

Hollywood Media District BID

Joint Executive and Finance Committee Meeting – October 18, 2019


The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles CA 90038

Pursuant to the Brown Act 54953, 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.

Chairs:

David Bass



Scott Campbell

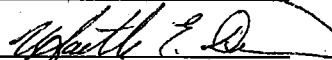


Members:

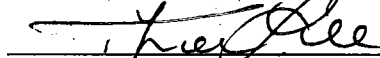
Simon Costello

Simon Costello Marshall

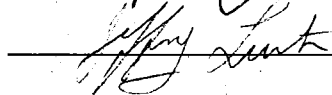
Martha Demson

MARTHA DEMSON 

Thor Lee



Jeffrey Luster





X

SPECIAL JOINT MEETING – FINANCE AND EXECUTIVE COMMITTEES

Friday, October 18, 2019 – 9:30 a.m.

The Village at Ed Gould Plaza, Conference Room 139, 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, T. Lee, J. Luster

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes – meeting of September 19, 2019.**
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. Current 2019 P and L and Balance Sheet
 - b. Cash Flow
 - c. Planning through December 31, 2019
 - d. Budget for 2020
 2. **Arts Committee**
 - a. Theatre Crawl
 - b. Pole Banners
 3. **PLUM Committee**
 - a. Support for Blvd Development Project at 823 Cole/833 N. Cahuenga
 4. **Clean & Green Committee**
 - a. Update

5. Marketing Committee
 - a. Meeting of Stakeholders
 - b. Website
 - c. Database
 - d. Social Media
 - e. Newsletters

6. Nominating/Board Development Committee
 - a. Preparation for nomination and election 2020
 - b. Schedule
 - c. Informal meeting with candidates

7. Safe Committee
 - a. Issues raised by Buzzfeed
 - b. 7-11 issues raised by Officer Thompson
 - c. Capt. Paul Jordan working with BID Security Team

6. Stakeholder meeting
 - a. Schedule

7. Administrative
 - a. Executive Director
 - b. Bookkeeping
 - c. Office

8. Old Business

9. New Business

10. Adjournment

11. Next Finance Committee Meeting
Thursday, November 14, 2019 at 9:00 a.m.

12. Next Executive Committee Meeting
Thursday, November 14, 2019 at 9:30 a.m.

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

MINUTES

5-1-a

New BID III
PROFIT AND LOSS
 January - September, 2019

	TOTAL
Income	
4100 Property Tax Assessments	1,051,401.11
4100.2 Plus 3% General Benefit City Alloc.	0.00
Total 4100 Property Tax Assessments	1,051,401.11
4400 Interest on Delinq. Assessments	0.31
4500 Interest on BID Accounts	282.41
Total Income	\$1,051,683.83
GROSS PROFIT	\$1,051,683.83
Expenses	
5000 Security	
5002 Security-Auto Expense	5,014.01
5003 Security-Contract Labor Costs	370,974.00
5007 Security-Repairs	350.00
5009 Security-Supplies	148.51
5011 Security- Internet & Telephone	2,279.62
5012 Security- Auto Insurance	2,283.00
5018 Security-Meetings	77.52
5020 Security - Other	6,938.73
Total 5000 Security	388,065.39
6000 Cleaning & Maintenance	
6002 Maint-Contract	161,085.00
6011 Maint-Medians	61,719.43
Total 6000 Cleaning & Maintenance	222,804.43
7000 Marketing & Outreach	
7003 M&O-Website	5,878.79
7004 M&O-Branding & Social Media	12,298.50
7005 M&O-Newsletter	19.99
7015 M&O - Annual Mtg/Event	856.95
7037 M&O/Hollywood Community Plan	44,372.78
Total 7000 Marketing & Outreach	63,427.01
8000 General & Administration	
8001 G&A-Salaries & Wages	77,876.94
8002 G&A-Employer Taxes	6,739.52
8003 G&A-Worker's Comp	783.15
8004 G&A-Telephone	1,341.33
8007 G&A-Insurance (D&O;Liability)	6,352.00
8008 G&A-Health Insurance	5,304.06
8009 G&A-Legal	6,020.72
8009.1 G&A - Legal; CPRA Riskin	0.00
8010 G&A-Payroll Fees	2,270.73
8011 G&A-Meals/Entertainment	432.73
8012 G&A-Office Supplies/Equipment	5,292.05
8013 G&A-Postage/FedEx/Shipping	65.30

	TOTAL
8015 G&A-Subscriptions	1,069.58
8016 G&A-Memberships	330.00
8017 G&A-Meeting Supplies	610.03
8018 G&A-Board Mtgs/Holiday/Retreat	3,441.08
8019 G&A-Website	40.34
8020 G&A-Bank Fees	35.00
8022 G&A-Taxes	63.82
8026 G&A- Outside Services	4,902.73
8030 G&A- Accounting	18,080.00
8031 G&A- Contingency	275.00
8032 G&A-Gifts	92.72
Total 8000 General & Administration	141,418.83
Total Expenses	\$815,715.66
NET OPERATING INCOME	\$235,968.17
NET INCOME	\$235,968.17

New BID III

PROFIT AND LOSS

January 1 - October 16, 2019

	TOTAL
Income	
4100 Property Tax Assessments	1,095,409.25
4100.2 Plus 3% General Benefit City Alloc.	0.00
Total 4100 Property Tax Assessments	1,095,409.25
4400 Interest on Delinq. Assessments	0.31
4500 Interest on BID Accounts	282.41
Total Income	\$1,095,691.97
GROSS PROFIT	\$1,095,691.97
Expenses	
5000 Security	
5002 Security-Auto Expense	5,014.01
5003 Security-Contract Labor Costs	370,974.00
5007 Security-Repairs	350.00
5009 Security-Supplies	148.51
5011 Security- Internet & Telephone	2,359.83
5012 Security- Auto Insurance	2,283.00
5018 Security-Meetings	77.52
5020 Security - Other	6,938.73
Total 5000 Security	388,145.60
6000 Cleaning & Maintenance	
6002 Maint-Contract	161,085.00
6008 Maint-Outside Services	20,400.00
6011 Maint-Medians	61,719.43
Total 6000 Cleaning & Maintenance	243,204.43
7000 Marketing & Outreach	
7003 M&O-Website	5,878.79
7004 M&O-Branding & Social Media	12,478.50
7005 M&O-Newsletter	19.99
7008 M&O-Promo Items	124.00
7015 M&O - Annual Mtg/Event	856.95
7037 M&O/Hollywood Community Plan	44,372.78
Total 7000 Marketing & Outreach	63,731.01
8000 General & Administration	
8001 G&A-Salaries & Wages	77,876.94
8002 G&A-Employer Taxes	6,739.52
8003 G&A-Worker's Comp	783.15
8004 G&A-Telephone	1,341.33
8007 G&A-Insurance (D&O;Liability)	6,352.00
8008 G&A-Health Insurance	5,304.06
8009 G&A-Legal	6,020.72
8009.1 G&A - Legal; CPRA Riskin	0.00
8010 G&A-Payroll Fees	2,270.73
8011 G&A-Meals/Entertainment	432.73

	TOTAL
8012 G&A-Office Supplies/Equipment	5,486.97
8013 G&A-Postage/FedEx/Shipping	65.30
8015 G&A-Subscriptions	1,102.55
8016 G&A-Memberships	330.00
8017 G&A-Meeting Supplies	610.03
8018 G&A-Board Mtgs/Holiday/Retreat	3,441.08
8019 G&A-Website	40.34
8020 G&A-Bank Fees	35.00
8022 G&A-Taxes	83.82
8026 G&A- Outside Services	4,902.73
8030 G&A- Accounting	18,080.00
8031 G&A- Contingency	275.00
8032 G&A-Gifts	92.72
Total 8000 General & Administration	141,666.72
Total Expenses	\$836,747.76
NET OPERATING INCOME	\$258,944.21
NET INCOME	\$258,944.21

New BID III

BALANCE SHEET

As of October 16, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1003 US Bank Checking	4,308.63
1004 US Bank Money Market	308,799.68
Total Bank Accounts	\$313,108.31
Accounts Receivable	
1200 Accounts Receivable	0.31
Total Accounts Receivable	\$0.31
Other Current Assets	
1041 Prepaid Expense	37,403.52
Total Other Current Assets	\$37,403.52
Total Current Assets	\$350,512.14
Fixed Assets	
1039 Accumulated Depreciation	-11,948.00
1510 Vehicle	29,869.00
Total Fixed Assets	\$17,921.00
Other Assets	
1040 Due from BID II	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$368,433.14
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2001 Accounts Payable	0.00
Total Accounts Payable	\$0.00
Other Current Liabilities	
2003 Accrued Liabilities	0.00
2006 Accrued Liability Allied Universal	13,757.55
2007 Accrued Liability Andrews International	101,835.65
2008 Accrued Liability Sheppard Mullin	24,158.28
Total 2003 Accrued Liabilities	139,751.48
2004 Due to BID II	0.00
Total Other Current Liabilities	\$139,751.48
Total Current Liabilities	\$139,751.48
Long-Term Liabilities	
2005 MTA Grant	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$139,751.48
Equity	

	TOTAL
3001 Opening Balance Equity	116,688.57
3002 *Retained Earnings	-146,951.12
Net Income	258,944.21
Total Equity	\$228,681.66
TOTAL LIABILITIES AND EQUITY	\$368,433.14

5-1-b



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My Accounts

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

Important Info

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

Deposit Accounts	Available Balance
Account Name	
Checking - 5732	\$6,062.55
Savings - 6606	\$308,799.68



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Card Name	
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From Account

To Account

\$ mm/dd/yyyy

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

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Media District BID

Revenue and Statement of Cash 2019 as of October 17, 2019

Description	Amount	Notes
Bank Accounts (US Bank) Oct 17		
Checking	\$ 6,062.55	
Savings	\$ 308,799.68	
<i>Total</i>	<i>\$ 314,862.23</i>	
Assessments/Rev. 2019 July-Dec		
Disb. Req. Niv. No. 2019-7	\$ 8,863.64	
Potential Remaining Assessments	\$ 31,167.10	
General Benefit Payment	\$ 32,667.00	
<i>Total</i>	<i>\$ 72,697.74</i>	
Collected Sept/Oct		
	\$ 8,863.64	
	\$ 44,008.14	
<i>Total</i>	<i>\$ 52,871.78</i>	
Assessments 2020		
Private	\$ 1,102,705.00	
Government	\$ 39,418.00	
General Benefit Payment	\$ 32,667.00	
<i>Total</i>	<i>\$ 1,174,790.00</i>	
In Kind Contributions		
7000 Romaine Holdings	\$ -	
DBA	\$ -	
Hudson Pacific	\$ -	
<i>Total</i>	<i>\$ -</i>	

DRAFT

for discussion purposes only



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

September 24, 2019

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

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

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

Dear Mr. Van Cise:

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

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

Please Remit Payment \$44,008.14

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

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



Mr. Eugene Van Cise
September 24, 2019
Page 2

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

Thank you.

Very truly yours,

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

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

Enclosures

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

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HMD BID Vendor invoices and payments October 2019

Ch. No.	Payable To	Amount	Due/Paid	Notes
Security				
	Andrews Global Security	\$ 7,963.34	Due 10/22	9/16/19 to 9/22/19
	Andrews Global Security	\$ 7,806.69	Due 10/29	9/23/19 to 9/29/19
	Andrews Global Security	\$ 7,835.52	Due 11/5	9/30/19 to 10/6/19
	Andrews Global Security	\$ 7,815.07	Due 11/12	10/7/19 to 10/13/19
	<i>Total Security</i>	\$ 31,420.62		
Clean/LABT				
	LABT -- Sept.	\$ 20,400.00	Due 10/30	
	<i>Total Clean</i>	\$ 20,400.00		
Marketing				
	web hosting	\$ -		auto pay
	rackspace - email	\$ 21.98	Due 10/17	auto pay
	<i>Total Marketing</i>	\$ 21.98		
Legal				
	Briggs Law	\$ 500.00	Due 10/31	monthly retainer for November 2019
	<i>Total Legal</i>	\$ 500.00		
Office/Admin				
	AT&T internet	\$ 48.15	autopay 10/22	auto pay - Andrews Security internet
	AT&T	\$ 80.21	autopay 10/8	auto pay - Andrews Security office phone
	AT&T Mobility	\$ 48.79	Due 10/23	Andrews Security cell phone (check amt. w/ invoice)
	David M. Bass & Assoc. Inc.	\$ 195.51	Due 10/30	BID's office cell phone (reimbursement)
	Concord Document Services	\$ 45.99	Due 10/22	color copies of "832/837 presentation" to PLUM committee
	Network Planet, Inc.	\$ 2,198.75	Due 10/15	Set up computer and network at BID office, 948 N. Sycamore Ave.
	Phillips 66 Gas	\$ 388.00	Due 10/18	Gas for Security vehicle
	Producers Film Center, Inc.	\$ 672.00	Due 10/30	Reimbursement - The Emerald Agency, Nancy Hoffman: Inv. 29844
	The Emerald Agency	\$ 672.00	Due 11/8	Nancy Hoffman 10-6-19; Inv. 29998
	Leslie Fritz	\$ 687.88	Due on receipt	Reimbursement - West Elm, sofa for BID office
	Nancy Larrew	\$ 407.32	Due on receipt	Reimbursement - Best Buy, GoPro Camera for BID social media
	<i>Total Office</i>	\$ 5,444.60		
	<i>Grand Total</i>	\$ 57,787.20		

**HMD/BID Operating Account Checks
Signed on 10/2-3/2019**

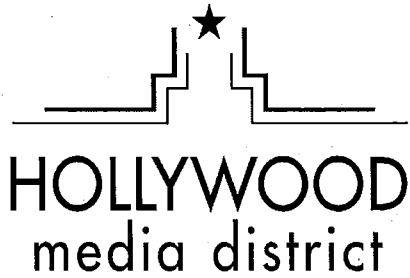
Ch. No.	Payable To	Amount		
1797	Los Angeles Beautification Team	\$ 20,400.00	pd 10/3/19	August invoice
1798	Catherine Rose Lev	\$ 180.00	pd 10/3/19	Social media manager
	<i>Total</i>	\$ 20,580.00		

Summary

Date	Amount
10/2/2019	\$ 20,400.00
10/3/2019	\$ 180.00
<i>Total</i>	\$ 20,580.00

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

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



948 N. Sycamore Avenue • Suite 217 • Hollywood, California 90038 • (323) 371-7438 Office • mediadistrict.org

October 15, 2019

TO: All Property Owners in the Hollywood Media Business Improvement District (the "Media District")
FROM: David M. Bass, President, Media District
RE: Seeking Qualified Candidates interested in serving on the Media District Board of Directors

This letter is directed to all property owners in the Media District. We invite all property owners (or persons designated by a property owner) who are willing to serve on the Board to submit an application for consideration. Terms for seven (7) of the current Members of the Board will expire on December 31, 2019. These current Board members are being recommended by the Nominating/Board Development Committee to be re-elected. They are as follows:

David Bass, Thor Lee, Wil Anabel, Ron Groeper,
Brian Scane, Ferris Wehbe and Anne Mehrtens

Additionally there will be two (2) open seats on the Board of Directors for next year. We invite all property owners (or persons designated by a property owner) to submit an application for consideration.

Here are the qualifications for service:

1. You must be a property owner within the boundaries of the Media District. If you are not the actual property owner, you must be the authorized representative of the property owner. Please submit with your application a letter from the owner of record affirming your status as the authorized property representative.
2. Each candidate for the office of Director shall (i) be a property owner in good standing with all assessments paid in full (or the representative of a property owner in good standing) with all the 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.

Beyond these basic qualifications, the Nominating/Board Development Committee will review all applications and will strive to present a Slate of Nominees that represent the geographic and property-type and businesses within the Media District.

Included in this mailing, please find a Board application form.



TO: All Property Owners in the Hollywood Media Business Improvement District (the "Media District")
October 15, 2019
Page 2

**THE SIGNED ORIGINAL APPLICATION MUST BE MAILED, EMAILED
OR DELIVERED TO THE FOLLOWING ADDRESS BY
5:00 PM ON FRIDAY, NOVEMBER 15, 2019**

Mailing address: Hollywood Media District BID
948 N. Sycamore Avenue, Suite 217
Los Angeles, CA 90038

Email address: BIDadmin@mediadistrict.org

NO LATE APPLICATIONS WILL BE ACCEPTED

Please call me with questions at 310-789-1152.

Very truly yours,

David M. Bass
President

DMB:ce
Enclosures



Hollywood Media District BID

Candidate Application for 2020 Board of Directors

Please fill out this application and be sure to include the reasons you or your desired candidate would like to serve on the Board of Directors of the Hollywood Media District Property Owners Association.

Candidate's Name: _____ Date: _____

Mailing Address: _____ [Street]
_____ [City, State, Zip]

Work Phone: _____
Work Fax: _____
Cell Phone: _____
Home Phone: _____
Email: _____

Are you recommending: yourself or another individual?

If another individual, are you doing so with his or her prior knowledge and consent? Yes No

Address of Subject Property (within the boundaries of the Hollywood Media District BID): _____ [Street]
_____ [City, State, Zip]

(Additional properties may be listed on a separate sheet of paper and attached.)

Are you or your candidate: a property owner? or an authorized representative of the owner?
Please note that only property owners or their authorized representative may serve on the Board. Please include a letter on company letterhead confirming you or your candidate as the authorized representative to serve on the Board.

Please check as many business activities as apply to the listed property:

- | | | |
|--|--|---|
| <input type="checkbox"/> Art Gallery | <input type="checkbox"/> Post Production | <input type="checkbox"/> Theatre |
| <input type="checkbox"/> Commercial/Office | <input type="checkbox"/> Real estate | <input type="checkbox"/> Vacant lot |
| <input type="checkbox"/> Education | <input type="checkbox"/> Residential | <input type="checkbox"/> Warehousing/storage |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Restaurant | <input type="checkbox"/> Other (please specify below) |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Retail | _____ |
| <input type="checkbox"/> Media | <input type="checkbox"/> Studio | |



Hollywood Media District BID

Candidate Application for 2020 Board of Directors

This will be a very active and involved Board. You or your candidate will need to budget from three to six hours a month to the Board and selected committee meetings. What other community activities currently occupy your time?

Will you have the necessary time to serve on this Board and a committee? Yes No

Do you or your candidate have any previous Board of Directors or organized committee experience? Yes No

If Yes, explain:

What professional expertise can you or your candidate bring to the Board or to a committee of the Board? (E.g., public relations, marketing, financial, legal, design, local government, etc.)

What would you like to see the Hollywood Media District Business Improvement District accomplish?

Short term priorities:

Long term goals:



Hollywood Media District BID

Candidate Application for 2020 Board of Directors

If you are not selected to the Board at this time, would you be willing to volunteer to serve on one of the following committees of the Board in some capacity? Yes No

Please indicate on which HMD committees you would like to serve:

- Arts Committee
- Clean and Green Committee
- Finance Committee
- Marketing Committee
- Nominating Board Development Committee
- PLUM Committee
- Safe Committee

**Please email this Application no later than 5:00 p.m. on
Friday, November 15, 2019 to bidadmin@mediadistrict.org**

If you have any questions, please call 310-789-1152 or email bidadmin@mediadistrict.org.