



Thursday, September 24, 2020, 3:30 p.m.

Zoom Meeting | <https://us04web.zoom.us/j/849123160021> | Meeting ID: 849 1231 6003

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

Approved on October 22, 2020

**Attending:** W. Anabel, D. Bass, M. Demson, A. Gardner, R. Groeper, P. Hickey, R. Howard, T. Lee, J. Luster, A. Massachi, M. Padilla, S. Pan, B. Scane, A. Wilder

**Absent:** S. Campbell, J. Massachi, A. Mehrtens, T. Ragan, C. Short, F. Wehbe

**Staff:** D. Eisenberg

**Guest:** Security Captain Stankiewicz, Security Captain Sepulveda

- 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, August 27, 2020 Meeting Minutes (Motion)**  
Motion to approve the minutes by Bass; second by Groeper.  
The motion passed unanimously.
- 4. Executive Committee**  
Luster discussed that the format for this year's Stakeholder meeting will be held virtually on Thursday, October 22, 2020 at 3:30 pm. Luster also mentioned that switching from Zoom to Webex would be beneficial for this meeting since it provides a more secure platform.
- 5. Executive Director**  
Eisenberg reported on the streetscape services activity by providing statistics on the amounts of trash picked up in the district, pressure washing, bulky item pick-ups and graffiti abatement.  
  
Eisenberg stated that she is still interviewing landscape designers and obtaining estimates for the median beautification project that is scheduled to be installed in the month of December 2020.

6. **Finance Committee**  
Lee presented the Balance Sheet and P&L statement. The final assessment was invoiced through the City portal for approximately \$180,000, which completes the available assessments for 2020.
7. **Clean and Green Committee**  
Lee reported that CleanStreet continues to provide excellent service. CleanStreet will be dedicating a pick-up truck to the BID; Bass will provide a parking spot at his property.
8. **Marketing Committee**  
Gardner discussed website and social updates on events and restaurants opening back up in the BID. Gardner also reported that the BID will be using a new website and social media manager starting in the beginning of October 2020.
9. **Nominating/Board Development Committee**  
Luster stated that the Nominations Committee would begin interviewing Board Member candidates for the two spots that need to be filled.
10. **PLUM Committee**  
Padilla reported that the comment letter requesting the prohibition of alcohol and on-site Security at the 7-11 on Santa Monica has been submitted. The hearing is still on hold, but a 28-day notice would be provided.  
  
Padilla stated that HCPU2 has been released and available to review. Changes in MR1 Zone has been changed to M1-2D, allowing for broader commercial usages. The FAR was also changed in a majority of the District from 1.5 to 3.0 as long as a 0.7% FAR is dedicated to media related usages.
11. **SAFE Committee**  
Wehbe reported that the increased and efficient cleaning services from CleanStreet are likely making a positive impact on crime and the encampments. Security Captains Stankiewicz and Sepulveda provided an update on the movement of the people living on the streets, as well as an overview of the types of security calls that were received.
12. **ARTS Committee**  
No update at this time due to Covid restrictions.
13. **Old Business**  
None.

14. **New Business**

None

15. **Adjournment**

The meeting was adjourned at 4:15 p.m.

**Next Meeting**

Thursday, October 24, 2020 at 3:00 p.m.

Location: Webex Teleconference