



Thursday, October 22, 2020, 3:00 p.m.
Webex Teleconference

APPROVED MINUTES of the **MEETING OF THE BOARD OF DIRECTORS**

Approved on November 19, 2020

Attending: W. Anabel, D. Bass, S. Campbell, S. Costello, M. Demson, A. Gardner, R. Groeper, R. Howard, T. Lee, J. Luster, A. Massachi, J. Massachi, M. Padilla, S. Pan, B. Scane, C. Short, F. Wehbe, A. Wilder

Absent: A. Mehrtens, T. Ragan

Staff: D. Eisenberg

1. **Call to Order/Welcome/Introductions**
President Luster called the meeting to order at 3:04 p.m.
2. **Public Comment for Items Not on the Agenda**
No public comment.
3. **Approval of Meeting Minutes**
Thursday, September 23, 2020 Meeting Minutes (Motion)
Motion to approve the minutes by Groeper; second by Anabel. The motion passed unanimously.
4. **Executive Committee**
Luster stated that the 2020 Annual Board of Directors meeting of Stakeholders would directly proceed after the Board of Directors meeting.
5. **Executive Director**
The Q2 Newsletter was uploaded successfully to the City Portal and the final assessments for the BID were invoiced.

A new proposal by CleanStreet for 2021 was received and approved by the Executive Committee on October 20, 2020.

After careful review of several Landscape Design Company's, The Garden of Eva was selected to create initial design concepts and assess the current state of the six medians on N. Highland Ave. The concepts are expected to be completed for review by the middle of November 2020.

The BID website updates, social media posts/engagement and eblasts are now monitored, updated and operated Ryan Beatty, an outside BID vendor, at the direction of Eisenberg and the Marketing Committee. There will be two eblasts released every month focused on Clean and Safe, news about businesses in the BID and events of general interest.

The Media District Brochure copy is in progress and will be finished by the middle of November. Eisenberg will complete the brochure design once the copy is received, revised and approved.

6. **Finance Committee**

Lee reported on the September 2020 P & L, and Balance Sheet.

7. **Clean and Green Committee**

Lee reported on discussions with The Garden of Eva, the potential new vendor for the median landscape design.

Lee and Bass both reviewed the CleanStreet proposal with the BID that will extend through the end of December 2021 with a 60 day right to terminate.

8. **Arts Committee**

Demson reported that several Art galleries and virtual Arts events have opened. Guidelines have been released for drive-in performances and Demson will help to advise on Arts events to be posted on the website.

9. **Marketing Committee**

Gardner reported that the transition to the new marketing and media team is working well and bringing enhanced marketing and exposure to the District. An event calendar will be added to the website and bi-monthly eblasts will be consistently sent to all stakeholders providing updates on Clean, Safety and other news about the BID or businesses in the BID. Eisenberg will be creating the graphics and collaborating with the marketing Committee and copywriter to complete.

10. **Nominating/Board Development Committee**

2021 Candidate Applications for the Board of Directors was mailed to all Stakeholders on October 10, 2020 and due by November 11, 2020.

2021 renewal applications for existing Board members have been emailed out and will be due on November 16, 2020.

Virtual interviews will be scheduled by Eisenberg so that each new applicant is interviewed by the Nominating Committee.

11. **PLUM Committee**

Massachi stated that there were no updates to report.

12. **SAFE Committee**

Security Cpt. Stankiewics reported that all of the Security bikes have been repaired so that the Security Team would be more fully deployed on the bicycles.

Security Cpt. Sepulveda stated that the monthly Security forms and digital documentation of incidences are being updated to reflect the new demands of the BID after Covid.

Areas of critical needs are being monitored now on a daily basis and recorded digitally on maps and lists for data reference on tents and RV's. The security team is looking into resources for RV's to move since the parking restrictions after Covid will be lifted.

13. **Old Business**

None.

14. **New Business**

None.

15. **Adjournment**

The meeting was adjourned at 3:30 p.m.

Next Meeting

Thursday, November 19, 2020 at 3:30 p.m.

Location: Zoom Teleconference