



HOLLYWOOD MEDIA DISTRICT, BUSINESS IMPROVEMENT DISTRICT

## BOARD OF DIRECTORS SPECIAL MEETING AGENDA

Tuesday, October 19, 2021, 1:00 p.m.

SUMAC MEDITERRANEAN CUISINE | 1156 N Highland Ave, Los Angeles, CA 90038

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. Burn, M. Demson, A. Gardner, R. Groeper, R. Howard, C. Kapov, T. Lee, A. Massachi, J. Massachi, M. Padilla, S. Pan, B. Scane, C. Short, F. Wehbe, A. Wilder

- A. **Call to Order/Welcome/Introductions**
- B. **Public Comment for Items Not on the Agenda**
- C. **Approval of Meeting Minutes (Motion) – meeting of August 26, 2021**
- D. **AB 361**
  - 1. **Whether or not to proceed with remote or resume in-person Brown Act meetings (Motion)**
- E. **Committee Reports**
  - 1. **Finance Committee**
    - a. P and L – September 2021
    - b. Balance Sheet – September 2021
  - 2. **Executive Director**
    - a. 2022 Annual Planning Report
    - b. Q3 Quarterly Report
    - c. 2022 BID Survey
    - d. BID Database
    - e. N Highland Decorative Lighting/Discretionary Funding
    - f. 2022 Nominations Mailing
    - g. BID Collateral with New Logo

- h. Video
- i. BID Volunteer Work

**3. Executive Committee**

- a. 21<sup>st</sup> Annual Stakeholder Zoom Meeting, October 27, 2021 at 3:00 p.m.
- b. Elected Official, LA Controller, Ron Galperin

**4. Arts Committee**

- a. Art in medians or elsewhere in the District
- b. 2022 Art/Theatre Row Walk

**5. PLUM Committee**

- a. HCPU2 Update
- b. 99 Cents Store
- c. Parking Meters
- d. 7-11 Litigation re: Abatement

**6. Clean & Green Committee**

- a. CleanStreet/Cognito STATS
- b. Garden of Eva, Median Maintenance
- c. West Coast Arborists, N Highland Medians Tree Trimming (Motion)

**7. Marketing Committee**

- a. Website Development
- b. Social Media Update
- c. Q3/Q4 Newsletter
- d. Eblast
- e. Video

**8. Nominating/Board Development Committee**

- a. 2022 Nominations
- b. Snack n' Chat

**9. Safe Committee**

- a. Security Report/Census
- b. Ambassador Program
- c. Security Projects

**F. Old Business**

**G. New Business**

**H. Adjournment**

- I. **Next Board of Directors Meeting**  
Tuesday, November 18, 2021, at 3:30 p.m.  
Zoom Teleconference  
<https://us02web.zoom.us/j/87846580602>  
Meeting ID: 878 4658 0602

*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](mailto:bidadmin@mediadistrict.org).*