



Thursday, March 26, 2020, 3:30 p.m.

Zoom Meeting | <https://us04web.zoom.us/j/953709921> | Meeting ID: 953 709 921

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Approved Minutes of the **MEETING OF THE BOARD OF DIRECTORS**

Approved on April 23, 2020

- Attending:** W. Anabel, D. Bass, M. Demson, A. Gardner, R. Groeper, P. Hickey, R. Howard, N. Larrew, J. Luster, A. Massachi, A. Mehrtens, M. Padilla, S. Pan, T. Ragan, C. Short, F. Wehbe, A. Wilder
- Absent:** S. Campbell, S. Costello, T. Lee, J. Massachi, B. Scane
- Staff:** D. Eisenberg
- Guest:** Bill Clippinger

- 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, February 27, 2020 Meeting Minutes (Motion)
Motion to approve the minutes by Anabel; second by Demson.
The motion passed unanimously with 1 abstention.
- 4. Executive Committee**
Luster and Bass advised the Board that Thor Lee would not be present at the meeting. Luster noted that Bass would discuss the 2019 financial report prepared by CPA Fabio Vasco.

Bass reported that the City Portal was up to date and all that was needed was to submit the 2019 Financial report upon completion.
- 5. Finance Committee**
Bass provided an update to the Board on the preliminary draft of the 2019 financial report. The finance committee will review and comment on the preliminary draft. Before the report due date of May 1, 2020, Mr. Vasco will present the final report to the Board of Directors in April.

Luster stated that there have not been any budgetary cuts to date. The Board discussed the importance of maintaining security during this period of hardship.

Luster recommended that a task force meeting be set up to review budget options within the next two weeks, if circumstances with Covid-19 continue.

Larrew confirmed that the Hollywood Media Sign repairs were completed.

Bass reported that there were no changes to the P & L and Balance sheets. He also stated that one payment to Allied Security was remaining.

6. **Arts Committee**

Demson reported that the last Arts committee meeting was cancelled because of the Stay at Home City measures that were put into effect due to the Corona Virus. Demson noted that the committee is focused on larger sustainability measures for the community through LA Stage Alliance, The Producers League of Los Angeles and Arts for LA. All projects advocated by the committee are on hold right now.

7. **Clean and Green Committee**

Luster stated that Lee has been working with LABT to monitor trash pick-up and clean the district medians.

8. **Marketing Committee**

Gardner discussed marketing initiatives that would help to bring business into the BID during the Covid-19 stay at home order. Gardner and Larrew talked about implementing an informative hand-out to the District featuring restaurants and businesses that would remain open.

9. **Nominating/Board Development Committee**

Bass stated that there was no update.

10. **PLUM Committee**

Padilla and Bass reported that the 7-11 revocation at Santa Monica Blvd. / N. Las Palmas Ave., would be pushed forward to August. Ferris commented that members of the Board of Directors should be present at the hearing. Padilla stated that he would begin to draft letter of concern to the City Planning Department before the hearing.

Padilla stated that there is no update from the City Planning yet regarding the HCPU2.

Padilla reported that the meeting that was scheduled with Alice Roth CD-4, Oliver Hau from LADOT, and the Logistics Director from the 99 Cents store to discuss ways to mitigate traffic, was postponed until a later date due to Covid-19.

Padilla stated that there were no new projects to report.

Padilla reported that he drafted a support letter for the Blvd. Development, and has given it to Luster and Bass to review.

Bass stated the Stanford University Real Estate Symposium inquired about having an event in the HMD BID. Bass and Luster agreed that this was a good idea; but would be a 4th quarter event due to Covid 19 circumstances.

11. **SAFE Committee**

Ragan reported that due to Covid19 shelter at home practices, all focus has been shifted to helping those in need of delivery services, such as, senior citizens and people with underlying health conditions, or auto-immune disease.

Ferris reported that in order to flatten the curve of the Virus, we need to help to keep the vulnerable/at risk community off the streets to avoid greater infection rates. He has initiated a joint program with the SAFE committee and neighborhood council to provide pick-up and delivery services for senior citizens and other citizens that also fall into the high-risk category. Through an online organization called Kinder Together, approximately 50 people have volunteered to provide outreach to the at-risk community. Safety measures to store food and supplies have been set up to avoid viral contamination. The community outreach program will also allow for food pick-up and delivery from local restaurants.

Ferris stated that Judge Carter issued an order to relocate people living on the street to indoor locations which would allow for better clean-up and sanitation in the district.

12. **Old Business**

None.

13. **New Business**

Bill Clippinger, a district real-estate owner reported that a portable toilet from the City, was placed in front of his building; and should be relocated. He also stated that a new encampment with people experiencing homelessness, have attached their tents to his building. Mr. Clippinger requested the BID's help to relocate the portable toilet; and provide assistance with having the tents that are attached to his building removed.

Ferris and Ragan stated that they would reach out to Mr. Clippinger after the meeting to help resolve the situation.

14. **Adjournment**

The meeting was adjourned at 4:32 p.m.

Next Meeting

Thursday, April 23, 2020 at 3:30 p.m.

Location: Zoom Teleconference

Join the Zoom meeting:

<https://us04web.zoom.us/j/102759742>

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