



Thursday, April 9, 2020, 10:30 a.m.

Zoom Teleconference | <https://us04web.zoom.us/j/360614646> | Meeting ID: 360614646

## **Approved Meeting Minutes** **JOINT Meeting - FINANCE AND EXECUTIVE COMMITTEES**

Approved on May 21, 2020

**Attending:** J. Luster, T. Lee, D. Bass, S. Costello, A. Gardner, N. Larrew, M. Padilla  
**Guest:** Fabio Vasco, CPA  
**Staff:** D. Eisenberg

- 1. Call to Order/Welcome/Introductions**  
The meeting was called to order by Executive Chair Jeff Luster at 10:34 a.m.
- 2. Public Comment for Items Not on the Agenda**  
None.
- 3. Approval of Meeting Minutes (Motion) - meeting of March 12, 2020**  
Bass made a motion to approve the meeting minutes of March 12, 2020, seconded by Gardner. The motion passed unanimously.
- 4. Committee Reports**

**A. Finance Committee**

Bass introduced Fabio Vasco, CPA for the BID to the Executive Committee.

Vasco presented the 2019 HMD BID Draft Financial Review. The Committee discussed that there was a slight surplus of revenue in December 2019. Bass reported that additional invoices for 2019 were received in January 2020, bringing the 2019 revenue closer to a zero balance for the year. Luster stated that overall the 2019 Financial report was excellent.

Bass made a motion to approve the 2019 Financial Report, seconded by Luster. The motion passed unanimously.

Lee presented the March 2020 P & L, Balance Sheet, and monthly expenses.

Bass reported that due to Covid-19 circumstances, any deferred debt would be reviewed.

Larrew stated that the cost to repair the Hollywood Media District Sign came in under budget, and the project was completed.

**B. Arts Committee**

- i. Luster stated that updating the parking meters, murals, and lights across Santa Monica Blvd., are beneficial to the BID and would be pursued in the future after Covid-19.

**C. Plum Committee**

- i. Report on 7-11 Revocation  
Padilla stated that no hearing date had been posted yet on the Zimas.lacity.org website but, he will keep checking and report any updates.
- ii. The HCPU-2 – update  
There were no updates stated.
- iii. Turns in the 99 Cents Only Store on Willoughby  
The meeting was set up for March 17, 2020 with 99 Cents Only store Logistics Director Dan Gurry, Alice Roth, Dan Hou, Padilla, Luster, Bass and Eisenberg to discuss the first steps in making improvements to the traffic congestion on Willoughby/Romaine, was put on hold due to Covid-19.
- iv. Follow-up on new projects  
There were no updates reported.
- v. Support letter for Blvd. development  
Bass stated that the support letter that Padilla drafted for Blvd. development was ready to be signed by Luster.

**D. Clean and Green Committee**

- i. Report on presentation by LABT  
Lee reported the ongoing issues that LABT regularly faces; excessive trash, discarded needles, pick-up and disposal of hazardous waste in encampment areas.
- ii. Median Clean up  
Lee reported that he would be following up with Romano to find out if the medians had been weeded, and whether or not regular shifts were used.

- iii. Tree Trimming  
Lee reported that tree trimming begins in June.

**E. Marketing Committee**

- i. District Mailer  
Larrew reported that the Marketing Committee was creating a Mailer that would be distributed to approximately 27K district residents listing all of the restaurants in the BID that are open for curbside pick-up or delivery. The Mailer also emphasizes the website, encouraging people to visit the site.
- ii. Survey  
Larrew stated that a business needs survey was sent out which had a good response. Most of the businesses replied on the survey, their main concern was security. Gardner suggested that a letter of support be sent to the State Commissioner about people suing insurance companies over 'business interruption insurance policies.'
- iii. Website  
Larrew reported that resource information about Covid-19 has been posted to the website. Gardner stated that an article about 'Food on Foot' was posted to the website as well. Jennifer Mola will continue to post information and resources. Luster stated that an email blast listing all of the businesses that will remain open should also be sent out to the Stakeholders.

**F. Nominating/Board Development Committee**

No update to report.

**G. Safe Committee**

- i. Volunteer Grocery Outreach Program  
Luster reported that Wehbe is involved in a volunteer outreach program that is helping to bring groceries and medications to seniors who are considered to be at high risk to Covid-19 and on stay at home orders.
- ii. Donation to Grocery Outreach Program (Motion)  
Larrew made a motion to donate \$1K to the Grocery Outreach program to feed Seniors, seconded by Bass. The motion passed unanimously.

**5. Old Business**

None.

**6. New Business**

None.

**7. Adjournment**

The meeting was adjourned at 11:43 a.m.

**Next Meeting**

Thursday, May 21, 2020 at 10:30 a.m.

Location: Zoom Teleconference

**Zoom Meeting:** <https://us02web.zoom.us/j/82324402543>

Meeting ID: 823 2440 2543