:    

On Tue, Sep 3, 2019 at 1:49 PM David Bass <dbass@basslawla.com> wrote:

Hey Sean. Any progress?

I am eager to get this moving and implemented. I would like to report to my board on Thursday.

Any chance we can get a meeting or call with the person at Street Lighting to give him assurances that this program is ok?

Thanks.

David M. Bass, Esq.
David M. Bass & Associates, Inc.

948 N. Sycamore Avenue
Los Angeles, CA 90038
Telephone: 310-789-1152
Facsimile: 323-785-3479

=====
This message contains information which may be confidential and privileged and is solely for the use of the intended recipient. Unless you are the addressee (or authorized to receive for the addressee), you may not review, use, copy, distribute or disclose to anyone any information contained in this message and/or any attachment to this message. If you have received the message in error, please advise the sender by reply e-mail and delete the message.
=====

From: Sean Starkey [mailto:sean.starkey@lacity.org]
Sent: Saturday, August 17, 2019 3:38 PM
To: David Bass
Cc: Nancy Larrew
Subject: Re: Hollywood Media District/ Hollywood Theatre Row Banners

David,

I am still working on this.



Sean Starkey
Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
13th District, City of Los Angeles
1722 Sunset Blvd., Los Angeles, CA 90026
Phone (213) 207-3015 | Cell (213) 261-1545 | www.cd13.com
HEART of Hollywood | Schrader Bridge Housing | CD13 Year in Review

Find the Councilmember on:    

On Tue, Aug 6, 2019 at 1:54 PM David Bass <dbass@basslawla.com> wrote:

Sean,

I have a BID meeting on Thursday. I really need to bring back good news.

we need to get this done. What can we do to get it moving? I will appear in person with whomever makes the decision!

thank you.

David M. Bass, Esq.
David M. Bass & Associates, Inc.
948 N. Sycamore Avenue
Los Angeles, CA 90038
Telephone: 310-789-1152
Facsimile: 323-785-3479

=====
This message contains information which may be confidential and privileged and is solely for the use of the intended recipient. Unless you are the addressee (or authorized to receive for the addressee), you may not review, use, copy, distribute or disclose to anyone any information contained in this message and/or any attachment to this message. If you have received the message in error, please advise the sender by reply e-mail and delete the message.
=====

From: Sean Starkey [<mailto:sean.starkey@lacity.org>]
Sent: Thursday, July 18, 2019 5:48 PM
To: David Bass
Cc: Nancy Larrew
Subject: Re: Hollywood Media District/ Hollywood Theatre Row Banners

Bureau of Street Lighting finally got back to me today. Unfortunately, street banners are not allowed on Santa Monica between Vine and Highland due to solar panels on street lights.



Sean Starkey
 Hollywood Field Deputy
 Office of Councilmember Mitch O'Farrell
 13th District, City of Los Angeles
 1722 Sunset Blvd., Los Angeles, CA 90026
 Phone (213) 207-3015 | Cell (213) 261-1545 | www.cd13.com
HEART of Hollywood | Schrader Bridge Housing | CD13 Year in Review

Find the Councilmember on:    

On Fri, Jul 12, 2019 at 6:11 PM David Bass <dbass@basslawla.com> wrote:

Thank you

David M. Bass, Esq.
 David M. Bass & Associates, Inc.
 948 N. Sycamore Ave.
 Los Angeles, CA 90038
 Telephone: 310-789-1152

=====
 This message contains information which may be confidential and privileged and is solely for the use of the intended recipient. Unless you are the addressee (or authorized to receive for the addressee), you may not review, use, copy, distribute or disclose to anyone any information contained in this message and/or any attachment to this message. If you have received the message in error, please advise the sender by reply e-mail and delete the message.
 =====

From: Sean Starkey [<mailto:sean.starkey@lacity.org>]
Sent: Friday, July 12, 2019 6:09 PM
To: David Bass
Cc: Nancy Larrew
Subject: Re: Hollywood Media District/ Hollywood Theatre Row Banners

I have reached out to Street Lighting. Hope to have an answer early next week.



Sean Starkey

Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
13th District, City of Los Angeles
1722 Sunset Blvd., Los Angeles, CA 90026
Phone (213) 207-3015 | Cell (213) 261-1545 | www.cd13.com
HEART of Hollywood | Schrader Bridge Housing | CD13 Year in Review

Find the Councilmember on:    

On Fri, Jul 12, 2019 at 1:22 PM David Bass <dbass@basslawla.com> wrote:

Thank you Sean for expediting this.

David M. Bass, Esq.
David M. Bass & Associates, Inc.
948 N. Sycamore Ave.
Los Angeles, CA 90038
Telephone: 310-789-1152

This message contains information which may be confidential and privileged and is solely for the use of the intended recipient. Unless you are the addressee (or authorized to receive for the addressee), you may not review, use, copy, distribute or disclose to anyone any information contained in this message and/or any attachment to this message. If you have received the message in error, please advise the sender by reply e-mail and delete the message.

-----Original Message-----

From: Nancy Larrew [<mailto:nlarrew@mac.com>]
Sent: Friday, July 12, 2019 1:21 PM
To: sean.starkey@lacity.org
Cc: David Bass

Subject: Hollywood Media District/ Hollywood Theatre Row Banners

Sean,

Thanks for taking the time to look into this for us. As I mentioned in our phone conversation, AAA Flag and Banner is concerned that the Bureau of Street Lighting will not allow banners on Santa Monica Blvd. due to a long standing moratorium. If it helps, here are the people they deal with:

Megan Hackney, Assistant Director, Bureau of Street Lighting (213) 847-2070 and Eddie Chavez, P.E., Division Manager, Community Services (213) 847-1432.

Thanks again for your assistance.

Nancy Larrew
Hollywood Media District Arts Committee member
310-804-6825



**PLUM COMMITTEE
PROJECT EVALUATION QUESTIONNAIRE**

The following questionnaire is designed to assist the Hollywood Media District BID in evaluating projects that are seeking our support. Please complete the questionnaire and return via email to our Executive Director, Lisa Schechter at lisa@mediadistrict.org.

Applicant Information

Main Contact Margaux Rotter
Company Name 837 N Cahuenga, LLC
Address 745 Merchant St.
City Los Angeles State CA Zip 90021
Phone (213) 568-4715 Fax _____
Email margaux@blvdhospitality.com Website _____

Applicant's Representative

Main Contact Kimberlina Whettam
Company Name Kimberlina Whettam & Associates
Address 241 S. Figueroa St. Ste. 250
City Los Angeles State CA Zip 90012
Phone (213) 228-5303 Fax _____
Email kimberlina@kwhettam.com Website _____

Developer/Parent Company (if different from above)

Project Location

833-837 N. Cahuenga Blvd. & 832 Cole Ave.

Description of Site Including Existing & Prior Uses

832 site includes an existing 1-story warehouse building, current use is multimedia production.

833 is an empty parking lot, and 837 is an existing 2-story + basement warehouse building, currently vacant.

How are you addressing the tenants? Are existing building(s) vacant or will you be relocating tenants?

The buildings are currently vacant, no tenant relocation required.

Brief Project Description (lot size, off and on-site parking, square feet, number of stories, type of construction, uses proposed, any affordable or workforce housing elements, etc...)

Proposed Development

The lot size is 18,288sf, the proposed project includes 20,835sf of private members club space. 837 will be 4-stories + basement, and 832 will remain 1-story.

The 832 building is a 1-story brick building which will be renovated into a music listening lounge, bar and dance area.

The 837 building is a CMU structure to be renovated into a multimedia exhibition hall, art and recording studio spaces, a 1-bedroom loft and rooftop bar and lounge.

The site will be renovated into two separate garden spaces, and a new construction kitchen will be added between the two buildings. No on site parking.

Project Application

Filed? Yes Date Filed N/A Expedited? Yes

Case Number N/A

Hearing Dates N/A

If assigned, please provide planner name N/A

Have you met with the Council Office? Yes, Craig Bullock on 8/29

Applicant Plans to:

Entitle only Develop only Entitle, Develop and Operate

If entitle only or entitle and develop only, who is the operator?

Entitlement Request – What is being requested for this project?

Please List:

Zone Variance for reduction of parking to zero on site.

CUB for sale and consumption of alcohol. Zone variance for dancing and live entertainment.

ZAI or zone variance for overall use of private members club.

Over height fence variance for front yard.

Environmental Analysis – Describe the environmental analysis you are doing for this project (EIR, MND, CE, etc...)

MND

Project Benefits

Why did you decide to develop this project in the Hollywood Media District?

To continue the long, rich, history of music, art, and film in Hollywood.

We believe this location is in the heart of the studio districts and will compliment the neighborhood well.

The space gives one place for members and guests to create their art in a state-of-the-art facility.

How does your project fit in with the context of the Hollywood Media District?

By providing members and guests with a facility to create using a variety of media: music, art, film, culinary, etc.

How did you evaluate the market demand for this project?

The lack of facilities in Los Angeles to provide artists the opportunity to create music, art, film etc.

within a space they feel at home and can lounge and enjoy the property before, during, or after working on their art.

Are you doing a Development Agreement? If yes, what are the proposed community benefits?

To be determined.

Are there community benefits such as 1% for the Arts or open space for public use?

No public use currently planned, exploring community benefits in connection to Theatre Row.

Are you improving the streetscape in front of your property?

Yes, landscaping within our property. Sidewalk improvements and street trees if feasible.

How will your project make the Hollywood Media District more pedestrian friendly?

Yes

File Transmission – Please provide a share file link, including your Master Land Use Package

N/A

Please attach additional pages if required

Thank you!