



Thursday, February 27, 2020, 3:30 p.m.  
The Village at Ed Gould Plaza, Conference Room 139, 1125 N. McCadden Pl., Los Angeles, CA

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

Approved on March 26, 2020

**Attending:** W. Anabel, D. Bass, S. Costello, M. Demson, A. Gardner, R. Groeper, T. Lee, J. Luster, A. Massachi, M. Padilla, S. Pan, T. Ragan, B. Scane, C. Short, A. Wilder  
**Absent:** S. Campbell, M. Demson, P. Hickey, R. Howard, J. Massachi, A. Mehrstens, F. Wehbe  
**Staff:** D. Eisenberg  
**Guest:** LAPD Senior Lead Officer, Brian White

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**  
**Thursday, January 23, 2020 Meeting Minutes (Motion)**  
Motion to approve the minutes by Bass; second by Padilla.  
The motion passed unanimously.
4. **Executive Committee**  
The Committees received the BID Chart of Meetings, and the BID List of Members with contact information. Luster noted that the Executive Director would coordinate with Costello to reserve the LGBT conference room for year 2020 according to the new Chart of Meetings.

Luster stated that the Board Member Notebook was being reviewed by himself and Lee. Once completed, the Executive Director would be implementing the revisions.

5. **Finance Committee**

Lee reported the US Bank balances; the Profit & Loss Reports; and the Balance sheet as of January 31, 2020

Lee and Bass reported on the 2020 BID Assessments, and Estimated Expenditures by each category on the Bids Portal Page.

6. **Arts Committee**

Demson reported that the first step of the Mural project for Hollywood Theatre Row was in development. Business owners along Santa Monica Blvd. interested in participating in the project were being contacted. Larrew mentioned that the painting of benches might also be a good way to begin beautification of the area on a smaller scale and also help to bring instant attraction to the district.

Demson reported that a petition would be required to increase the maximum Parking Meter time to four hours. S. Starkey of CD-13 will assist working with DOT to help generate a petition for businesses to sign.

7. **Clean and Green Committee**

Lee discussed challenges with cleaning the streets reported by LABT. Needle trash continues to be a major concern and inhibits the ability for street cleaning despite continued efforts.

Lee reported that five additional shifts to weed and clean the Highland medians in the month of March would be implemented by LABT.

Lee also reported that Vanessa Gopaul, representing Precision Concrete Cutting, presented to the Clean committee ways in which sidewalks within the BID could be made repaired as the City has delays of years to make requested repairs in most instances. Board members will note areas of need; the Clean and Green committee will consider repair options.

8. **Marketing Committee**

Gardner stated that more short video and local BID events would be posted on Social Media to help increase engagement and followers.

Gardner reported that the website landing page is now updated with toggle links to both CD-4 and CD-13 websites, and both are working well.

Gardner and Larrew thanked Groeper for Board photographs being utilized on the BID website.

Gardner stated that the 4<sup>th</sup> quarter Newsletter was in the final stage of proofing, and the BID Logo was in progress.

Gardner also reported that the Database was in progress and an informative brochure “About the BID” was being developed to give to businesses during a planned future walkabout.

9. **Nominating/Board Development Committee**

Bass stated that there was no update.

10. **PLUM Committee**

LAPD, SLO White reported on the 7-11 revocation at Santa Monica Blvd. / N. Las Palmas Ave. SLO White recommended that BID stakeholders write letters of concern to the City Planning Department in advance of the hearing. SLO White and members discussed the history of continuance of crime and public disruption at 7-11. The revocation hearing will likely be held in May.

SLO White also reported on the BLVD Cahuenga development. He stated that noise mitigation efforts were recommended and accepted by the developers for outside rooftop gatherings after midnight.

Padilla stated that the Planning Department has not commented on the letter sent in December by Sheppard Mullin.

Padilla reported that an initial meeting was being scheduled with the Logistics Director from the 99 Cents store to discuss ways to mitigate traffic.

Padilla reported that CHNC had approved the installation of parking meters as requested by the Board. CD-4 will work with DOT to advance the request.

11. **SAFE Committee**

Ragan reported on the presentation given by Mr. Salinas, explaining services that the Center and other public organizations provide for homeless people throughout Hollywood.

Ragan discussed the presentation made by Kerry Morrison, former Executive Director of the Hollywood Entertainment BID and gave a brief description of her personal background and experience with the chronically homeless and mentally ill people living on the Hollywood streets.

Bass suggested starting pilot programs in the district to assist various homeless encampments, by bringing services to one area at a time and evaluating success.

Bass stated that D. Eisenberg is compiling a list of resources to assist with Homelessness. That list will be augmented and shared with the Hollywood Media and Entertainment Districts.

12. **Old Business**

None.

13. **New Business**

None.

14. **Adjournment**

The meeting was adjourned at 4:56 p.m.

**Next Meeting**

Thursday, March 26, 2019 at 3:30 p.m.

Location: Teleconference

**Teleconference Dial-In: (425) 436-6362**

**Access Code: 650456#**

**Online meeting ID: bidadmin**

**Join the online meeting: <https://join.freeconferencecall.com/bidadmin>**