



Thursday, December 10, 2020, 3:30 p.m.
Zoom Teleconference | <https://us02web.zoom.us/j/87436370611> | Meeting ID: 874 3637 0611

APPROVED MINUTES of the MEETING OF THE BOARD OF DIRECTORS

Approved on January 28, 2021

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

Guests: Celena Martirosian, Security Cpt. Sepulveda, Security Cpt. Stankiewicz

Staff: D. Eisenberg

1. **Call to Order/Welcome/Introductions**
President Luster called the meeting to order at 3:02 p.m.
2. **Public Comment for Items Not on the Agenda**
No public comment.
3. **Approval of Meeting Minutes (Motion)**
Wehbe made a motion to approve the minutes of Thursday, November 19, 2020; that motion was seconded by Bass. The motion passed unanimously.
4. **Finance Committee**
Lee reported the November 2020 P & L, and Balance Sheet. Additional funds were utilized for initial landscape design fees for the District Medians located on N. Highland.
5. **Executive Director**
Eisenberg informed the Board that the final 2021 Annual Planning Report was completed.

Eisenberg reported that the Garden of Eva review of Median Landscape Design will be scheduled in January 2021 to talk about the technical designs and production plans that were delivered on November 10, 2021 for Board review and approval.

Eisenberg explained that collaborative street cleaning and sanitation efforts between CleanStreet, BID Security, Stakeholders, businesses and street residents are occurring every Friday now at designated locations based on the weekly Security census and critical needs report. Oversized garbage bags were requested by street residents to the BID Security team to help facilitate street cleaning efforts. Resident property is never removed by CleanStreet unless requested by the resident owner or the items are clearly abandoned. .

Eisenberg joined the Food Coalition on November 28, 2021, to observe how meals are served to food insecure people and talk to Executive Director Sherry Bonanno about complaints made by local businesses on Citrus and Romaine which is the weekend serving location. Upon observation, the serving was conducted in an orderly fashion and no trash was left behind. BID Security will continue to monitor activity and concerns of the businesses and property owners.

Eisenberg reported that the Website continues to be updated with approximately one to three blog posts weekly, and Social Media posts and engagement daily. The Thanksgiving E-Blast campaign was completed on November 25, 2021 with an “opening” rate of 33.4% and a 2.5% rate of “clicks” back to the Media District website. The previous E-Blast campaign, which was sent on November 12, 2021 for the 2020 Annual Stakeholders Meeting had an “opening” rate of 33.6% and a 5.9% rate of “clicks” back to the website.

6. **Executive Committee**

Luster reported that the financial situation of the BID is healthy and stable even with the impact of Covid and that CleanStreet continues to pick up tons of trash and keep the district clean, while the BID Security team has done an excellent job collaborating with CleanStreet and helping to keep the streets safe.

Approval of the Final 2021 Annual Planning Report (Motion)

Demson made a motion to approve the 2021 Annual Report; that motion was seconded by Bass. The motion passed unanimously.

7. **Arts Committee**

Demson reported that Councilmember Mitch O’Farrell, CD-13, introduced a motion to set aside \$130K from Arts Development Funds through the Department of Cultural Affairs for an emergency grant program for theaters and spaces along Theater Row in the District, both non-profit and commercial, to help defray some of the costs while Covid restrictions are still in place.

Demson stated that recommendations for safely reopening the Arts sector to the public after Covid restrictions are lifted have been completed and will be delivered to the LA Department of Public Health and Labor Unions for approval.

8. **PLUM Committee**

7-11 Abatement Hearing

Padilla reported that the 7-11 Abatement hearing is still on hold and has not been rescheduled yet. The owner of the 7-11 is in the process of reviewing Los Angeles police department records submitted in response to the property.

HCPU2

Padilla stated that Lauren Chang from Sheppard Mullin, joined the December 7, 2020 PLUM Committee meeting to discuss the Plan Updates and talking points for the HCPU2 Virtual Open House and Notice of Public Hearing that took place on December 9, 2020 at 4:00 p.m. Padilla reviewed the general goals of the HCPU2.

Several Board members attended the virtual event, and Bass spoke on behalf of the Media District PLUM Committee in favor of the zoning plans and changes for the Media District.

9. **Clean and Green Committee**

Lee reported on the progress of the on-going median landscape project with The Garden of Eva. The quote, landscape designs and maintenance will be reviewed by the Clean & Green committee in January 2021.

CleanStreet continues to do an excellent job servicing all street cleaning requests and scheduled street sweeping, sanitation and bulky item pick-ups throughout the District seven days a week.

10. **SAFE Committee**

Security Cpt. Sepulveda reported that the district areas of concern with tents and RV's continue to be monitored on a daily basis. The main area of concern is located on Lillian Way. There has been an increase in criminal activity in this area, as well as an abundance of trash. However, crime statistics in the District generally have decreased 23%.

Security Cpt. Stankiewics reported that Security has also been monitoring the weekend location on Citrus Ave. where the Hollywood Food Coalition serves food since there were complaints that a lot of trash was being left on the street afterwards. Upon follow-up with the Hollywood Food Coalition, they moved their serving location a few blocks north so they were not blocking any business driveways and advised they would be sure to leave the area free of trash and debris.

11. **Marketing Committee**

Gardner reported that the website continues to be consistently updated with news and events happening within and around the BID. Eisenberg continues to collaborate with Gardner and Mackenzie Morrison the copywriter to create the bimonthly eblasts, website and social media posts and engagement approximately 5 times a week along with several Instagram stories promoting current events and news updates in the BID.

12. **Nominating/Board Development Committee**

Virtual interviews will be scheduled by Eisenberg so that each new applicant is interviewed by the Nominating Committee.

Snack and Chat will be scheduled after the 2021 Board of Director Candidates have been interviewed. Renewing board members should attend the “Snack and Chat” meeting, but all Board members are welcome as well to talk about future goals, likes/dislikes and compliments about the BID.

13. **Old Business**

None.

New Business

None.

14. **Adjournment**

The meeting was adjourned at 3:57 p.m.

Next Meeting

Thursday, January 28, 2020 at 3:00 p.m.

Location: Zoom Teleconference

<https://us02web.zoom.us/j/81045336160>

Meeting ID: 810 4533 6160