



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

ZOOM Teleconference | <https://us02web.zoom.us/j/83238745962> | Meeting ID: 832 3874 5962

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

Approved on August 13, 2020

Attending: J. Luster, T. Lee, D. Bass, 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 10:34 a.m.
- 2. Public Comment for Items Not on the Agenda**
None.
- 3. Approval of Meeting Minutes (Motion) - meeting of June 19, 2020**
Bass made a motion to approve the meeting minutes of June 19, 2020, seconded by Lee. The motion passed unanimously.
- 4. Committee Reports**
 - A. Finance Committee**
Lee presented the June 2020 P & L and Balance Sheet.

Bass reported that the last remaining deferred debt and settled liabilities from 2018 and 2019 are Sheppard Mullin, 15K.
 - B. Executive Director**
 - i. Eisenberg reported that the Q1 Newsletter was complete and would be posted to the website.
 - ii. Eisenberg discussed the CleanStreet Email blast that was in progress and would be ready to send in August 2020. The email blast will focus on introducing the new street cleaning and maintenance team, CleanStreet to the District.
 - iii. Eisenberg stated that the Database lists, both stakeholders and businesses were being formatted for digital processing. Any additional information that will be needed such as emails or phone numbers, will be obtained in-person by the Security team and BID committee members, post-card, or telephone.

- iv. Eisenberg reviewed the successful encampment cleaning by CleanStreet. Bass purchased McDonald's Breakfast meals for the people living on the street and the BID Security team was on site to distribute the meals. The Pilot Project areas of N. Highland, Waring and Willoughby were cleaned and sanitized.
- v. Alice Roth (CD-4) communicated to Eisenberg that Council Member, David Ryu (CD-4) would like to attend one of the upcoming District's Board of Director's Meeting. The committee members agreed that either the July or August 2020 Board of Directors Zoom meeting would be good. Eisenberg will send a meeting invitation to Council Member, David Ryu.

C. Plum Committee

- i. The 7-11 Revocation Hearing is on hold.
Padilla reviewed the proposed letter that was presented in the August 2020 PLUM Committee meeting. Revisions to the letter were made recommending that the sale of alcoholic beverages onsite should be prohibited. The letter will be brought to the Board of Directors for approval.
- ii. The HCPU-2
There were no updates reported.
- iii. Turns in the 99 Cents Only Store on Willoughby
There were no updates reported.
- iv. Follow-up on new projects
There were no updates reported.
- v. Support letter for Blvd. development was issued to Chris Robertson. The issue is closed until a hearing date is set.

D. Clean and Green Committee

- i. CleanStreet
Lee reported that there would be a 90-day follow-up with CleanStreet. Stakeholders have expressed how responsive CleanStreet has been during the first two weeks cleaning the BID.
- ii. Trash Cans
Lee reported that Joaquin would be providing a report on the BID Trash Cans next month.

E. Marketing Committee

i. Website

Larrew reported that the content on the website continue to be updated every month.

ii. Social Media

Gardner reported that she has been having Cat Lev post various types of content on Instagram.

5. Nominating/Board Development Committee

Luster stated that there is one vacancy to fill and meeting would be set-up to review.

6. Safe Committee

Luster reported that Wehbe and Ragan were working closely with the Hollywood Entertainment BID doing Covid-19 outreach.

7. Old Business

None.

8. New Business

None.

Adjournment

The meeting was adjourned at 11:36 a.m.

Next Meeting

Thursday, August 13, 2020 at 10:30 a.m.

Location: Zoom Teleconference

Zoom Meeting:

<https://us02web.zoom.us/j/84200622755>

Meeting ID: 842 0062 2755