

NO MEETING MINUTES FOR  
THURSDAY, JULY 11, 2019  
SPECIAL Finance/Executive Joint Meeting

**Hollywood Media District BID**  
**Joint Finance/Executive Committee Meeting, July 11, 2019**  
 The Village, 1125 N. McCadden Pl., Hollywood CA

Pursuant to the Brown Act 54953.3. A member of the public shall not be required, as a condition to attendance at a meeting of a legislative body of a local agency, to register his or her name, to provide other information, to complete a questionnaire, or otherwise to fulfill any condition precedent to his or her attendance.

If an attendance list, register, questionnaire, or other similar document is posted at or near the entrance to the room where the meeting is to be held, or is circulated to the persons present during the meeting, it shall state clearly that the signing, registering, or completion of the document is voluntary, and that all persons may attend the meeting regardless of whether a person signs, registers, or completes the document.

MEMBERS

David Bass	<u>DA</u>	
Scott Campbell	<u>[Signature]</u>	<input type="checkbox"/>
Simon Costello	<u>[Signature]</u>	
Martha Demson	<u>[Signature]</u>	<input type="checkbox"/>
Laurie Goldman	<u>[Signature]</u>	
Thor Lee	<u>[Signature]</u>	
Jeffrey Luster	<u>[Signature]</u>	

STAFF

Jim Omahen	<u>N/A</u>
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GUESTS

print name	company or organization
<u>EUGENE VAN CISE</u>	<u>L.A. CITY CLERK</u>
<u>[Signature]</u>	
_____	_____
_____	_____
_____	_____



## **SPECIAL JOINT MEETING – FINANCE AND EXECUTIVE COMMITTEES**

Thursday, July 11, 2019 – 9:30 a.m.

The Village at Ed Gould Plaza, Conference Room 209, 1125 N. McCadden Pl., Los Angeles, CA

### **MEETING AGENDA**

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

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

- 1. Call to Order/Welcome/Introductions**
- 2. Public Comment for Items Not on the Agenda**
- 3. Approval of Meeting Minutes – Deferred.**
- 4. Closed Session**

The Committee may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Committees to confer with its legal counsel on pending legal and financial matters.
- 5. Committee Reports**
  - 1. Finance Committee**
    - a. Assessments 2020 – submission to LA City
    - b. Assessments 2019
    - c. Balance Sheet, Profit & Loss – June 30, 2019
    - d. Cash Statement – as of July 10, 2019
    - e. Planning for third quarter (Motion)
  - 2. Arts Committee**
    - a. Theatre Crawl Update
    - b. Pole Banners (Motion)
  - 3. PLUM Committee**
    - a. 926 Sycamore – CIM project
    - b. Hollywood Community Plan
    - c. Parking meter zones in BID

4. Clean & Green Committee
  - a. Medians - update
  - b. MOU with LABT (Motion)
5. Marketing Committee
  - a. Website
  - b. Newsletter
6. Nominating/Board Development Committee (Goldman)
  - a. Preparation for nomination and election 2020
7. Safe Committee
  - a. Current Deployment
6. **Old Business**
7. **New Business**
8. **Adjournment**
9. **Next Finance Committee Meeting**  
Thursday, August 8, 2019 at 9:00 a.m.
10. **Next Executive Committee Meeting**  
Thursday, August 8, 2019 at 9:30 a.m.

*Location:* The Village at Ed Gould Plaza,  
Conference Room 209  
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 [jim@mediadistrict.org](mailto:jim@mediadistrict.org).



**CANCELLED**

## **EXECUTIVE COMMITTEE MEETING**

The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles, CA  
Thursday, June 13, 2019 – 9:30am

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

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Note: For information regarding the Committee and its operations, please contact the BID Executive Office at (323) 860-0088 or email [jim@mediadistrict.org](mailto:jim@mediadistrict.org). The Operations Office may answer questions and provide materials and notice of matters to be scheduled. Sign Language Interpreters, Communication Access Real-Time Transcription (CART), Assistive Listening Devices or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting/event you wish to attend. Due to difficulties in securing Sign Language Interpreters, five or more business days notice is strongly recommended. For additional information please contact the Hollywood Media District BID office at 323-860-0088.

**THE REGULAR MEETING FOR THIS DAY HAS  
BEEN CANCELLED**



Thursday, June 13, 2019, 9:30 a.m.  
The Village at Ed Gould Plaza, Conference Room 139, 1125 N. McCadden Pl., Los Angeles, CA

## **EXECUTIVE COMMITTEE MEETING AGENDA**

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

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

**1. Call to Order/Welcome/Introductions**

**2. Public Comment for Items Not on the Agenda**

**3. Approval of Meeting Minutes (Motion(s))**

Thursday, May 9, 2019, SPECIAL Executive Committee meeting

**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 security and personnel matters.**

**5. Committee Reports**

1. Finance Committee

- i. Balance Sheet, Profit & Loss, Cash Statement – April 2019
- ii. Report on spending adjustments (Motion)

2. Arts Committee

- i. Theatre Crawl
- ii. Banners
- iii. Art Walk

3. Clean & Green Committee

- i. MOU between LABT and HMD
- ii. 2019 Vision
- iii. Report on presentation by LABT on June 6

4. Marketing Committee

- i. Counterintuity
- ii. Website updates
- iii. Newsletter
- iv. Brochure

5. ~~Nominating/Board Development Committee~~

- i. No meeting in May

6. PLUM Committee

- i. No meeting in June

7. Safe Committee

- i. No meeting in May
- ii. Security Report and Deployment
- iii. Report on implementation of Board direction from May 30, 2019

5. **Old Business**

6. **New Business**

7. **Adjournment/Next Meeting**

Thursday, July 11, 2019 at 9:30 a.m.

The Village at Ed Gould Plaza, Conference Room t/b/d, 1125 N. McCadden Pl., Los Angeles, CA

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Saturday, May 25, 2019 – 4 PM  
Conference Call – call-in number: 515.603.3136 Code # 316648#

## **SPECIAL Joint Meeting – Finance and Executive Committees**

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

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes – n/a**
4. **Closed Session**  
The Committee may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Committees to confer with its legal counsel on this agenda item.
5. **Old Business**
6. **New Business**
7. **Adjournment**

### **Next Finance Committee Meeting**

Thursday, June 13, 2019 at 8:45 a.m.

### **Next Executive Committee Meeting**

Thursday, June 13, 2019 at 9:30 a.m.

Locations: t/b/d

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**NO MEETING MINUTES FOR**

**Saturday, May 25, 2019**

**SPECIAL Joint Meeting – Finance and Executive Committees  
Conference Call**



May 22, 2019

Conference Call – call-in number: 515.603.3136 Code # 316648#

## **SPECIAL Joint Meeting – Finance and Executive Committees**

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

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

1. ~~Call to Order/Welcome/Introductions~~
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes – n/a**
4. **Closed Session**  
The Committee may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Committees to confer with its legal counsel on this agenda item.
5. ~~Old Business~~
6. **New Business**
7. **Adjournment**

### **Next Finance Committee Meeting**

Thursday, June 13, 2019 at 8:45 a.m.

### **Next Executive Committee Meeting**

Thursday, June 13, 2019 at 9:30 a.m.

Locations: t/b/d

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**NO MEETING MINUTES FOR**








**THURSDAY, May 22, 2019**  
**SPECIAL Joint Meeting – Finance and Executive Committees**  
**Conference Call**

**Hollywood Media District BID**  
**Executive Committee Meeting, May 9, 2019**  
The Village, 1125 N. McCadden Pl., Hollywood CA



Pursuant to the Brown Act 54953.3. A member of the public shall not be required, as a condition to attendance at a meeting of a legislative body of a local agency, to register his or her name, to provide other information, to complete a questionnaire, or otherwise to fulfill any condition precedent to his or her attendance.

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MEMBERS

David Bass		_____
Scott Campbell		_____
Simon Costello		_____
Martha Demson		_____
Laurie Goldman		_____
Thor Lee		_____
Jeffrey Luster		_____

STAFF

Alfredo Hernandez		_____
Jim Omahen		_____

GUESTS

print name	company or organization
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



Thursday, May 9, 2019, 9:30 a.m.

The Village at Ed Gould Plaza, Conference Room 139, 1125 N. McCadden Pl., Los Angeles, CA

## **SPECIAL EXECUTIVE COMMITTEE MEETING AGENDA**

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

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

- 1. Call to Order/Welcome/Introductions**
- 2. Public Comment for Items Not on the Agenda**
- 3. Approval of Meeting Minutes (Motion)**  
**Thursday, April 11, 2019, Executive Committee meeting**
- 4. Committee Reports**
  1. Finance Committee
    - i. Balance Sheet, Profit & Loss, Cash Statement – April 2019
  2. Arts Committee
    - i. Theatre Crawl
    - ii. Banners
    - iii. Art Walk
  3. Clean & Green Committee
    - i. MOU between LABT and HMD
    - ii. 2019 Vision
  4. Marketing Committee
    - i. Website updates
    - ii. Newsletter
    - iii. Brochure
  5. Nominating/Board Development Committee
    - i. No meeting in April
  6. PLUM Committee
    - i. No meeting in May
  7. Safe Committee
    - i. Security Report and Deployment
    - ii. Reduction or change of security hours (Motion)

iii. Closed Session re Andrews

The Committee may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Committee to confer with its legal counsel on this agenda item.

**5. Old Business**

**6. New Business**

i. 2020 Assessment increase (Motion)

**7. Adjournment/Next Meeting**

Thursday, June 13, 2019 at 9:30 a.m.

The Village at Ed Gould Plaza, Conference Room t/b/d, 1125 N. McCadden Pl., Los Angeles, CA

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Thursday, April 11, 2019, 9:30 a.m.

LGBT Center, 1220 N. Highland Ave., LA CA

## **Unapproved – EXECUTIVE COMMITTEE MEETING MINUTES**

**Attending:** D. Bass, S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

**Absent:** none

**Staff:** A. Hernandez, J. Omahen

**Guests:** none

- A. Call to Order/Welcome/Introductions  
President Bass called the meeting to order at 9:35 a.m.
- B. Public Comment for Items Not on the Agenda – none
- C. Approval of Meeting Minutes  
Thursday, March 14, 2019 Executive Committee meeting  
***On a Motion by Goldman, seconded by Luster, the Executive Committee unanimously voted to approve minutes from Thursday, March 14, 2019 Executive Committee meeting.***
- D. Committee Reports
  1. Finance Committee
    - i. Balance Sheet, Profit & Loss, Cash Statement – March 2019  
Costello reported that the US Bank balances as of March 29, 2019 were: Money Market at \$174,352.34, and the Checking at \$49,134.73.
    - ii. Review and approve 2019 1<sup>st</sup> Quarter Report  
Goldman reported the Finance Committee had just met and voted to make changes as follows: Security: in first sentence after Andrews Global Securities add “(AGS)”; Security: in the first paragraph, delete the entire last sentence, ‘Current deployment . . .’; Improvements and Marketing; second paragraph, second line, replace the word ‘subsequently’ with the word “also”, and in the third line delete the word ‘controversial’. ***On a Motion by Goldman, seconded by Bass, the Executive Committee unanimously voted to approve the draft 2019 1<sup>st</sup> Quarter Report with the following edits: Security: in first sentence after Andrews Global Securities add “(AGS)”; Security: in the first paragraph, delete the entire last sentence, ‘Current deployment . . .’; Improvements and Marketing; second paragraph, second line, replace the word ‘subsequently’ with the word “also”, and in the third line delete the word ‘controversial’.***
    - iii. Analysis of HMD BID Assessments, 2014-2018  
Bass reported he had asked Hernandez to begin an analysis of current assessment rates of properties in the BID. There was discussion regarding how to and the need for tracking assessment rates on properties, and he said he will create an ad-hoc sub-committee for this purpose and he, Costello, and Campbell will be on it.

iv. Operations Budget 2019

Costello said this item will be further reviewed and discussed at the May Committee meeting.

v. Discussion to Increase BID Assessments for 2020

This item deferred to May Committee meeting.

2. Arts Committee

i. Theatre Crawl

Demson said the Crawl is now scheduled for the Fall of this year. Demson reported she has been in touch with the Theatres in the District and she is working on an MOU with them.

ii. Banners

Goldman presented some proposed designs, and she said Nancy Larrew had helped her with them. Goldman said she would present these designs at the next Committee meeting.

iii. Art Walk

Bass reported Nancy Larrew has started working on this proposed event and he will be presenting proposal at the next Committee meeting.

3. Clean & Green Committee

President Bass said that he has appointed Goldman to this Committee.

i. Highland Ave. Medians Landscaping

Lee reported some new plants on the medians have been stolen. Lee also reported that tomorrow 4/12 Salazar Landscaping will be completing their work on the medians.

ii. LABT MOU

Bass reported there has been changes in LABT's schedules and service program, and that the BID may not have been informed of changes. There is a need to complete an MOU. Lee said the MOU would define the scope of work. Bass and Lee said a meeting with Romano is needed as soon as possible. Hernandez will schedule asap.

4. Marketing Committee

i. Website

Bass said he would be going over the new website design this afternoon at the Marketing Committee meeting.

ii. Newsletter

Bass said news articles are needed, and he asked the Members to draft some articles of 250 words or less and to include pictures.

iii. Brochure – not discussed

5. Nominating/Board Development Committee

Goldman said there would be no Committee meeting in either April or May.

6. PLUM Committee

Goldman mentioned that there would be no Committee meeting in May, and that at the June meeting there would be a presentation by the developers of the new residential building on the northwest corner of Willoughby and Vine.

i. 4/4/19 PLUM Meeting Discussion with Officer Thompson  
Goldman reported LAPD Hollywood Division SLO Ben Thompson had attended the last Committee meeting and provided information on PLUM issues concerning the Media District.

ii. Parking Meter Pilot Project  
Goldman reported the Media district BID will be included in the City's new Parking Meter Pilot Project initiative to return parking meter money back to the BIDs the meters are located in. She mentioned the money the BIDs receive can only be used on capital improvements/projects in the BIDs and that are transportation related.

iii. Cat and Fiddle CUP Renewal  
Goldman reported that Boardmember Gardner from Cat and Fiddle restaurant is applying for a renewal of their CUP, and that Gardner had presented at the last Committee meeting. Goldman said that the Committee had voted to approve and recommended supporting Cat and Fiddle's application to renew their CUP.  
***On a Motion by Campbell, seconded by Goldman, the Executive Committee unanimously voted to approve and recommend approval and support of Cat and Fiddles, 742 N. Highland Ave., application to renew their current CUP.***

7. Safe Committee  
Bass reported that the Committee had discussed business matters at the last meeting and went into Closed Session.

- E. Old Business – none
- F. New Business – none
- G. Adjournment at 10:30 a.m.

Next Meeting TBD  
LGBT Center



# New BID III

## BALANCE SHEET

As of April 30, 2019

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1003 US Bank Checking	11,317.54
1004 US Bank Money Market	178,809.04
<b>Total Bank Accounts</b>	<b>\$190,126.58</b>
Accounts Receivable	
1200 Accounts Receivable	9,529.26
<b>Total Accounts Receivable</b>	<b>\$9,529.26</b>
Other Current Assets	
1041 OTHER RECEIVABLE	21,403.52
<b>Total Other Current Assets</b>	<b>\$21,403.52</b>
<b>Total Current Assets</b>	<b>\$221,059.36</b>
Fixed Assets	
1039 Accumulated Depreciation	-5,974.00
1510 Vehicle	29,869.00
<b>Total Fixed Assets</b>	<b>\$23,895.00</b>
Other Assets	\$0.00
<b>TOTAL ASSETS</b>	<b>\$244,954.36</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2001 Accounts Payable	-21,511.88
<b>Total Accounts Payable</b>	<b>\$ -21,511.88</b>
Other Current Liabilities	\$0.00
<b>Total Current Liabilities</b>	<b>\$ -21,511.88</b>
Long-Term Liabilities	\$0.00
<b>Total Liabilities</b>	<b>\$ -21,511.88</b>
Equity	
3001 Opening Balance Equity	116,688.57
3002 *Retained Earnings	7,864.25
Net Income	141,913.42
<b>Total Equity</b>	<b>\$266,466.24</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$244,954.36</b>

# New BID III

## PROFIT AND LOSS

January - April, 2019

	TOTAL
Income	
4100 Property Tax Assessments	646,626.97
4400 Interest on Delinq. Assessments	693.81
4500 Interest on BID Accounts	99.32
<b>Total Income</b>	<b>\$647,420.10</b>
GROSS PROFIT	<b>\$647,420.10</b>
Expenses	
5000 Security	178,391.76
6000 Cleaning & Maintenance	206,838.75
7000 Marketing & Outreach	25,191.49
8000 General & Administration	95,084.68
<b>Total Expenses</b>	<b>\$505,506.68</b>
NET OPERATING INCOME	<b>\$141,913.42</b>
NET INCOME	<b>\$141,913.42</b>

New BID III  
PROFIT AND LOSS  
April 2019


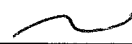





	TOTAL
Income	
4100 Property Tax Assessments	70,432.06
4500 Interest on BID Accounts	24.64
<b>Total Income</b>	<b>\$70,456.70</b>
GROSS PROFIT	<b>\$70,456.70</b>
Expenses	
5000 Security	26,506.50
6000 Cleaning & Maintenance	29,970.75
7000 Marketing & Outreach	3,214.50
8000 General & Administration	21,751.15
<b>Total Expenses</b>	<b>\$81,442.90</b>
NET OPERATING INCOME	<b>\$ -10,986.20</b>
NET INCOME	<b>\$ -10,986.20</b>

**Hollywood Media District BID**  
**Executive Committee Meeting, April 11, 2019**  
LGBT Center, 1220 N. Highland Ave., Hollywood CA



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MEMBERS

David Bass	
Scott Campbell	
Simon Costello	
Martha Demson	
Laurie Goldman	
Thor Lee	
Jeffrey Luster	

STAFF

Alfredo Hernandez	
Jim Omahen	

GUESTS

print name	company or organization
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



Thursday, April 11, 2019, 9:30 a.m.

LGBT Center, 1220 N. Highland Ave., LA CA

## **EXECUTIVE COMMITTEE MEETING AGENDA**

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

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

1. Call to Order/Welcome/Introductions
2. Public Comment for Items Not on the Agenda
3. Approval of Meeting Minutes (Motion)  
Thursday, March 14, 2019, Executive Committee meeting
4. Committee Reports
  - a. Finance Committee
    - i. Balance Sheet, Profit & Loss, Cash Statement – March 2019
    - ii. Review and approve 2019 1<sup>st</sup> Quarter Report (Motion)
    - iii. Analysis of HMD BID Assessments, 2014-2018
    - iv. Operations Budget 2019
    - v. Discussion to Increase BID Assessments for 2020 (Motion)
  - b. Arts Committee
    - i. Theatre Crawl
    - ii. Banners
    - iii. Art Walk
  - c. Clean & Green Committee
    - i. Highland Ave. medians landscaping
    - ii. MOU between LABT and HMD
    - iii. 2019 Vision
  - d. Marketing Committee
    - i. Website updates
    - ii. Newsletter
    - iii. Brochure
  - e. Nominating/Board Development Committee
    - i. No meetings in April and May
  - f. PLUM Committee
    - i. 4/4/19 PLUM Meeting Discussion with Officer Thompson
    - ii. Parking Meter Pilot Project (Motion)
    - iii. Cat and fiddle CUP renewal (Motion)

**g. Safe Committee**

The Committee will recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Committee to confer with its legal counsel for this report.

**5. Old Business**

**6. New Business**

**7. Adjournment/Next Meeting**

Thursday, May 9, 2019 at 9:30 a.m.

LGBT Center

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Thursday, March 14, 2019, 9:30 a.m.

LGBT Center, 1220 N. Highland Ave., LA CA

## ***Unapproved* – EXECUTIVE COMMITTEE MEETING MINUTES**

**Attending:** S. Campbell, S. Costello, M. Demson (late arrival), L. Goldman, T. Lee, J. Luster

**Absent:** none

**Staff:** A. Hernandez, J. Omahen

**Guests:** none

**A. Call to Order/Welcome/Introductions**

President Bass called the meeting to order at 9:30 a.m.

**B. Public Comment for Items Not on the Agenda – none**

**C. Approval of Meeting Minutes**

Thursday, February 14, 2019 Executive Committee meeting

Thursday, February 14, 2019 SPECIAL Executive Committee meeting

***On a Motion by Goldman, seconded by Luster, the Executive Committee unanimously voted to approve both minutes from Thursday, February 14, 2019 Executive Committee and SPECIAL Executive Committee meetings.***

**D. Committee Reports**

**1. Finance Committee**

**i. Balance Sheet, Profit & Loss, Cash Statement – January 2019**

Costello said copies of the Balance Sheet and Profit & Loss Report is included in the agenda packets. Costello reported that the US Bank balances as of February 28, 2019 were: Money Market at \$260,009.98, and the Checking at \$255.34.

**ii. Review and approval of 2018 Financial Statement**

Costello reported the Finance Committee had just met and CPA Fabio Vasco presented 2018 Financial Statement, Final Draft For Review Purposes Only.

Costello also said copies of the Final Draft For Review Purposes Only are included with the Members Agenda packets. It was mentioned that all allocations that were given to Vasco have been entered into the Final Draft. Bass reported that he is currently working on the matters of the Allied Universal and Andrews disputed invoices, and he added that the BID will be disputing and negotiating these as well. Bass said that by the next Board meeting the matters regarding disputed invoices would be resolved. The Committee reviewed the numbers in the Final Draft, and all agreed to rework some of the numbers as necessary if that occurs after the Board review on March 28<sup>th</sup>. Bass said Vasco will attend the next March 28<sup>th</sup> Board meeting and present the Final Draft. It was mentioned that there may be need to revise some of the language and numbers after the presentation to the Board, depending upon resolution of financial matters concerning Allied Universal and Andrews. ***On a Motion by Goldman, seconded by Campbell, the Executive Committee unanimously voted to approve and recommend the 2018 Financial Statement, Final Draft For Review Purposes Only, with the provision of changes may need to be made after Board review/approval at March 28, 2019 Board meeting.***

iii. Review and approval of Amended 2019 Budget  
Bass said this item has already been presented, discussed, and approved.

2. Arts Committee

i. Theatre Crawl

Bass reported due to Denson not being present at time. Bass reported that now the proposed date for the Theatre Crawl would be either May 4<sup>th</sup> or 5<sup>th</sup>, 2019. It was mentioned that Sunday, May 5<sup>th</sup> is Cinco de Mayo and may not be a good scheduling time for the Crawl. Goldman suggested that a proposed date be in the Fall. (Denson arriving late and after Bass reported) Demson said she will be meeting with the theatres to discuss the proposed date change.

ii. Banners

Bass reported that designs are being reviewed. (Denson arriving late and after Bass reported) Demson reported she has spoken with many of the theatres and plans for the banners are moving forward.

3. Clean & Green Committee

i. Highland Ave. Medians Landscaping

Bass mentioned that there are weeds coming up on the medians. Lee and Hernandez said that they have spoken to Romano about the maintenance of the medians, and the medians will soon be weeded. Lee also reported that Francisco Salazar Landscaping will soon be doing some finishing plantings on the medians and he would also be doing some weeding.

ii. LABT MOU

Lee reported that Bass and he will soon be meeting with Romano to further discuss the details of an MOU.

4. Marketing Committee

i. Website

Bass reported he has met with Counterintuity and he has discussed the new website layout and design with them.

ii. Newsletter

Bass asked the Members for suggestion for newsletter topics and articles, and he said a list will be made.

iii. Brochure

It was mentioned that a HMD brochure would be worked on once the new website and newsletter are developed.

5. Nominating/Board Development Committee

Goldman reported she has spoken with Hudson Pacific Properties about a replacement for former Boardmember Carl Geller. She said this would be further discussed at the next Committee meeting.

6. PLUM Committee

i. 960 La Brea Ave. project

Hernandez reported the hearing for this project had been held and it was approved on consent.

ii. Parking Meter Zones Study

Bass reported this matter has already been discussed and approved. Bass added that he and Goldman are working on a contract with Gibson Transportation for the Study.

7. Safe Committee

i. Report, LAPD meeting (3/12/19)

Hernandez reported he had met with Hollywood PD, and discussed what can be done regarding homeless population in the BID. Goldman also mentioned the importance of CUP reviews of future businesses in the BID.

E. Old Business

Goldman reported she has spoken with the City's Planning Department and they will be reviewing the Media District's letter of response regarding the HCP Update2.

F. New Business

– Costello announced that there will be a ribbon cutting ceremony on Sunday, April 7<sup>th</sup> for the new LGBT Center. He said that an announcement and invitation will be sent out to everyone.

– Goldman mentioned she would like to resurrect the proposed Utility Box Art Project. She said an RFP would need to be done.

– Bass asked the Members if possible, could the next Executive Committee meeting be rescheduled to Wed., April 10<sup>th</sup>. Bass and the Members said they will follow up with each other regarding this.

G. Adjournment at 10:15 a.m.

Next Meeting TBD

LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038

Submitted by Scott Campbell, HMD Secretary

Prepared by Jim Omahen, HMD Operations Manager

4.

# New BID III

## BALANCE SHEET

As of March 31, 2019

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1001 Banc of CA Checking BID III	0.00
1002 Banc of CA MM BID III	0.00
1003 US Bank Checking	26,760.44
1004 US Bank Money Market	174,352.34
<b>Total Bank Accounts</b>	<b>\$201,112.78</b>
Accounts Receivable	
1200 Accounts Receivable	9,529.26
<b>Total Accounts Receivable</b>	<b>\$9,529.26</b>
Other Current Assets	
1041 OTHER RECEIVABLE	21,403.52
<b>Total Other Current Assets</b>	<b>\$21,403.52</b>
<b>Total Current Assets</b>	<b>\$232,045.56</b>
Fixed Assets	
1039 Accumulated Depreciation	-5,974.00
1510 Vehicle	29,869.00
<b>Total Fixed Assets</b>	<b>\$23,895.00</b>
Other Assets	\$0.00
<b>TOTAL ASSETS</b>	<b>\$255,940.56</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
	<b>\$ -21,511.88</b>
Long-Term Liabilities	
	<b>\$0.00</b>
<b>Total Liabilities</b>	<b>\$ -21,511.88</b>
Equity	
3001 Opening Balance Equity	116,688.57
3002 *Retained Earnings	7,864.25
Net Income	152,899.62
<b>Total Equity</b>	<b>\$277,452.44</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$255,940.56</b>

**New BID III**  
**PROFIT AND LOSS**  
January - March, 2019

	TOTAL
<hr/>	
Income	
4100 Property Tax Assessments	576,194.91
4400 Interest on Delinq. Assessments	693.81
4500 Interest on BID Accounts	74.68
<b>Total Income</b>	<b>\$576,963.40</b>
<b>GROSS PROFIT</b>	<b>\$576,963.40</b>
Expenses	
5000 Security	151,885.26
6000 Cleaning & Maintenance	176,868.00
7000 Marketing & Outreach	21,976.99
8000 General & Administration	73,333.53
<b>Total Expenses</b>	<b>\$424,063.78</b>
<b>NET OPERATING INCOME</b>	<b>\$152,899.62</b>
<b>NET INCOME</b>	<b>\$152,899.62</b>

**HMD 2019****Basic OPERATING EXPENSES / Cash Requirements****(major expenses, does not include lesser costs) revised 04.03.19**

<u>expense</u>	<u>description</u>	<u>annual cost</u>
Andrews Global	approximate \$9,000 weekly cost 52 weeks a year	\$468,000
LABT	\$24,057 monthly cost 12 months a year	\$288,684
Payroll	\$8201.84 each payroll 26 payroll periods per year 2 employees	\$213,248
Insurances	Includes: General Liability Directors/Officers Security Vehicle Employee	\$18,030
CPA	Includes: Annual Financial Review Tax Reporting	\$10,500
Social Media...	Counterintuity \$3,000 monthly retainer cost	\$36,000
Legal	Briggs Law \$500 monthly retainer cost	\$6,000
		<hr/>
		\$1,040,462

&lt; Approximate amount for 2019 Assessment Money – \$1,199,000 &gt;

**HMD 2019****Board Approved / One Time Expenses / Projection for 2019**

<u>expense</u>	<u>description</u>	<u>cost</u>
Parking Study	02.28.19 BOD meeting	\$40,000
HMD Early Renewal	postponed from 2018 consultant fee \$ amount from 2018 Financial Statement	\$42,456
Theatre Crawl	10.25.18 BOD meeting	\$68,200
HMD Banners	light poles along Theatre Row BOD meeting?	\$25,000
		<hr/>
	TOTAL	\$175,656

**HMD 2019****Carry over liabilities/debt from 2018 to be paid in 2019**

<u>expense</u>	<u>description</u>	<u>amount</u>
Allied Universal	Security Service	\$13,757.55
Andrews International	Security Service	\$101,835.65
Sheppard, Mullin	Hollywood Community Plan BID letter of response	\$38,352.75
		<hr/>
	TOTAL	\$153,945.95

April 30, 2019

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 395  
Los Angeles, CA. 90012

**RE: Hollywood Media District Business Improvement District - First Quarter 2019 Report**

On behalf of the Board, I would like to present the first quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the Hollywood Media District Property Owners for the Hollywood Media District Business Improvement District.

**First Quarter Activities**

**Streetscape Services:**

The District contracts with the Los Angeles Beautification Team ("LABT") to provide uniformed teams of workers dedicated to the properties in the District for daily maintenance services that include sidewalk cleaning, litter removal and garbage collection. LABT also addresses additional non-recurring maintenance issues, including removing graffiti, abandoned bulky items and large accumulations of trash.

Core maintenance services include the following: On a daily basis, LABT provides daily street, sidewalk and gutter sweeping; sidewalk pressure washing; and weekly bus shelter pressure washing. LABT provides monthly landscape maintenance for tree wells and street medians. LABT waters trees and monitors the health of trees and other plantings throughout the Media District. LABT works regularly with the Board to address concerns and changing needs for maintenance and landscaping in the District.

During the First Quarter, the District completed landscaping in the medians on Highland Avenue starting from just north of Melrose through Santa Monica Boulevard. The District then commenced the process of installing new irrigation in the first two medians just north of Highland Avenue.

**Security:**

The District contracts with Andrews Global Securities as Hollywood Media District's security provider. They provide uniformed Safety Officers on bicycles. Safety Officers provide a variety of public safety services by assisting stakeholders, businesses and visitors in the District. Officers are deployed during the day on bikes; during the evening, the officers drive throughout the Media District in the security vehicle. Current deployment for Safety Officers averages between 300 - 340 hours per week: Sunday 8am - 10pm, Monday through Thursday 5:30am-10pm, Friday 5:30am - 1am and Saturday 8am-1am.

The Safe Committee and the Board of Directors continues to meet once a month to discuss safety issues within the District. The Safe Committee and representatives of AGS have met with LAPD officers for the Media District on ideas on improving safety in the District. Media District Executive Director Alfredo Hernandez has been appointed by LAPD Hollywood Division to the Hollywood Community Police Advisory Board (CPAB).

**Improvements and Marketing**

The Media District board members and staff continues to work with Counterintuity to develop a new

website with a targeted launch date in Q2 of 2019. Counterintuity provides social media management and messaging with the Media District staff and members. Use of social media by the public increased materially during each of the last four quarters on various fronts. Counterintuity has also provided support in creating pole banners which Media District plans on hanging on Santa Monica Blvd along Hollywood Theater Row.

BID held its Annual Meeting of the Board on January 24 where Board member and Officer elections took place. Two new members were subsequently elected to the board; Scott Campbell and Alexander Massachi. The Board and staff worked diligently to prepare a comment letter on the controversial Hollywood Community Plan Update 2 on how it affects the District and suggested changes. The letter was submitted on January 31 and has been well received by City Planning Dept. staff.

Please contact me at (323) 860-0025 if you have any questions.

# New BID III

## PROFIT AND LOSS








January - March, 2019

	TOTAL
Income	
4100 Property Tax Assessments	576,194.91
4400 Interest on Delinq. Assessments	693.81
4500 Interest on BID Accounts	74.68
<b>Total Income</b>	<b>\$576,963.40</b>
GROSS PROFIT	<b>\$576,963.40</b>
Expenses	
5000 Security	151,885.26
6000 Cleaning & Maintenance	176,868.00
7000 Marketing & Outreach	21,976.99
8000 General & Administration	73,333.53
<b>Total Expenses</b>	<b>\$424,063.78</b>
NET OPERATING INCOME	<b>\$152,899.62</b>
NET INCOME	<b>\$152,899.62</b>



**Hollywood Media District BID**  
**Executive Committee Meeting, March 14, 2019**  
LGBT Center, 1220 N. Highland Ave., Hollywood CA

Pursuant to the Brown Act 54953.3. A member of the public shall not be required, as a condition to attendance at a meeting of a legislative body of a local agency, to register his or her name, to provide other information, to complete a questionnaire, or otherwise to fulfill any condition precedent to his or her attendance. If an attendance list, register, questionnaire, or other similar document is posted at or near the entrance to the room where the meeting is to be held, or is circulated to the persons present during the meeting, it shall state clearly that the signing, registering, or completion of the document is voluntary, and that all persons may attend the meeting regardless of whether a person signs, registers, or completes the document.

MEMBERS

David Bass	
Scott Campbell	
Simon Costello	
Martha Demson	 ( <i>arrived late</i> )
Laurie Goldman	
Thor Lee	
Jeffrey Luster	

STAFF

Alfredo Hernandez	
Jim Omahen	

GUESTS

print name	company or organization
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



Thursday, March 14, 2019, 9:30 a.m.

LGBT Center, 1220 N. Highland Ave., LA CA

## EXECUTIVE COMMITTEE MEETING AGENDA

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

**Chair:** D. Bass

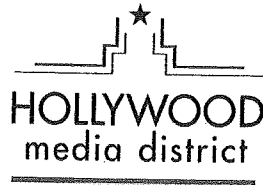
**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

- A. Call to Order/Welcome/Introductions
- B. Public Comment for Items Not on the Agenda
- C. Approval of Meeting Minutes (Motion)  
Thursday, February 14, 2019, Executive Committee meeting
- D. Committee Reports
  - 1. Finance Committee
    - i. Balance Sheet, Profit & Loss, Cash Statement – February 2019
    - ii. Review and approval of 2018 Financial Statement (Motion)
    - iii. Review and approval of Amended 2019 Budget (Motion)
  - 2. Arts Committee
    - i. Theatre Crawl
    - ii. Banners
  - 3. Clean & Green Committee
    - i. Highland Ave. medians landscaping, update
    - ii. LABT MOU
  - 4. Marketing Committee
    - i. Website updates
    - ii. Newsletter
    - iii. Brochure
  - 5. Nominating/Board Development Committee
  - 6. PLUM Committee
    - i. 960 La Brea Ave. project
    - ii. Parking meter zones study (Motion)
  - 7. Safe Committee
    - i. Report, LAPD meeting (3/12/19)

- E. Old Business
- F. New Business
- G. Adjournment/Next Meeting  
Thursday, April 11, 2019 at 9:30 a.m.  
LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038

*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 [jim@mediadistrict.org](mailto:jim@mediadistrict.org).*

c.



## Executive Committee

LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038  
Thursday, February 14, 2019

### ***Unapproved – MEETING MINUTES***

**Attending:** D. Bass, S. Campbell, S. Costello, L. Goldman, T. Lee, J. Luster  
**Absent:** M. Demson  
**Staff:** J. Omahen  
**Guests:** none

- A. Call to Order/Welcome/Introductions.  
President Bass called the meeting to order at 9:45 a.m.
- B. Public Comment for Items Not on the Agenda – none.
- C. Approval of Meeting Minutes.  
Thursday, January 10, 2019, Executive Committee Meeting  
***On a Motion by Goldman, seconded by Lee, the Executive Committee voted to approve the Minutes from Executive Committee Meeting of January 10, 2019. Campbell abstained due to he not being on Board/Committee at that time.***
- D. Committee Reports.
  1. Finance Committee.
    - i. Balance Sheet, Profit & Loss, Cash Statement – January 2019.  
Costello reported US Bank balances as of January 31, 2019 were: Checking, \$9,829.87; Money Market, \$332,864.64.
    - ii. 2018 Financials.  
Bass told the Committee that the BID's 2018 Financials will be presented by CPA Fabio Vasco at the March Committee meeting and the March 28<sup>th</sup> Board meeting.
  2. Arts Committee Updates.
    - i. Theatre Crawl.  
Goldman reported for Arts Committee Chair Demson, and said the proposed date for the Theatre Row Crawl has changed and this would be discussed at the next Committee meeting.
    - ii. Banners.  
Goldman reported that Demson is working on a banner design.
  3. Clean & Green Committee.
    - i. Highland Ave. medians.  
Lee reported that Francisco Salazar is working on the Highland Ave. medians, but they do not work when it's raining. Lee also reported that the irrigation water for the two most southern medians has been turned off, and he said this would be worked out.

- ii. LABT MOU.  
Bass reported he has not heard back from Sharyn Romano regarding the MOU between the BID and LABT.
- 4. Marketing Committee.  
Bass reported that the next Marketing Committee meeting has been postponed until Thur., Feb. 21<sup>st</sup>.
- 5. Nominating Board Development Committee.  
Goldman said there is nothing new to report.
- 6. PLUM Committee.
  - i. Hollywood Community Plan Update 2 – DEIR response letter.  
Goldman reported that the City's Planning Department has received 420 letter in response to the released Plan.
  - ii. 960 North La Brea Ave. letter of support.  
Goldman reported that there has been some miscommunication about this project, and she added that she will be setting up a meeting regarding this matter.
  - iii. Parking meter zones in the BID  
Goldman said this item is deferred to the Special Executive Committee following this meeting.
- 7. Safe Committee.  
Bass reported all is going well.
- E. Old Business – none.
- F. New Business – none.
- G. Adjournment – 10 a.m.  
Next Executive Committee Meeting, Thursday, March 14, 2019, 9:30 a.m.  
LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038



## Executive Committee

LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038  
Thursday, February 14, 2019

### ***Unapproved – SPECIAL MEETING MINUTES***

**Attending:** D. Bass, S. Campbell, S. Costello, L. Goldman, T. Lee, J. Luster  
**Absent:** M. Demson  
**Staff:** J. Omahen  
**Guests:** none

- A. Call to Order/Welcome/Introductions.  
President Bass called the meeting to order at 10 a.m.
- B. Public Comment for Items Not on the Agenda – none.
- C. Approval of Meeting Minutes – no minutes to approve, n/a.
- D. Committee Reports.
  1. Finance Committee.
    - i. 2019 Planning Report.  
Goldman reviewed and explained the Amended Report and findings. ***On a Motion by Goldman, seconded by Bass, the Executive Committee voted to recommend the Board approve the Amended 2019 HMD Planning Report as presented.***
    - ii. Parking Meter Study.  
Bass told the Committee that the Finance Committee has approved and recommended spending up to \$40,000 for a parking study to be done by Gibson Transportation Consulting. ***On a Motion by Bass, seconded by Goldman, the Executive Committee voted to recommend hiring Gibson Transportation Consulting to do parking studies District wide at a cost of up to \$40,000. Luster abstained from the vote.***
  2. Arts Committee.  
Deferred to next meeting.
  3. PLUM Committee.  
Deferred to next meeting.
  4. Safe Committee.  
Deferred to next meeting.
- E. Old Business – none.
- F. New Business – none.

G. Adjournment – 10:25 a.m.

Next regularly scheduled Executive Committee Meeting,  
Thursday, March 14, 2019, 9:30 a.m.,  
LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038

Submitted by Scott Campbell, HMD Secretary  
Prepared by Jim Omahen, HMD Operations Manager



New BID III  
BALANCE SHEET  
As of February 28, 2019

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1001 Banc of CA Checking BID III	0.00
1002 Banc of CA MM BID III	0.00
1003 US Bank Checking	20,781.96
1004 US Bank Money Market	150,309.98
<b>Total Bank Accounts</b>	<b>\$171,091.94</b>
Accounts Receivable	
1200 Accounts Receivable	9,529.26
<b>Total Accounts Receivable</b>	<b>\$9,529.26</b>
Other Current Assets	
1041 OTHER RECEIVABLE	21,403.52
<b>Total Other Current Assets</b>	<b>\$21,403.52</b>
<b>Total Current Assets</b>	<b>\$202,024.72</b>
Fixed Assets	
1039 Accumulated Depreciation	-5,974.00
1510 Vehicle	29,869.00
<b>Total Fixed Assets</b>	<b>\$23,895.00</b>
Other Assets	\$0.00
<b>TOTAL ASSETS</b>	<b>\$225,919.72</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2001 Accounts Payable	-21,511.88
<b>Total Accounts Payable</b>	<b>\$ -21,511.88</b>
Other Current Liabilities	\$0.00
<b>Total Current Liabilities</b>	<b>\$ -21,511.88</b>
Long-Term Liabilities	
2005 MTA Grant	0.00
<b>Total Long-Term Liabilities</b>	<b>\$0.00</b>
<b>Total Liabilities</b>	<b>\$ -21,511.88</b>
Equity	
3001 Opening Balance Equity	116,688.57
3002 *Retained Earnings	7,864.25
Net Income	122,878.78
<b>Total Equity</b>	<b>\$247,431.60</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$225,919.72</b>

**New BID III**  
**PROFIT AND LOSS**  
February 2019

	TOTAL
Income	
4500 Interest on BID Accounts	32.84
<b>Total Income</b>	<b>\$32.84</b>
<b>GROSS PROFIT</b>	<b>\$32.84</b>
Expenses	
5000 Security	60,252.38
6000 Cleaning & Maintenance	80,304.00
7000 Marketing & Outreach	3,856.95
8000 General & Administration	22,800.52
<b>Total Expenses</b>	<b>\$167,213.85</b>
<b>NET OPERATING INCOME</b>	<b>\$ -167,181.01</b>
<b>NET INCOME</b>	<b>\$ -167,181.01</b>

Final Draft For Review Purposes Only - Issued 3/9/19

**HOLLYWOOD MEDIA DISTRICT  
PROPERTY OWNERS' ASSOCIATION**

**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2018**

**CONTENTS**

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<b>FINANCIAL STATEMENTS:</b>	
<b>Statement of Financial Position</b>	<b>3</b>
<b>Statement of Activities</b>	<b>4</b>
<b>Statement of Cash Flows</b>	<b>5</b>
<b>Notes to Financial Statements</b>	<b>6 - 11</b>

**INDEPENDENT ACCOUNTANTS' REVIEW REPORT**

To the Board of Directors of  
**HOLLYWOOD MEDIA DISTRICT  
PROPERTY OWNERS' ASSOCIATION**  
Hollywood, California

We have reviewed the accompanying financial statements of Hollywood Media District Property Owners' Association (the "District") which comprise the statement of financial position as of December 31, 2018, and the related statement of activities and cash flows for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

**Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement whether due to fraud or error.

**Accountants' Responsibility**

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

**Accountants' Conclusion**

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

Certified Public Accountants  
March 14, 2019

**HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION**

**STATEMENT OF FINANCIAL POSITION**

**DECEMBER 31, 2018**

**ASSETS**

**Current Assets:**

<b>Cash</b>	<b>\$ 48,213</b>
<b>Accounts Receivable</b>	<b>58,206</b>
	<b><u>106,419</u></b>

**Equipment, net** 17,921

**Due from BID IV - BID Renewal Costs** 37,404

**Total Assets** \$ 161,744

**LIABILITIES AND UNRESTRICTED NET ASSETS**

**Current Liabilities:**

**Accounts Payable and Accrued Expenses** \$ 216,214

**Total Liabilities** 216,214

**Net Assets Without Donor Restrictions:**

**Designated by the Board for**

**2005-2014 BID Fund Balance - BID II** 42,456

**2015-2024 BID Fund Balance (Deficit) - BID III** (96,926)

**Total Net Assets (Deficit)** (54,470)

**Total Liabilities and Net Assets** \$ 161,744

See accompanying independent accountants' review report and notes to financial statements.

**HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION**

**STATEMENT OF ACTIVITIES**

**FOR THE YEAR ENDED DECEMBER 31, 2018**

**Changes in Net Assets Without Donor Restrictions:**

**Revenues and Gains**

Business Improvement District - Assessments	\$ 1,102,371
General Benefit City Contribution	32,667
Interest	3,033
In-Kind Donations - Rent	84,000

**Total Revenues and Gains Without Donor Restrictions** 1,222,071

**Functional Expenses:**

Cleaning and Maintenance	444,160
Improvements and Marketing	110,318
Security	542,166
Management	223,822

**Total Functional Expenses** 1,320,466

**In-Kind Donations - Rent** 84,000

**Total Expenses** 1,404,466

**Decrease in Net Assets Without Donor Restrictions** (182,395)

**Net Assets, Beginning of Year** 127,925

**Net Assets (Deficit), End of Year** \$ (54,470)

See accompanying independent accountants' review report and notes to financial statements.

**HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION**

**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED DECEMBER 31, 2018**

<b>Cash Flows from Operating Activities:</b>	
Decrease in Net Assets Without Donor Restrictions	\$ (182,395)
Adjustments to Reconcile Decrease in Net Assets to	
Net Cash (Used-in) Operating Activities:	
Depreciation	5,974
<b>Changes in Current Assets and Current Liabilities:</b>	
Accounts Receivable	(57,257)
Accounts Payable and Accrued Expenses	54,900
<b>Net Cash (Used-in) Operating Activities</b>	<b><u>(178,778)</u></b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES:</b>	
Due from BID IV - BID Renewal Costs	<u>(16,000)</u>
<b>Net Cash (Used-in) Investing Activities</b>	<b><u>(16,000)</u></b>
<b>Net Decrease in Cash</b>	<b>(194,778)</b>
<b>Cash, Beginning of Year</b>	<b><u>242,991</u></b>
<b>Cash, End of Year</b>	<b><u>\$ 48,213</u></b>

See accompanying independent accountants' review report and notes to financial statements.

# HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2018

### (1) NATURE OF OPERATIONS

Hollywood Media District Property Owners' Association (the "Association") was formed in 1998 to manage a Business Improvement District ("BID" or the "District") to fund private security, streetscape improvements, maintenance, marketing, special events, parking solutions and Program management for a defined area in the Hollywood region of Los Angeles, California. The Program levies property taxes on the business owners in the designated areas. The taxes collected are used to fund the operations of the improvement project, which is managed by the District.

The BID was first organized under the laws of the State of California as a business improvement district for an initial period of January 1, 1998 through December 31, 2004. On August 2, 2004 the District was renewed for a period extending from January 1, 2005 through December 31, 2014.

The District was most recently renewed for a period extending from January 1, 2015 through December 31, 2024, through the adoption of the City of Los Angeles Ordinance No. 183155. On July 29, 2014, the City of Los Angeles renewed its contract with the Association to continue to operate the District for the extended period through 2024. As required by this management contract, the Association shall submit to the City Clerk a full disclosure financial statement covering the fiscal year with a Certified Public Accountant's review report. The first financial statement shall be submitted to the City Clerk by May 1, 2016, and by May 1st of each subsequent fiscal year.

In June 2017, at the request of stakeholders, the District's Board of Directors approved an early BID renewal to recapture eliminated properties from 2015 renewal and to expand its boundaries. At the October 2017 Board meeting the District approved a proposed early BID Renewal Map, proposed BID Renewal Management Plan and Budget. At the February 2018 Board meeting, Board president reported that due to City's delay in processing the Management Plan and Engineering Report a 2019 early renewal was no longer feasible. By acclamation, the Board agreed to postpone early renewal for the immediate future.

### (2) SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### **(a) Financial Statement Presentation**

The financial statements of the Association have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

The Association is required to report information regarding its financial position and activities according to two classes of net assets: without donor restrictions and with donor restrictions.

*Net Assets Without Donor Restrictions* - the part of net assets of a not-for-profit entity that is not subject to donor-imposed restrictions (donors include other types of contributors, including makers of certain grants).

**HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2018**

**(2) SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONT'D)**

*Net Assets With Donor Restrictions* - the part of net assets of a not-for-profit entity that is subject to donor-imposed restrictions (donors include other types of contributors, including makers of certain grants).

**(h) Cash and Cash Equivalents**

The Association considers all highly-liquid investments with an original maturity of three months or less to be cash equivalents. As of December 31, 2018 the Association had no cash equivalents.

**(c) Income Taxes**

The Association is exempt from taxes under Section 501(c)(4) of the Internal Revenue Code ("IRC"), and from federal and state income taxes under Section 501(a) of the IRC and corresponding sections of the California Revenue and Taxation Code. Accordingly, no provision or benefit for federal or state income taxes is recorded in the accompanying financial statements.

The Association's federal income tax returns for tax years 2016 and beyond remain subject to examination by the Internal Revenue Service. The returns for California, its only state jurisdiction, remain subject to examination by state taxing authorities for the tax years 2015 and beyond.

**(d) Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reported period. Actual results could differ from those estimates.

**(e) Concentration of Risk**

Financial instruments which potentially subject the Association to a concentration of credit risk consist of cash and cash equivalents and assessment fees receivable. The Association generally places its cash with high credit quality financial institutions. At times, such cash may be in excess of the Federal Deposit Insurance Corporation (FDIC) insurance limit of \$250,000. Concentrations of credit risk with respect to assessments are limited since the Association derives the majority of its revenue from the County of Los Angeles tax assessments.

**HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2018**

**(3) EQUIPMENT**

Equipment at December 31, 2018 consisted of the following:

Security vehicle	\$ 29,869
Accumulated depreciation	<u>(11,948)</u>
	<u>\$ 17,921</u>

Depreciation expense for the year ended December 31, 2018 was \$5,974.

**(4) WITHOUT DONOR RESTRICTIONS NET ASSETS - DESIGNATED BY THE BOARD**

In accordance with the State of California Streets and Highways Code Section 36741, the Association is required to disclose the amount of any BID funds balance to be carried over from a previous year. The Association's Board of Directors may Board-Designate reserves to facilitate the spending policies established by the Board of Directors. The net assets and changes therein have been classified and are reported as follows:

2005-2014 BID Fund Balance (BID II)	\$ 42,456
2015-2024 BID Fund Balance (Deficit)(BID III)	<u>(96,926)</u>
	<u>\$ (54,470)</u>

**(5) MAJOR REVENUE SOURCE**

For the year ended December 31, 2018 about 95% of the Association's revenue was derived from the County of Los Angeles tax assessments amounting to \$1,138,071 which includes the annual assessments, collection of prior year's assessments, city general benefit contribution and collection of penalties and interest.

**(6) MAJOR VENDORS**

For the year ended December 31, 2018, approximately 33% and 23% of the Association's purchases were from two major vendors for security (Andrews Global Security, Inc.) and maintenance (Hollywood Beautification Team) services. At December 31, 2018, a total of \$125,543 and \$72,171 was due to these two vendors and is included in accounts payable and accrued expenses in the Statement of Financial Position.

**HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2018**

**(7) LIQUIDITY AND AVAILABILITY OF FINANCIAL ASSETS**

The following reflects the Association's financial assets as of the Statement of Financial Position at December 31, 2018, reduced by amounts not available for general use because of contractual obligations or board designations within one year of the Statement of Financial Position's date. Amounts not available include \$37,404 due from BID IV - BID Renewal Costs, as this amount is estimated to be collected in future years, and \$42,456 board designated 2005-2014 BID Fund Balance - BID II unspent rolled forward funds, set aside for one-time only type expenditures.

Total financial assets, at year-end	\$ 161,744
Less those unavailable for general purpose expenditures within one year, due to:	
Net funds invested in fixed assets	(17,921)
Receivables not collectible within one year	(37,404)
Funds required to pay December 31, 2018 accounts payable and accrued expenses	(216,214)
Board designations:	
2005-2014 BID II rollforward funds	<u>(42,456)</u>
Financial assets available (deficit) to meet cash needs for general expenditures within one year	\$ <u>(152,251)</u>

The Association maintains a separate money market account for all of its excess funds. That account typically holds funds sufficient for approximately two months of expenses or longer. The District has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations come due.

The Association is substantially supported by property taxes levied on the business owners in a defined area in Hollywood, California specifically directed to fund private security, streetscape improvements, maintenance, marketing, special events, parking solutions and program management. Because the business owners restrictions require resources to be used in a particular manner during the current operating year or in a future period, the Association must maintain sufficient resources to meet those responsibilities to the levied business owners.

**HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2018**

**(8) THE TABLE BELOW PRESENTS EXPENSES BY BOTH NATURE AND FUNCTION FOR THE YEAR ENDED DECEMBER 31, 2018**

	Program Activities				Total
	Cleaning & Maintenance	Improvements & Marketing	Security	Management	
Wages and benefits	\$ 30,032	\$ 25,233	\$ 39,844	\$ 134,080	\$ 229,189
Branding/social media	25,993	21,816	25,993	-	73,801.62
Office and occupancy	37,001	63,270	13,745	50,068	164,083.86
Legal	-	-	-	11,663	11,662.50
Contractors	312,766	-	462,584	-	775,349.84
Medians	38,368	-	-	-	38,368.16
City Recovery Fee	-	-	-	22,037	22,036.73
Depreciation	-	-	-	5,974	5,974.00
<b>Total Expenses</b>	<b>\$ 444,160</b>	<b>\$ 110,318</b>	<b>\$ 542,166</b>	<b>\$ 223,822</b>	<b>\$ 1,320,466</b>

The financial statements report certain categories of expenses that are attributable to more than one program or supporting function of the District. Therefore, these expenses require allocation on a reasonable and/or economic benefit received basis that is consistently applied. The expenses that are allocated include salaries and wages, branding and social media, office and occupancy, which are allocated as appropriate based on time and effort or based on direct benefit.

**(9) COMMITMENTS**

Effective July 1, 2017, the District entered into a service agreement with Andrews Global Security, Inc. to provide security services to the District through December 31, 2019. Payments are due within 30 days of each weekly invoice. This service agreement may be terminated by the District upon 30 days notice.

The District's current service agreement with Hollywood Beautification Team (HBT) to provide maintenance services is on a month-to-month basis. Payments are due within 30 days of each monthly invoice.

**HOLLYWOOD MEDIA DISTRICT PROPERTY OWNERS' ASSOCIATION**

**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2018**

**(10) LEGAL ASSERTIONS**

Legal claims, generally incidental to the conduct of normal business, are pending or threatened against the District from time to time. While ultimate liability, if any, is presumably indeterminable, in the opinion of management, the ultimate resolutions will not have a materially adverse effect on the financial condition of the District.

**(11) SUBSEQUENT EVENTS**

The District has evaluated events subsequent to December 31, 2017, to assess the need for potential recognition or disclosure in the financial statements. Such events were evaluated through March 14, 2019, the date the financial statements were available to be issued. Based upon this evaluation, it was determined that no subsequent events occurred that require recognition or additional disclosure in the financial statements.

**(12) RECENT ACCOUNTING PRONOUNCEMENTS AFFECTING NONPROFITS**

In May 2014, the Financial Accounting Standards Board (FASB) issued **Accounting Standards Update (ASU) No. 2014-09, "Revenue from Contracts with Customers"**, which requires an entity to recognize the amount of revenue to which it expects to be entitled for the transfer of promised goods or services to customers. The ASU will replace most existing revenue recognition guidance when it becomes effective. The new standard is effective for fiscal years beginning after December 15, 2018. Early application is not permitted. The standard permits the retrospective or cumulative effect transition method.







In preparation for the new revenue recognition standard the FASB Not-for Profit Advisory Council (NAC) at its March 2016, September 2016 and December 2016 meetings extensively discussed how this will affect not-for-profits accounting for grants and contracts and recognized the present diversity in practice; the two main issues were: (1) distinguishing a contribution (nonreciprocal) transaction from an exchange transaction (contract with a customer), and (2) distinguishing between a condition and a restriction. The difference is important because contributions must follow Subtopic 958-605. Not-for-Profit Entities—Revenue Recognition, while exchanges must follow the revenue standard, which was codified as Topic 606, Revenue From Contracts With Customers.

In February 2016, the FASB issued **ASU 2016-02, Leases**, which requires lessees to recognize "right of use" assets and liabilities for all leases with terms of more than 12 months. The ASU requires additional quantitative and qualitative financial statement footnote disclosures about the leases, significant judgments made in accounting for those leases and amounts recognized in the financial statements about those leases. The guidance will be effective for fiscal years ending after December 15, 2019, with early adoption permitted.

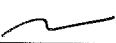
**Hollywood Media District BID**  
**SPECIAL Executive Committee Meeting, February 14, 2019**  
LGBT Center, 1220 N. Highland Ave., Hollywood CA

Pursuant to the Brown Act 54953.3. A member of the public shall not be required, as a condition to attendance at a meeting of a legislative body of a local agency, to register his or her name, to provide other information, to complete a questionnaire, or otherwise to fulfill any condition precedent to his or her attendance. If an attendance list, register, questionnaire, or other similar document is posted at or near the entrance to the room where the meeting is to be held, or is circulated to the persons present during the meeting, it shall state clearly that the signing, registering, or completion of the document is voluntary, and that all persons may attend the meeting regardless of whether a person signs, registers, or completes the document.

MEMBERS

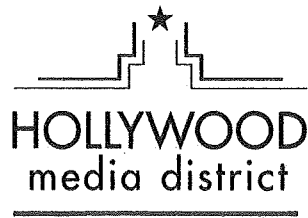
David Bass	
Scott Campbell	
Simon Costello	
Martha Demson	
Laurie Goldman	
Thor Lee	
Jeffrey Luster	

STAFF

Alfredo Hernandez	
Jim Omahen	

GUESTS

print name	company or organization
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



## Executive Committee

LGBT Center, 1220 N. Highland Avenue, Hollywood CA 90038

Thursday, February 14, 2019 – 10:00 a.m.

### SPECIAL MEETING AGENDA

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

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

- A. Call to Order/Welcome/Introductions
- B. Public Comment for items not on the Agenda
- C. Approval of Meeting Minutes (Motion)
- D. Committee Reports
  - 1. Finance Committee
    - i. 2019 Planning Report Update with Findings (motion)
    - ii. Parking Meter study – up to \$10,000 for Gibson Transportation Consulting (motion)
    - iii. Balance Sheet, Profit & Loss, Cash Statement – January 2019
    - iv. 2018 Financials
  - 2. Arts Committee
    - i. Theatre Crawl Update (change of date)
    - ii. Pole Banners
  - 3. PLUM Committee
    - i. Hollywood Community Plan Update 2 – BID's DEIR response letter and Possible Speakers Training for May or June
    - ii. 900 La Brea Ave. project
    - iii. Parking meter zones in BID
  - 4. Safe Committee
    - i. Current Deployment
    - ii. Homeless status on Highland Avenue
    - iii. Updates
- E. Old Business
- F. New Business
- G. Adjournment


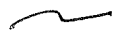
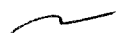



*Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Hollywood Media 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 [lisa@mediadistrict.org](mailto:lisa@mediadistrict.org).*

**Hollywood Media District BID**  
**Executive Committee Meeting, February 14, 2019**  
LGBT Center, 1220 N. Highland Ave., Hollywood CA


Pursuant to the Brown Act 54953.3. A member of the public shall not be required, as a condition to attendance at a meeting of a legislative body of a local agency, to register his or her name, to provide other information, to complete a questionnaire, or otherwise to fulfill any condition precedent to his or her attendance.

If an attendance list, register, questionnaire, or other similar document is posted at or near the entrance to the room where the meeting is to be held, or is circulated to the persons present during the meeting, it shall state clearly that the signing, registering, or completion of the document is voluntary, and that all persons may attend the meeting regardless of whether a person signs, registers, or completes the document.

MEMBERS

David Bass	
Scott Campbell	
Simon Costello	
Martha Demson	
Laurie Goldman	
Thor Lee	
Jeffrey Luster	

STAFF

Alfredo Hernandez	
Jim Omahen	

GUESTS

print name	company or organization
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



## Executive Committee

LGBT Center, 1220 N. Highland Avenue, Hollywood CA 90038  
Thursday, February 14, 2019 – 9:30 a.m.

### MEETING AGENDA

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

**Chair:** D. Bass

**Members:** S. Campbell, S. Costello, M. Demson, L. Goldman, T. Lee, J. Luster

- A. Call to Order/Welcome/Introductions
- B. Public Comment for items not on the Agenda
- C. Approval of Meeting Minutes (Motion)  
Thursday, January 10, 2019, Executive Committee meeting
- D. Committee Reports
  - 1. Finance Committee
    - i. Balance Sheet, Profit & Loss, Cash Statement – January 2019
    - ii. 2018 Financials
  - 2. Arts Committee
    - i. Theatre Crawl
    - ii. Banners
  - 3. Clean & Green Committee
    - i. Highland Ave. medians landscaping, Update
    - ii. LABT MOU
  - 4. Marketing Committee
    - i. Website Updates
    - ii. Social Media Updates
    - iii. Letterhead
    - iv. Brochure
    - v. Newsletter
  - 5. Nominating Board Development Committee
    - i. Election Report
    - ii. Open Board seat (Hudson Pacific Properties)

- 6. PLUM Committee
  - i. Hollywood Community Plan Update 2 – BID’s DEIR response letter
  - ii. 960 La Brea Ave. project
  - iii. Parking meter zones in BID

- 7. Safe Committee
  - i. Updates

E. Old Business

F. New Business

G. Adjournment/Next Meeting

Thursday, March 14, 2019 at 9:30 a.m.  
 LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038

*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 jim@mediadistrict.org.*

c.



## Executive Committee

LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038  
Thursday, January 10, 2019

### **Unapproved – MEETING MINUTES**

**Attending:** D. Bass, S. Costello, M. Demson (arrived 10am), L. Goldman, R. Howard, T. Lee, J. Luster  
**Absent:** none  
**Staff:** A. Hernández, J. Omahen  
**Guests:** E. Van Cise

**A. Call to Order/Welcome/Introductions.**

President Bass called the meeting to order at 9:35 a.m.

**B. Public Comment for Items Not on the Agenda – none.**

**C. Approval of Meeting Minutes.**

Thursday, December 13, 2018, Executive Committee Meeting

**On a Motion by Luster, seconded by Lee, the Executive Committee voted unanimously to approve the Minutes from Executive Committee Meeting of December 13, 2018.**

*Demson was not present for vote.*

**D. Committee Reports.**

**1. Finance Committee.**

**i. Balance Sheet, Profit & Loss, Cash Statement – December 2018.**

Costello reported US Bank balances as of December 31, 2018 were: Checking, \$15,969.62; Money Market, \$37,176.44. Costello referred to Balance Sheet and Profit & Loss Reports attached to Agenda packet. Hernandez added that we have received the 32K General Benefit payment, and that was received after Dec. 31<sup>st</sup>. Van Cise was asked about the two remaining payments from the City due to the BID, and he said the City Clerk's Office is trying to speed up all assessment payments to BIDs. Costello asked if there are unpaid bills from 2018, and Bass reported that there are some outstanding unpaid invoices from Andrews International Security Services. There was discussion regarding the 2019 Budget, and all agreed this needs to be looked at once again.

**ii. 2018 Financials, Fabio Vasco.**

Bass told the Committee that Vasco will be preparing the BID's 2018 financial statements, and Vasco's engagement letter has been signed. Bass also mentioned that next week a meeting with Vasco will be set up to go over and review all info and materials Vasco needs. Hernandez will contact Vasco to schedule meeting date/time.

**2. Arts Committee Updates.**

Bass reported for Arts Committee Chair Demson, and said the proposed Theatre Row Crawl is scheduled for is coming April. Hernandez reported he is working on the proposed street light pole BID banner design with Counterintuity, and hopes to have the banners up by March 1<sup>st</sup>. Hernandez also reported he is applying for discretionary funds from Councilmember Ryu's office. Bass added that he would like the BID to do an Art Gallery Walk also this year. Upon Demson's

late arrival to meeting, she reported that an MOU between participating Theatres and the BID needs to be approved.

**3. Clean & Green Committee.**

Lee reported there is no scheduled start date for the four unfinished medians or the continuing work on the first two medians. Hernandez said that a cost estimate for the work has been received from Francisco Salazar. Hernandez also added that the weeding on the four medians has been completed. Bass reported that the MOU between LABT and the BID is being worked on and a draft will be forthcoming.

**4. Marketing Committee.**

**i. Website Update.**

Hernandez reported that the new HMD website design has been completed, and it will be presented at the next Committee meeting.

**5. Nominating Board Development Committee.**

Bass reported for Goldman and reminded everyone that the 2019 Board and Officers election will be conducted at the next Board of Directors meeting scheduled for Thur., Jan. 24, 2019. He urged all to attend.

**6. PLUM Committee.**

**i. Hollywood Community Plan Update 2 – DEIR response letter.**

Bass reported that the Committee has been working with Sheppard Mullin on the BID's draft letter of response.

**ii. 960 North La Brea Ave. letter of support.**

Hernandez reported that both the PLUM Committee and the Board of Directors had made recommendations regarding conditions, and the BID's letter of support has been submitted. He said the hearing was last week and the Planning Department's final determination is still pending. Planning Commission hearing is tentatively scheduled for February 28. Board members have been requested to attend and speak about their concerns on the project.

**7. Safe Committee.**

Bass reported the BID's new security services contract with Andrews Global began Dec. 1<sup>st</sup> and all is going very well. Hernandez reported that he is working on the deployment schedule. Bass reported he is working on old unpaid Andrews International bills.

**E. Old Business – none.**

**F. New Business – none.**

**G. Adjournment – 10:20 a.m.**

**Next Executive Committee Meeting, Thursday, February 14, 2019**

**LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038**

Submitted by Scott Campbell, HMD Secretary

Prepared by Jim Omahan, HMD Operations Manager



New BID III  
PROFIT AND LOSS  
January 2019

	TOTAL
Income	
4100 Property Tax Assessments	456,473.87
4400 Interest on Delinq. Assessments	693.81
4500 Interest on BID Accounts	20.52
<b>Total Income</b>	<b>\$457,188.20</b>
GROSS PROFIT	<b>\$457,188.20</b>
Expenses	
5000 Security	53,814.25
6000 Cleaning & Maintenance	72,171.00
7000 Marketing & Outreach	16,640.65
8000 General & Administration	24,502.51
<b>Total Expenses</b>	<b>\$167,128.41</b>
NET OPERATING INCOME	<b>\$290,059.79</b>
NET INCOME	<b>\$290,059.79</b>

# New BID III – Balance Sheet

As of January 31, 2019

ASSETS	Total
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1001 Banc of CA Checking BID III	0.00
1002 Banc of CA MM BID III	0.00
1003 US Bank Checking	5,408.31
1004 US Bank Money Market	332,864.64
<b>Total Bank Accounts</b>	<b>\$ 338,272.95</b>
<b>Accounts Receivable</b>	
1200 Accounts Receivable	9,529.26
<b>Total Accounts Receivable</b>	<b>\$ 9,529.26</b>
<b>Other Current Assets</b>	
1041 OTHER RECEIVABLE	21,403.52
<b>Total Other Current Assets</b>	<b>\$ 21,403.52</b>
<b>Total Current Assets</b>	<b>\$ 369,205.73</b>
<b>Fixed Assets</b>	
1039 Accumulated Depreciation	-5,974.00
1510 Vehicle	29,869.00
<b>Total Fixed Assets</b>	<b>\$ 23,895.00</b>
<b>Other Assets</b>	
1040 Due from BID II	0.00
<b>Total Other Assets</b>	<b>\$ 0.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 393,100.73</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2001 Accounts Payable	-21,511.88
<b>Total Accounts Payable</b>	<b>-\$ 21,511.88</b>
<b>Other Current Liabilities</b>	
2003 Accrued Liabilities	0.00
2004 Due to BID II	0.00
<b>Total Other Current Liabilities</b>	<b>\$ 0.00</b>
<b>Total Current Liabilities</b>	<b>-\$ 21,511.88</b>
<b>Long-Term Liabilities</b>	
2005 MTA Grant	0.00
<b>Total Long-Term Liabilities</b>	<b>\$ 0.00</b>
<b>Total Liabilities</b>	<b>-\$ 21,511.88</b>
<b>Equity</b>	
3001 Opening Balance Equity	116,688.57
3002 *Retained Earnings	7,864.25
Net Income	290,059.79
<b>Total Equity</b>	<b>\$ 414,612.61</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 393,100.73</b>







Friday, Feb 08, 2019 03:40:10 PM GMT-8 - Cash Basis

**Hollywood Media District BID**  
**Executive Committee Meeting, January 10, 2019**  
LGBT Center, 1220 N. Highland Ave., Hollywood CA



Pursuant to the Brown Act 54953.3. A member of the public shall not be required, as a condition to attendance at a meeting of a legislative body of a local agency, to register his or her name, to provide other information, to complete a questionnaire, or otherwise to fulfill any condition precedent to his or her attendance.

If an attendance list, register, questionnaire, or other similar document is posted at or near the entrance to the room where the meeting is to be held, or is circulated to the persons present during the meeting, it shall state clearly that the signing, registering, or completion of the document is voluntary, and that all persons may attend the meeting regardless of whether a person signs, registers, or completes the document.

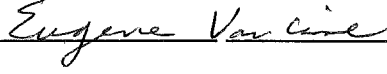
MEMBERS

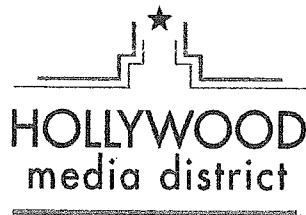
David Bass	
Simon Costello	
Martha Demson	 (arrived 10am)
Laurie Goldman	
Rick Howard	
Thor Lee	
Jeffrey Luster	

STAFF

Alfredo Hernandez	
Jim Omahen	

GUESTS

print name	company or organization
	



## Executive Committee

LGBT Center, 1220 N. Highland Avenue, Hollywood CA 90038  
Thursday, January 10, 2019 – 9:30 a.m.

### MEETING AGENDA

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

**Chair:** D. Bass

**Members:** S. Costello, M. Demson, L. Goldman, R. Howard, T. Lee, J. Luster

- A. Call to Order/Welcome/Introductions
- B. Public Comment for items not on the Agenda
- C. Approval of Meeting Minutes (Motion)  
Thursday, December 13, 2018, Executive Committee meeting
- D. Committee Reports
  - 1. Finance Committee
    - i. Balance Sheet, Profit & Loss, Cash Statement – December 2018
    - ii. 2018 Financials – Fabio Vasco engagement contract
  - 2. Arts Committee
    - i. Updates
  - 3. Clean & Green Committee
    - i. Updates
  - 4. Marketing Committee
    - i. Website Updates
    - ii. Social Media Updates
  - 5. Nominating Board Development Committee
    - i. Review of Election of Officers and Directors at January 24, 2019 Annual Meeting
  - 6. PLUM Committee
    - i. Hollywood Community Plan Update 2 – BID's DEIR response letter
    - ii. 960 N. La Brea update

- 7. Safe Committee
  - i. Updates

E. Old Business

F. New Business

G. Adjournment/Next Meeting

Thursday, February 14, 2019 at 9:30 a.m.

LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038

*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 [jim@mediadistrict.org](mailto:jim@mediadistrict.org).*

C.  
11-10-20



## Executive Committee

LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038  
Thursday, December 13, 2018

### ***Unapproved – MEETING MINUTES***

**Attending:** D. Bass, S. Costello, L. Goldman, R. Howard, T. Lee, J. Luster  
**Absent:** M. Demson  
**Staff:** A. Hernández, J. Omahen  
**Guests:** none

- A. Call to Order/Welcome/Introductions.  
President Bass called the meeting to order at 9:30 a.m.
- B. Public Comment for Items Not on the Agenda – none.
- C. Approval of Meeting Minutes.  
Thursday, November 8, 2018, Executive Committee Meeting  
***On a Motion by Lee, seconded by Costello, the Executive Committee voted to approve the Minutes from Executive Committee Meeting of November 8, 2018. Goldman and Luster abstained due to their absence.***
- D. Committee Reports.
  1. Finance Committee.
    - i. Balance Sheet, Profit & Loss, Cash Statement – November 2018.  
Costello reported US Bank balances as of November 30, 2018 are: Checking, \$9,221.83; Money Market, \$82,171.82. Costello referred to Balance Sheet and Profit & Loss Reports attached to Agenda packet. There was discussion regarding money for the remaining part of 2018. The Committee discussed the reasons why there is not as much money left at this time as had been previously believed, and all agreed that the BID will have to monitor expenses closely for the rest of this year.
    - ii. 2018 Financials, Fabio Vasco.  
Goldman said that at the next Committee meeting the 2018 Financial Statement will be discussed, and BID's CPA, Fabio Vasco will be preparing and presenting the 2018 Financial Statement for presentation to the Board at their February 22, 2019 Board meeting.

iii. Holiday Party budget.

Bass reported he had spoken to Roa's Italian Restaurant and they said they could do something very similar to last year's dinner party.

iv. Bass reported he had authorized year-end bonuses of \$250 each for

BID Security Capt. Cleveland Davis and LABT Supervisor Cesar Martinez. Bass also said that he recommends giving year-end bonuses of \$750 to both BID staff Alfredo Hernandez and Jim Omahen. All Committee Members agreed. ***Motion by Goldman, seconded by Bass, the Executive Committee unanimously voted to approve and recommend year-end bonuses of \$750 each for staff Alfredo Hernandez and Jim Omahen.***

2. Arts Committee.

i. Updates.

Goldman reported for Arts Committee Chair Demson, and said all Committee projects and matters are running behind schedule.

3. Clean & Green Committee.

i. Highland Median Landscaping.

Lee reported Francisco Salazar has given the BID an updated price quote for the remaining four medians. Lee also mentioned that the four unfinished medians need to be weeded, but mentioned that Sharyn Romano has told him that the medians are not included in LABT's scope of work. Bass said the forthcoming MOU between LABT and the BID will address this matter. There was discussion regarding budget and finance of this project, and the Committee all agreed doing the remaining four medians in the coming year with the 2019 budget.

ii. MOU between LABT and HMD.

Lee reported an MOU between LABT and the Media District is being negotiated and a draft will be presented to the Members early in the coming year.

4. Marketing Committee.

i. Bass reported that Counterintuity had given the Committee a

presentation at the last meeting. Bass said Counterintuity is full service for the BID's branding and marketing needs. He added that the new website for the Media District is nearly completed, and when done it will go Beta. Goldman asked Hernandez to follow up with Counterintuity regarding the website. Bass also mentioned that Counterintuity can help with the BID's quarterly newsletter.

5. Nominating Board Development Committee.

i. Goldman reported that at the next Committee meeting President Bass will present recommendations for 2019 Officers of the Board.

6. PLUM Committee.

i. Hollywood Community Plan Update 2 – DEIR response letter.

Goldman reported that at the last Committee meeting Sheppard Mullin had given a presentation, and there was discussion as to what the BID's letter should address.

Goldman also reported that at the Committee recommended the BID do an economic study to further the findings and recommendations of the BID's letter. Goldman said the due date for response letters to the newly released Hollywood Community Plan Update2 is Jan. 31, 2019. Goldman said there will be a presentation by Sheppard Mullin to the Board of Director at the Thur., Dec. 20<sup>th</sup> meeting.

ii. 960 North La Brea Ave. letter of support.

Goldman reported at the last Committee meeting a presentation was given by a representative of the Elizabeth Peterson Group. Goldman said the Committee was told the proposal was to open an athletic fitness club that would be operated by One Up Fitness. Goldman said the Members of the Committee recommended additional conditions: alcohol service be 11am to 12pm, Monday through Friday, and 9am to 12pm on Saturdays and Sundays; valet parking be internal and no cueing in adjacent alleyway, along La Brea Ave or along Romaine St.; and more specifics as to use of space for special events. The Executive Committee recommended that there only be two event permits granted for each month and there be on-site security. ***On a Motion by Bass, seconded by Goldman, the Executive Committee unanimously voted to recommend support of proposed 960 N. La Brea Ave. project with the following: alcohol service be 11am to 12pm, Monday through Friday, and 9am to 12pm on Saturdays and Sundays; there be on-site security; valet parking be internal and no cueing in adjacent alleyway, along La Brea Ave or along Romaine St.; and there to be only one permit granted each quarter for use of space for special events.***

7. Safe Committee.

i. Bass reported the BID's new security services contract with Andrews Global began Dec. 1<sup>st</sup> and all is going very well. Hernandez reported that LAPD SLO Paul Jordan will be attending the upcoming Board meeting on Thur., Dec. 20<sup>th</sup>.

E. Old Business – none.

F. New Business – none.

G. Adjournment – 10:25 a.m.

Next Executive Committee Meeting, TBD

LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038

D.I.

# New BID III

## BALANCE SHEET

As of December 31, 2018

ASSETS	TOTAL
Current Assets	
Bank Accounts	
1001 Banc of CA Checking BID III	0.00
1002 Banc of CA MM BID III	0.00
1003 US Bank Checking	11,036.72
1004 US Bank Money Market	37,176.44
<b>Total Bank Accounts</b>	<b>\$48,213.16</b>
Accounts Receivable	
1200 Accounts Receivable	9,529.26
<b>Total Accounts Receivable</b>	<b>\$9,529.26</b>
Other Current Assets	
1041 OTHER RECEIVABLE	21,403.52
<b>Total Other Current Assets</b>	<b>\$21,403.52</b>
<b>Total Current Assets</b>	<b>\$79,145.94</b>
Fixed Assets	
1039 Accumulated Depreciation	-5,974.00
1510 Vehicle	29,869.00
<b>Total Fixed Assets</b>	<b>\$23,895.00</b>
<b>TOTAL ASSETS</b>	<b>\$103,040.94</b>
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2001 Accounts Payable	-21,511.88
<b>Total Accounts Payable</b>	<b>\$ -21,511.88</b>
Other Current Liabilities	\$0.00
<b>Total Current Liabilities</b>	<b>\$ -21,511.88</b>
Long-Term Liabilities	\$0.00
<b>Total Liabilities</b>	<b>\$ -21,511.88</b>
Equity	
3001 Opening Balance Equity	116,688.57
3002 *Retained Earnings	51,987.72
Net Income	-44,123.47
<b>Total Equity</b>	<b>\$124,552.82</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$103,040.94</b>

# New BID III

## PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
4100 Property Tax Assessments	1,084,236.77
4400 Interest on Delinq. Assessments	427.01
4500 Interest on BID Accounts	263.63
<b>Total Income</b>	<b>\$1,084,927.41</b>
GROSS PROFIT	<b>\$1,084,927.41</b>
Expenses	
5000 Security	368,037.16
6000 Cleaning & Maintenance	325,522.44
7000 Marketing & Outreach	149,451.27
8000 General & Administration	286,040.01
<b>Total Expenses</b>	<b>\$1,129,050.88</b>
NET OPERATING INCOME	<b>\$ -44,123.47</b>
NET INCOME	<b>\$ -44,123.47</b>

# New BID III

## PROFIT AND LOSS

December 2018

	TOTAL
Income	
4500 Interest on BID Accounts	4.62
<b>Total Income</b>	<b>\$4.62</b>
<b>GROSS PROFIT</b>	<b>\$4.62</b>
Expenses	
5000 Security	13,579.42
7000 Marketing & Outreach	6,000.00
8000 General & Administration	21,922.79
<b>Total Expenses</b>	<b>\$41,502.21</b>
<b>NET OPERATING INCOME</b>	<b>\$ -41,497.59</b>
<b>NET INCOME</b>	<b>\$ -41,497.59</b>

**New BID III**  
**Budget vs. Actuals: HMD Ops Budget 2018 - FY18 P&L**  
 January - December 2018

	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Total	% of Budget	
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Budget	Budget
<b>Income</b>															
4100 Property Tax Assessments	0.00	428,839.65	106,753.60	95,841.92		370,752.93			78,674.45		5,374.22		1,084,236.77	1,263,797.00	85.79%
4400 Interest on Delinq. Assessments			427.01										427.01	0.00	0.00
4500 Interest on BID Accounts	15.07	16.43	33.93	29.11	23.92	34.81	38.51	29.56	19.94	12.12	5.61	4.62	263.63	0.00	0.00
<b>Total Income</b>	15.07	428,856.08	107,214.54	95,871.03	23.92	370,787.74	38.51	29.56	78,694.39	12.12	5,379.83	4.62	1,084,927.41	1,263,797.00	85.86%
<b>Gross Profit</b>	15.07	428,856.08	107,214.54	95,871.03	23.92	370,787.74	38.51	29.56	78,694.39	12.12	5,379.83	4.62	1,084,927.41	1,263,797.00	85.86%
<b>Expenses</b>															
5000 Security	-28,819.75	2,954.64	7,919.33	735.95	158,771.30	82,189.43	27,206.01	46,081.34	47,839.31	8,899.74	680.44	13,579.42	368,037.16	704,000.00	52.28%
6000 Cleaning & Maintenance	0.00	48,114.00	34,615.00	25,457.00		43,376.19	27,162.28	50,065.81	67,881.70	28,500.46	250.00		325,522.44	330,000.00	98.64%
7000 Marketing & Outreach	-65,846.00	5,208.54	70,510.55	15,848.00		14,674.52	30,006.40	3,538.91	11,785.13	44,075.22	13,450.00	6,000.00	149,451.27	125,000.00	119.56%
8000 General & Administration	25,605.58	48,534.46	4,208.69	37,864.04	18,921.00	26,455.89	27,479.40	18,150.15	18,652.80	20,565.96	17,679.25	21,922.79	286,040.01	225,797.00	126.68%
<b>Total Expenses</b>	-\$	104,811.64	117,253.57	79,904.99	177,692.30	166,696.03	111,854.09	117,836.21	146,258.94	102,041.38	32,069.69	41,502.21	1,129,050.88	1,384,797.00	81.53%
<b>Net Operating Income</b>	68,875.24	322,044.44	10,039.03	15,966.04	177,668.38	204,091.71	111,815.58	117,806.65	67,664.65	102,029.26	26,679.86	41,497.59	44,123.47	121,000.00	36.47%
<b>Net Income</b>	68,875.24	322,044.44	10,039.03	15,966.04	177,668.38	204,091.71	111,815.58	117,806.65	67,664.65	102,029.26	26,679.86	41,497.59	44,123.47	121,000.00	36.47%

Tuesday, Jan 08, 2019 09:23:13 AM GMT-8 - Cash Basis

D.5.

Hollywood Media District BID  
**BALLOT for selection of 2019 Executive Officers of the Board**

Election of HMD Officers as required by HMD Bylaws, ARTICLE VIII, Sections 1.01 and 1.02

**ARTICLE VIII  
OFFICERS**

Section 1.01 **Number and Qualifications.**

The officers of the Corporation shall be the President (who shall serve as Chairperson of the Board), Secretary, Treasurer, and two Vice Presidents. Each officer shall be nominated by the N/BD Committee and elected by the Board at the Annual Meeting (or any other time as determined by the Board).

Section 1.02 **Election and Term of Office.**

- (a) At the Annual Meeting, the Nominating/Board Development Committee shall present to the Board of Directors the candidates to serve as officers of the Corporation.
- (b) The Nominating/Board Development Committee shall conduct the election of officers by providing one written officer ballot to each Director entitled to vote. Each ballot shall include the potential officer's name and position, and shall specify that the Director may write-in a potential officer's name and position.
- (c) The officers of the Corporation shall be elected by the majority vote of the Board present at the Annual Meeting of the Board. Each officer elected shall continue in office until the next Annual Meeting and/or until his or her successor shall have been duly qualified and elected.

At the December 20, 2018 meeting of the Board of Directors, the Nominating Board Development Committee recommended the following slate for 2019 officers:

**PRESIDENT**

- David Bass
- Nomination(s) from the floor (Write-In Name): \_\_\_\_\_

**IMMEDIATE PAST PRESIDENT**

- Laurie Goldman

**VICE PRESIDENT**

- Jeffrey Luster
- Nomination(s) from the floor (Write-In Name): \_\_\_\_\_

**VICE PRESIDENT**

- Thor Lee
- Nomination(s) from the floor (Write-In Name): \_\_\_\_\_

**TREASURER**

- Simon Costello
- Nomination(s) from the floor (Write-In Name): \_\_\_\_\_

**SECRETARY**

- Scott Campbell
- Nomination(s) from the floor (Write-In Name): \_\_\_\_\_

**COMMUNITY RELATIONS OFFICER**

- Martha Demson
- Nomination(s) from the floor (Write-In Name): \_\_\_\_\_

**NAME:** \_\_\_\_\_  
(please print)

**SIGNATURE:** \_\_\_\_\_

**DATE:** January 24, 2019

**Hollywood Media District BID**  
**BALLOT for selection of 2019-2020 Members of the Board of Directors**

Election of HMD Directors as required by HMD Bylaws, ARTICLE VII, Section 7.06

**ARTICLE VII – DIRECTORS**

**Section 7.06: Election of Board Members**

- (a) The Nominating/Board Development Committee (“N/BD Committee”) shall seek to encourage nominations and ensure that a sufficient number of members run for open Board positions.
- (b) In September of each year, the Nominating/Board Development Committee meeting shall deliver written notice to each Parcel Owner regarding (i) the number of Directors to be elected at the next Annual Meeting (as defined in **Error! Reference source not found.**); (ii) recommendations of candidates for election to the Board of Directors; and (iii) each Parcel Owner’s right to submit to the N/BD Committee the names of persons for consideration by the Nominating/Board Development Committee on or before 30 days after providing such notice.
- (c) Each candidate for the office of Director shall (i) be a member in good standing with all assessments paid in full, or the representative of a member in good standing with all assessments paid in full; (ii) not have been convicted of a felony or judged to be mentally incompetent; (iii) confirm that there is no impediment to his or her ability to attend and participate in the required number of meetings of the Board and committees of the Board; and (iv) complete an application to serve on the Board of Directors. The N/BD Committee shall determine whether or not a potential candidate meets the foregoing criteria to serve as a Director. All candidates meeting the foregoing criteria shall be placed on the ballot along with the Nominating/Board Development Committee’s recommended slate of nominees.
- (d) Election of Directors Schedule:  
December N/BD Committee Prepare list of candidates for election to the Board of Directors, which includes the N/BD Committee’s recommendations and any names for consideration received from Parcel Owner(s).  
Prepare list of officers to be elected at the Annual Meeting.

At the September 27, 2018 meeting of the Board of Directors, the Nominating Board Development Committee (NBDC) recommended the following **eleven (11) nominees** for HMD BID DIRECTORS, 2019-2020:

- Simon Costello Los Angeles LGBT Center
- Martha Demson Representing Sacred Fools Theatre
- Laurie Goldman Representing Grub Restaurant
- Carl Geller Hudson Pacific Properties, Inc.
- Patrick Hickey Representing the Post Group
- Rick Howard Occidental Entertainment Group Holdings, Inc.
- Jeff Luster Representing LaKretz Crossroads Properties
- Jacques Massachi 7000 Santa Monica Blvd.
- Miguel Padilla CIM Group
- Sam Pan Avalon Bay Communities, Inc.
- Aaron Wilder Representing Robert Herscu

Furthermore, at the November 15, 2018 meeting of the Board of Directors, the Nominating Board Development Committee (NBDC) recommended the following **two (2) self-nominations** for HMD BID DIRECTORS, 2019-2020:

- Scott Campbell
- Alex Massachi
- (Write-In Name): \_\_\_\_\_
- (Write-In Name): \_\_\_\_\_
- Jim McQuiston - Self Nomination (Not recommended by NBDC and Board of Directors)

Your NAME: \_\_\_\_\_ Date: January 24, 2019  
(please print)

SIGNATURE: \_\_\_\_\_