



Thursday, November 19, 2020, 3:30 p.m.  
Zoom Teleconference | <https://us02web.zoom.us/j/87436370611> | Meeting ID: 874 3637 0611

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

Approved on December 10, 2020

**Attending:** W. Anabel, D. Bass, S. Campbell, S. Costello, M. Demson, R. Groeper, R. Howard, T. Lee, J. Luster, A. Massachi, J. Massachi, M. Padilla, S. Pan, B. Scane, C. Short, F. Wehbe  
**Absent:** A. Gardner, T. Ragan, A. Wilder  
**Guests:** Security Cpt. Sepulveda, Security Cpt. Stankiewics  
**Staff:** D. Eisenberg

1. **Call to Order/Welcome/Introductions**  
President Luster called the meeting to order at 3:30 p.m.
2. **Public Comment for Items Not on the Agenda**  
No public comment.
3. **Approval of Meeting Minutes (Motion)**  
Wehbe made a motion to approve the minutes of Thursday, October 22, 2020; that motion was seconded by Bass. The motion passed unanimously.
4. **Executive Committee**  
Bass reported that the projected 2021 assessments and public benefit payment total \$1,227,086.71. That number will set our 2021 Budget.  
  
Approval of the 2021 Annual Report (Motion)  
Wehbe made a motion to approve the 2021 Annual Report; that motion was seconded by Bass. The motion passed unanimously.
5. **Executive Director**  
Eisenberg reported on the CleanStreet statistics explaining the following statistics for October: (a) approximately 6.9 tons of pedestrian trash were collected; , (b) 9.2 tons of street cleaning and sidewalk trash were collected; (c) 16 hours of median maintenance; (d) 29 incidences of removal of used needles; and (e)26 hours of pressure washing. All special requests by stakeholders are accounted for through the website submission forms. All other street cleaning requests are accounted for through the monthly CleanStreet statistics report provided by Rick Anderson, CleanStreet Manager.

6. **Finance Committee**

Lee reported on the October 2020 P & L, and Balance Sheet. Additional funds were utilized to refurbish and upgrade the Security office, purchase furniture and office supplies. On August 20, 2020 the last City assessment of \$180,333.98 was disbursed.

7. **Clean and Green Committee**

Lee reported on the progress of the on-going median landscape project with The Garden of Eva. Initial landscape designs and a comprehensive quote has been received and distributed to all board members. The quote and designs will be reviewed in detail by the Clean & Green committee. The Garden of Eva will be scheduled by Eisenberg to meet with the Clean & Green committee, CleanStreet who will be involved with maintaining the medians once completed and BID Security captains to talk about the design, installation, maintenance and overall costs of the project.

8. **Arts Committee**

Demson reported that she helped to organize a townhall meeting with Councilmember Mitch O'Farrell, CD-13, to talk about the challenges of the Arts sector in the BID and how to keep the independent theatres from closing. Through the LA City Department of Arts and Culture, the CARES ACT grant program has distributed large amounts of funds to help stabilize non-profit Arts organizations from shutting down. Demson has also been collaborating with a taskforce to provide guidance and recommendations for reopening the Arts sector safely. Once approved, recommendations will be delivered to the LA Department of Public Health which will lead to the issuance of guidelines for safely reopening the Arts sector to the public.

9. **Marketing Committee**

Luster reported that the website continues to be consistently updated with news and events happening within and around the BID. Eisenberg is collaborating with Gardner and Mackenzie Morrison the copywriter to create the Bi-monthly eblasts which have started and will continue to be consistently emailed to all stakeholders providing updates on Clean and Safety, and business, news and events. Social media content is consistently being posted 3 to 5 times a week along with several Instagram stories promoting businesses, news and events in the BID.

10. **Nominating/Board Development Committee**

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

Snack and Chat will be scheduled after the 2021 Board of Director Candidates have been interviewed. Renewing board members should attend the "Snack

and Chat” meeting, but all Board members are welcome as well to talk about future goals, likes/dislikes and compliments about the BID.

11. **PLUM Committee**

Padilla reported that the 7-11 Abatement hearing is still on hold and has not been rescheduled. The owner of the 7-11 has requested to review the police department records on response to the property.

Padilla attended the Hollywood Chamber of Commerce Economic Summit and recommended reviewing the Hollywood interactive development project map created by the Chamber of Commerce highlighting business development projects within and around the BID. Eisenberg noted that the link to the map will be distributed to the Board and was previously posted on the website and all social channels.

A. Massachi pointed out that the HCPU2 Virtual Open House and Notice of Public Hearing will take place December 9, 2020 at 4:00 p.m. and encouraged board members to attend. Eisenberg circulated the LA City Planning brochure and website links with the event details.

12. **SAFE Committee**

Security Cpt. Sepulveda reported that the district areas of concern with tents and RV’s continue to be monitored on a daily basis. All data is accounted for and digitally recorded on the District boundary map every week. Currently there are six RV encampments and sixteen tent encampments. The main area of concern is located on Lillian Way. There has been an increase in criminal activity in this area, as well as an abundance of trash. However, crime statistics in the District generally have decreased 23%. Security will coordinate and partner with CleanStreet to clean and pressure wash on Lillian Way which will help to mitigate crime in this area.

Security Cpt. Stankiewics reported that Security has also been monitoring the weekend location on Citrus Ave. where the Hollywood Food Coalition serves food since there were complaints that a lot of trash was being left on the street afterwards. Upon follow-up with the Hollywood Food Coalition, they moved their serving location a few blocks north so they were not blocking any business driveways and advised they would be sure to leave the area free of trash and debris.

13. **Old Business**

None.

14. **New Business**

None.

15. **Adjournment**

The meeting was adjourned at 4:27 p.m.

**Next Meeting**

Thursday, December 10, 2020 at 3:00 p.m.

Location: Zoom Teleconference

<https://us02web.zoom.us/j/82962088301>

Meeting ID: 829 6208 8301