



BOARD OF DIRECTORS MEETING AGENDA

Thursday, March 25, 2021, 3:30 p.m.

Zoom Teleconference | <https://us02web.zoom.us/j/87846580602> | Meeting ID: 878 4658 0602

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A MOTION AND VOTE

President: J. Luster

Members: W. Anabel, D. Bass, J. Brisette, S. Burns, M. Demson, A. Gardner, R. Groeper,
R. Howard, C. Kapov, T. Lee, A. Massachi, J. Massachi, M. Padilla, S. Pan, T. Ragan,
B. Scane, C. Short, F. Wehbe, A. Wilder, T. Williams

- A. Call to Order/Welcome/Introductions**
- B. Public Comment for Items Not on the Agenda**
- C. Approval of Meeting Minutes (Motion) – meeting of February 25, 2021**
- D. Committee Reports**
 - 1. Finance Committee**
 - a. P and L – February 2021
 - b. Balance Sheet – February 2021
 - c. Presentation of 2020 Annual Financial Report by CPA Fabio Vasco
 - 2. Executive Director**
 - a. 2021 Assessments
 - b. LA Magazine
 - c. Asana
 - d. Website/Social Media/Newsletter E-Blast/Podcast
 - e. BID Styleguide/Logo
 - f. Board of Directors Booklet
 - g. BID Brochure
 - h. Garden of Eva Contract/Schedule
 - i. Trash Receptacles
 - j. Median Cement Repair/Sidewalk Repair
 - k. One Person at a Time
 - l. SAFE Park LA – CD-13

3. Executive Committee

- a. Public attendance at virtual Committee meetings
- b. Updates on projects

4. Arts Committee

- a. Emergency Grants and Loans
- b. Median Landscaping Art
- c. ARTS committee to coordinate with new project developments
- d. LED Lighting on Highland and Santa Monica
- e. Parking Meters Theatre Row
- f. Sidewalk Repair Theatre Row

5. PLUM Committee

- a. 7-11 Nuisance Abatement Proceeding
- b. HCPU2 Report
- c. LADOT Mid-City Neighborhood Greenway Project Support Letter
- d. POST Group – 1000 Seward Project Support Letter
- e. Bardas Presentation

6. Clean & Green Committee

- a. CleanStreet Report
- b. Highland Median Improvement Project

7. Marketing Committee

- a. Passover/Easter Holiday Eblast
- b. 1Q 2021 Newsletter Topics
- c. 2Q 2021 Newsletter Topic
- d. Website/Social Media STATS
- e. Podcast
- f. Logo Review
- g. BID Brochure

8. Nominating/Board Development Committee

9. Safe Committee

- a. Update of impact of Homeless in District
- b. Security Team Update

Old Business

E. New Business

F. Adjournment

G. Next Board of Directors Meeting

Thursday, April 22, 2021 at 3:30 p.m.

Zoom Teleconference

<https://us02web.zoom.us/j/87846580602>

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Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Hollywood Media District BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the HMD BID Office at 323.317.7438 or email bidadmin@mediadistrict.org.