



Thursday, June 18, 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 July 09, 2020

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

- 1. Call to Order/Welcome/Introductions**
The meeting was called to order by Executive Chair Jeff Luster at 11:03 a.m.
- 2. Public Comment for Items Not on the Agenda**
None.
- 3. Approval of Meeting Minutes (Motion) - meeting of May 21, 2020.**
Bass made a motion to approve the meeting minutes of May 21, 2020, seconded by Larrew. The motion passed unanimously.
- 4. Committee Reports**
 - A. Finance Committee**
Lee presented the June 2020 P & L, Balance Sheet, and monthly expenses, noting that the BID has maintained a conservative budget.

Bass stated that the Sheppard Mullin deferment will be paid before September 1, 2020. Once the deferment is paid, there will be a zero balance on deferred liabilities.
 - B. Arts Committee**
 - i. Larrew noted that Demson and Sean Starkey (CD-13), have been working on the parking meter initiative. Due to Covid, the petition that will need to be signed is on hold.
 - C. Plum Committee**
 - ii. Report on 7-11 Revocation
Padilla stated that he sent a letter of correspondence on June 4, 2020 to the Board of Directors requesting feedback on their experience with 7-11. Since then, he has received replies from many of the Board Members, as well as forwarded letters of complaint from property managers. Cleveland has also

provided a detailed report of complaints from March to December 2019. All information will be compiled into a letter for the revocation hearing.

- iii. The HCPU-2 – update
There were no updates stated. Costello mentioned that the LGBT Center received a notice that the hearing was postponed. No explanation was provided in the notice
- iv. 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; that meeting is postponed indefinitely because of City Stay at Home orders.
- v. Support Letter for Boulevard Development
Padilla stated that the letter was pending signatures.
- vi. Padilla reported on the Tiger Developments (a commercial property developer) presentation that was made at the June 2020 PLUM Committee meeting. The mixed use, residential and retail project on N. Highland and Melrose will take approximately one year to complete the final construction. Tiger Developments raised concern over the aesthetics and location of the Hollywood Media Sign that is located on the corner of N. Highland and Melrose, and the need to obtain a city permit restricting sidewalk usage in the area for safety reasons.
- vii. 960 La Brea
Sebastian Schoep from RSG Group extended an offer to the Board Members to tour the Gym development project on 960 La Brea during July 2020.

D. Clean and Green Committee

- i. LABT
Lee reported that the ongoing issues that LABT regularly faces, and are not able to address; excessive trash, discarded needles, pick-up and disposal of hazardous waste in encampment areas, have become a point of concern for the BID. In response, Lee stated that he has requested proposals from other street cleaning vendors.

CleanStreet, one of the street cleaning vendors, was chosen to review in further detail. Lee presented the Daily Scope of Work that was provided to CleanStreet. Bass noted that most importantly, having the capability to address the cleanliness of the BID, toxic waste, and responsiveness was most important. Rick Anderson, the President of CleanStreet, expressed that he was certain that he could meet the street cleaning needs requested by the BID, and make additional transformative beautification changes as well.

Luster proposed that a motion be made to change street cleaning vendors from the Los Angeles Beautification Team, to CleanStreet. Bass made a motion that the proposal as outlined by the Scope of Work presented by Lee, become the basis of a monthly contract with CleanStreet. The motion was seconded by Lee. The motion passed unanimously.

E. Marketing Committee

i. Website

Larrew reported that the visitors to the website doubled in the past month and attributed the increase to the email blast that had the flipbook formatted Newsletter. Ashlee noted that the recent updates making the security and graffiti removal links more prominent by Eisenberg was helpful and an improvement.

ii. Social

Gardner reported that there are over 7000 followers on the BID Instagram account, and adding video content would help to increase followers.

F. Nominating/Board Development Committee

No update to report.

G. Safe Committee

i. Project Room Key

The People Concern was identified as the organization that services those experiencing homelessness in the Media District. A meeting has been organized with The People Concern, The Center, Alice Roth (CD-4) and Catherine Landers, Director of Special Projects (CD-4), to talk about the possibility of utilizing available hotel rooms in the BID to help house those experiencing homelessness and/or those most vulnerable to Covid-19. In addition, the meeting will also bring together key organizations that understand the importance and need of

bringing services to the areas of critical needs and help guide the Pilot Project process.

H. Executive Director

i. Database

Cartifacts and Urban Place will be submitting businesses of the BID, and Stakeholders are in progress. Leslie Fritz will be working on setting up the Database parameters and working with the programmers to set up the structure. Once the programming is completed the information will be entered and ready for usage.

ii. Newsletter

Eisenberg reported that the First Quarter Newsletter for the City, was completed uploaded on schedule. The extended version of the Newsletter for website, social and distribution is in progress and projected to be completed by July 15, 2020.

I. Old Business

Costello stated that he will retire from the LGBT Center as of June 30, 2020.

J. New Business

None.

K. Adjournment

The meeting was adjourned at 11:58 a.m.

L. Next Meeting

Thursday, July 09, 2020 at 10:30 a.m.

Location: Zoom Teleconference