



Thursday, June 25, 2020, 3:30 p.m.

Zoom Meeting | <https://us02web.zoom.us/j/84064227914> | Meeting ID: 840 6422 7914

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

Approved on July 23, 2020

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

Absent: N. Larrew, A. Massachi, J. Massachi, T. Ragan, A. Wilder

Staff: D. Eisenberg

- 1. Call to Order/Welcome/Introductions**
President Luster called the meeting to order at 3:34 p.m.
- 2. Public Comment for Items Not on the Agenda**
No public comment.
- 3. Approval of Meeting Minutes**
Thursday, May 28, 2020 Meeting Minutes (Motion)
Motion to approve the minutes by Wehbe; seconded by Lee. The motion passed unanimously with one abstention.
- 4. Executive Committee**
Luster reported that the BID now has a list of all of the APNs in the BID that includes the contact information for each property owner and for most tenants. When the list is completed it will serve as a District database to electronically communicate information to stakeholders and businesses within and adjacent to the BID.
- 5. Finance Committee**
Lee reported on the May 2020 P & L, and Balance Sheet. Lee stated that the monthly expenses for May 2020 were within the budget. Lee stated that the remaining deferred debt to Sheppard Mullin was \$15,000.00 and would be paid before the end of August.
- 6. Arts Committee**
Demson reported that the Arts committee continues to suspend all formal meetings until the COVID emergency declaration is over. The Parking Meter

petition is currently with the Department of Transportation but suspended due to the Covid emergency orders.

Demson stated that she continues to provide outreach and support to various Arts organizations within the community. Demson also reported that the City Council approved Councilmember David Ryu's, CD-4, motion to create an artist relief and grant fund to repurpose Arts Development Fee (ADF) funds into a grant program supporting artists and arts nonprofit organizations.

7. **Clean and Green Committee**

Lee reported that the extra street cleaning efforts from CD-4 and CD-13 cleaning teams have helped to remove the toxic waste, needles and hazardous materials from the streets in and around the areas of critical needs that LABT was unable to clean.

Lee also stated that he has worked with Eisenberg, Luster and Bass to create new cleaning and maintenance schedule with CleanStreet.

(Motion) Motion to approve switching District cleaning crew providers from LABT to CleanStreet was made by Groeper; seconded by Demson. The motion passed unanimously.

8. **Marketing Committee**

Gardner reported that several aesthetic updates have been made to the website to increase legibility. Plus, the graffiti abatement link was relocated so that it would be more prominent.

Gardner stated Cat Rose continues to research and post content to the BID Instagram account.

9. **Nominating/Board Development Committee**

Luster stated Costello is retiring at the end of June and a new member from the LGBT center would be interviewed to replace him. Luster thanked Costello for his dedication, insight and contributions to the Media District.

10. **PLUM Committee**

7-11 Revocation Hearing

Padilla stated that the 7-11 revocation hearing that was scheduled for June 25, 2020 was cancelled and would be rescheduled. He also noted that he received input from many of the Board members about the nuisance issue, and a report from BID Security chief Cleveland Davis showing how many times that the BID Security had responded to calls requesting Security from 7-11 in 2019. All of the collected data will be submitted for review in letter format to the PLUM committee, and Board of Directors for approval.

99 cents Store

Turns into the 99 cents store meeting is on hold due to COVID.

Tiger Development Construction: Melrose/N. Highland

Padilla reported that the construction will take about a year to complete. Design issues with the development of the entryway into the residential/retail project have been resolved. Padilla also stated that Tiger Development voiced concern about the Hollywood Media District sign location and aesthetic.

960 La Brea/Romaine

The One Up Fitness Center has continued construction through Covid and would like to offer the Board of Directors an opportunity to tour the facility in July, 2020.

11. **SAFE Committee**

Gardner reported on the Project Room Key meeting that took place during the previous SAFE committee meeting. Members from key organizations were present such as the Center, the People Concern and Catherine Landers, the Director of Special Projects from CD-4 talking about their outreach services available to those experiencing homelessness in the District. Eisenberg will set up action items with the People Concern, CleanStreet and the BID Security in order to work on cleaning up the streets and bringing services to those experiencing homelessness.

12. **Executive Director**

Eisenberg reported that now we have an accurate list of property owners and businesses in the BID, introductory information can go to each property owner prompting them to go to the website and register their email. In addition, the BID Security team will also go from business to business introducing themselves, and the BID, updating contact information and obtaining signatures for permission to email informative information.

Eisenberg also stated that Leslie Fritz would be building the structure for the digital database.

13. **Old Business**

None.

14. **New Business**

Reallocation of LAPD funding was generally discussed among the board members.

15. **Adjournment**

The meeting was adjourned at 4:41 p.m.

Next Meeting

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

Location: Zoom Teleconference

Join the Zoom meeting:

<https://us02web.zoom.us/j/83559141499?pwd=WGw1bElsRnBLVit6WmlqVG9aNWF1UT09>

Meeting ID: 835 5914 1499