



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

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

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

Approved on August 27, 2020

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

Absent: W. Anabel, J. Massachi, T. Ragan

Staff: D. Eisenberg

- 1. Call to Order/Welcome/Introductions**
President Luster called the meeting to order at 3:33 p.m.
- 2. Public Comment for Items Not on the Agenda**
No public comment.
- 3. Approval of Meeting Minutes**
Thursday, June 25, 2020 Meeting Minutes (Motion)
Motion to approve the minutes by Lee; seconded by Bass. The motion passed unanimously.
- 4. Executive Committee**
Luster reported that the Virtual Coffee with Council Member David Ryu, (CD-4) Zoom teleconference, on Monday July 20, 2020, went very well and pleased that several of the Board Members were able to attend.
- 5. Finance Committee**
Lee reported that the BID is strictly adhering to the monthly budget. Lee presented the June 2020 P & L, and Balance Sheet. Lee stated that the monthly expenses for May 2020 were within the budget. Lee explained that the maintenance costs increased in June because LABT was paid 5K to beautify and fix the irrigation system in the Medians. Bass noted that approximately 90% of the City assessments had been received. Lee stated that the remaining deferred debt to Sheppard Mullin was \$15,000.00 and would be paid at the end of July 2020.

6. **Arts Committee**

Demson reported that she is in communication with businesses of the Arts, under one million dollars, and encouraging them to continue applying every two weeks for regional Covid funds. The head of LA County Public Health, Dr. Ferrer, PhD, MPH asked Demson to set up a task force with the labor union to draft recommendations on the safe reopening of small theatres in Los Angeles. Demson noted that there were several initiatives in process for small theatres to begin posting performances online and that she would advise on the links as soon as they become available.

7. **Clean and Green Committee**

Lee reported that the update on CleanStreet has been all positive from their reaction time to our requests to their excellent job performance overall. A follow-up meeting will be held on August 19, 2020.

Lee also stated the effort to clean the area of N. Highland/Waring and N. Highland/Willoughby was very effective. Breakfast food donations from the BID were provided to people living on the street in these areas and the encampment areas were safely cleaned by CleanStreet. The people living on the street welcomed the cleaning crew and assistance in cleaning the streets.

8. **Marketing Committee**

Gardner reported Cat Rose has been posting more political types of content about the Mayor Garcetti, CD-4/CD-13 on social media that are getting more views. Additionally, the opening of restaurants in the district posting continues to receive increased views as well.

The website continues to be refreshed with new content and Covid resource updates. Eisenberg stated that the 2020 Committee Meeting Minutes will be posted on the website as well to adhere to the Brown Act regulations.

9. **Nominating/Board Development Committee**

Luster and Bass stated that they would begin interviewing candidates by Zoom.

10. **PLUM Committee**

7-11 Revocation Hearing

Padilla reported on the 7-11 revocation letter that was reviewed by the PLUM committee and now ready for final review by the Board. The letter is requesting the prohibition of the sale of alcoholic beverages on as well as on-site Security. In addition, the letter also includes supporting correspondence from the BID Security, Stakeholders and Board Members.

960 La Brea/Romaine

RSG has continued its construction of The One Up Fitness Center (at 960 La Brea) through the Covid pandemic. RSG has proposed a walk-through of the project for board members in August. Eisenberg will send an invite by email once a date is selected by RSG.

11. **SAFE Committee**

Wehbe suggested that the BID continue to move forward with SAFE and CLEAN efforts. Wehbe also suggested that we contact Sarah Dusseault, Chair of LAHSA and Brian Buchner, Chief of Homelessness Operations & Street Strategies, Office of Mayor Garcetti, to join a SAFE meeting in the near future to talk about joint efforts by the BID and the City of Los Angeles.

12. **Executive Director**

Eisenberg reported that CleanStreet provided an assessment of the Trash Cans in the BID. Approximately four trash cans are available to be relocated as need. Two are being overused by businesses that should not be overloading the BID trashcans, and two are being under used. Eisenberg has created a digital map of the location of the trashcans for ongoing evaluation. Eisenberg explained that she continues to coordinate the efforts to immediately respond to all requests for cleaning services so that cleaning is done by CleanStreet within an hour of receipt of any request by a stakeholder.

13. **Old Business**

None.

14. **New Business**

Al Fresco Dining

15. **Adjournment**

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

Next Meeting

Thursday, August 27, 2020 at 3:30 p.m.

Location: Zoom Teleconference

Join the Zoom meeting:

<https://us02web.zoom.us/j/83559141499?pwd=WGw1bElzRnBLVit6WmlqVG9aNWV1UT09>

Meeting ID: 835 5914 1499

Password: 606890