

**Board of Directors Meeting  
Minutes  
Thursday, January 25, 2007**

**Present Board Members:** Anabel, Cassella, Chait, Groeper, Harris, Howard, Jacoby, Loverro, Malick, McQuiston, Mozes, Parker, Planting, Ramirez, Scane, Thorne.

**Absent Board Members:** Mahoney.

**Staff and guests present:** T. Krauss, S. Levi, D. Strecker, D. Wexler, A. Wong.

*I.* Mozes called the meeting to order at 3:08 pm.

*II.* Introductions were made around the table. The three new board members were all present and introduced themselves, as did the returning board members.

*III.* Approval of Minutes – The board reviewed the previous month’s minutes. **Thorne made a motion to accept the minutes. Cassella seconded the motion; it carried unanimously.**

*IV. Public Comments.* There were no public comments.

***V. Public Safety & Community Relations Committee Report***

*a.* UPS Report -

*b.* Groeper and Levi both reported that UPS has been working out very well and everyone has been very satisfied with their services so far.

*c.* Levi said no resolution has been reached yet regarding the Honda Element. Currently, we are renting a car from UPS and the team is patrolling in the car. If a resolution can not be made we will be purchasing a new Element in the beginning of 2007.

*VI.*

***VII. Advocacy and Business Development Committee Report***

*a.* The Committee met today and has scheduled another meeting for early January in order to come to a decision regarding the model of Pedestrian Light to be used as part of the MTA Pedestrian Improvement Grant.

*VIII.* The meeting was adjourned for dinner.

**Board of Directors Meeting  
Minutes  
Thursday, February 22, 2007**

**Present Board Members:** Anabel, Cassella, Groeper, Harris, Howard, Loverro, Mahoney, McQuiston, Mozes, Parker, Ramirez, Thorne.

**Absent Board Members:** Chait, Jacoby, Malick, Planting, Scane.

**Staff and guests present:** R. Kratochvil, T. Krauss, S. Levi, D. Strecker.

*I.* Mahoney called the meeting to order at 3:15 pm.

*II.* Levi introduced Rod Kratochvil, our branch manager from UPS, to the board.

*III.* Approval of Minutes – The board reviewed the previous month’s minutes. **Parker made a motion to accept the minutes. Groeper seconded the motion; it carried unanimously.**

*IV. Public Comments.* There were no public comments.

**V. Public Safety & Community Relations Committee Report**

*a.* UPS Report/Post Commander Position - Groeper reported that the committee had recently interviewed several candidates for the Post Commander position. The committee’s first choice is Carnell Wilkerson; however, he would be asking for a higher pay rate than what we had been paying since hiring UPS as our Security Vendor, which was fifteen dollars an hour. It would however be the same rate we were paying our last Post Commander with Securitas (Windtree), at eighteen dollars per hour. Groeper said the committee had chosen a second place candidate, who would accept the \$15 rate; his name is Melvin Waight. Kratochvil mentioned that Waight has difficulty articulating himself on paper but that he has strong people skills, leadership skills, and mentoring ability. McQuiston also mentioned that Waight is trilingual, whereas Wilkerson is only fluent in English.

Groper advised the board that the price difference would amount to about \$9000 more a year to hire Wilkerson, and referred the board to the security budget in the meeting packet. Levi pointed out that there was an error on the budget with regards to the admin and admin assistant line items, that would actually put a little more money into the budget (Admin should have been \$16,500 rather than \$22,000 as shown). She also stated that the Security Services line item was simply the regular rate for our deployment including scheduled overtime and holiday pay, but not including additional overtime or expense.

Groeper said the committee felt the extra expense associated with hiring Wilkerson would be justified. McQuiston did voice his concern that Wilkerson only spoke English, but Levi said several of the guards are bilingual in case they need to communicate with someone who speaks Spanish. **Groeper made a motion to hire Carnell Wilkerson at \$18 per hour for the Post Commander position. Anabel**

**seconded the motion. The motion carried with six voting in favor, 1 opposed (McQuiston) and 3 abstained (Loverro, Mozes, and Thorne).**

*b.* Groeper updated the board regarding the Security Patrol Vehicle. He reported that the BID has purchased a new kiwi green 2007 Honda Element and gotten it insured; the color goes well with the BID's palette. UPS has donated a lightbar to be installed for a little over \$712, and we have also ordered decals like the ones that were on the old car.

*c.* Levi brought the board's attention to the fact that Lt. Garcia has been acting as the Post Commander since Jan. 26 but has not received any extra compensation. She reported that he has been doing a great job filling in during this time, and it may be appropriate to offer him extra pay for this time. **Groeper made a motion to compensate Lt. Garcia \$15 an hour, from Jan. 26 until the new Post Commander begins, in the form of a bonus check. Cassella seconded the motion. The motion carried unanimously.**

*d.* The committee had gone out to bid for quotes to replace the storefront signs on the Security Office and received three estimates. The committee voted to recommend Fast Signs, who gave the lowest quote. Strecker said he called to confirm that they will not be charging more than the estimate was for. The new sign will have the new, current BID Logo rather than the old logo currently shown on the sign, and will also include a phone number and the BID's website. The board will be able to see the proof of the sign before it is printed. (Strecker confirmed this later – the price includes two proofs). **Groeper made a motion to accept Fast Sign's bid to replace the two old signs with new signs. Thorne seconded the motion. The motion carried unanimously.**

*e.* The committee discussed the DWP security lights that the BID installed years ago, and decided that they are beneficial to the mission of the BID. However, we will continue to send out an annual letter asking the property owners where the lights are installed if they would consider taking over the payments for the lights that are on their properties.

## **VI. New Business**

**a. Meeting Policy** – The board reviewed the meeting policy which was included in the meeting packet. No further action is necessary, but the board had asked for the information to be distributed for the benefit of the new members, but also so the returning members could review it. A gavel and timer have been purchased for use at the board meetings, if necessary.

**b. New Board Meeting Time.** At the last month's meeting, it was suggested that the Board consider changing the time of the meeting an hour later, to 4:00. **Mozes made a motion to change the meeting time of the monthly board meetings to 4:00pm. Ramirez seconded the motion. The motion failed to carry, with 2 in favor, 2 abstaining and 6 against.**

*c.* The board briefly discussed the website and the "available properties" page on the site. Krauss distributed a form to the board members so that they could update their available properties if applicable. The board also discussed ways that the website could be more useful. Groeper said he would like the website to be more informational, and to be used as a PR tool, suggesting they might be able to sell ads. He said it would also be a good tool to interact with stakeholders more. Parker asked if there were links

to board members pages. Strecker said there is a links page with many of the businesses in the BID. Krauss said it is not linked to the board members list, but she could do that easily. She advised the board members to let her know of any suggestions they have regarding the website, as she is the webmaster. Mahoney asked all board members to take a look at the website **and asked staff to agendize it for the next meeting so that the board could make recommendations to update the website.** McQuiston said that the form should also have a space to indicate what the zoning and use of the property is.

*IX.* The meeting was adjourned

**Board of Directors Meeting  
Minutes  
Thursday, April 26, 2007**

**Present Board Members:** Anabel, Cassella, Chait, Groeper, Harris, Loverro, McQuiston, Mozes, Parker, Scane, Thorne.

**Absent Board Members:** Howard, Jacoby, Mahoney, Malick, Planting, Ramirez.

**Staff and guests present:** M. Garcia, T. Krauss, S. Levi, D. Strecker, C. Wilkerson, M. Wolf, V. Wolf.

*I.* Mozes called the meeting to order at 3:15 pm.

*II.* No introductions were necessary.

*III. Public Comments.* There were no public comments.

*IV.* Approval of Minutes – The board reviewed the previous month’s minutes. **Parker made a motion to accept the minutes. Thorne seconded the motion; it carried unanimously.**

***V. Public Safety & Community Relations Committee Report***

*a.* Wilkerson reported on behalf of UPS. He said prostitution continues to decline and they haven’t had any issues with the Day Laborers lately. However, there have been many problems due to youth gangs between Bancroft Middle School and Hollywood High. Wilkerson is working with school officials. Lastly, Wilkerson said the later feeding time has helped reduce incidents related to the food coalition.

*b.* Levi reported that the sign on the Security Office has now been replaced by FastSigns, and she passed around a photo of the new sign.

*c.* The committee suggests moving the Seward/Santa Monica camera to a building across the street (Hollywood Center Studios) that would make the camera inaccessible to pedestrians. The current location is too easy to vandalize and has already been damaged and repaired once. Levi said we had an agreement with Todd at Metro Video that we could have one camera moved for free per year, but she is going to confirm this again now that Todd is no longer with the company. **Groeper made a motion to direct Metro to move the camera to Hollywood Center Studio’s building at Santa Monica and Seward’s Southwest corner. Parker seconded the motion.** Other locations were suggested, but the committee’s recommendation was just to change the building the camera is mounted on, not the actual location such as another street or area. **The motion carried unanimously.**

*d.* Several committee members attended the Business Watch Meeting and saw the Smart Car. Levi reported that she is getting pricing information from LAPD. Chait expressed concern over whether or not furnishing the police department with a smart car is part of the BID’s mission. Mozes advised board members to refer to page 8 in the packet and review the information about the smart car. Currently, the committee is only researching the issue and is not making any proposals at the current time.

**VII. Cleaning and Maintenance Committee Report**

**a. Tree Replacement** – The committee had discussed HBT’s proposal to replace the dead/missing trees throughout the BID. The board discussed whether or not these trees should be replaced. Staff will check with property owners at each location to see if they want the trees replaced or not, and if not, the BID may need to seal the concrete cuts. **Groeper made a motion to allocate \$280 per tree to replace those which are desired by the property or business owners at the proposed locations. Loverro seconded the motion. The motion carried unanimously.** D. McQuiston further suggested looking into cleaning and/or repainting the trash receptacles, which she said are in disrepair. **Mozes sent this to committee.**

**b. Curb Repair** – The committee recommended approving HBT’s proposal to repair two curbs on Highland Avenue for \$880. The curbs were damaged as a result of cuts made by the BID when installing trees previously. **Groeper made a motion to approve HBT’s proposal and repair the curbs. Thorne seconded the motion. The motion carried unanimously.**

**c. Ped Light Color Selection** – Both the Cleaning/Maintenance Committee and the Advocacy Committee voted to recommend “Spring Street Green” as the color for the pedestrian light poles and fixtures. **Loverro made a motion to accept the recommended color of Spring Street Green. Cassella seconded the motion. The motion carried unanimously.**

**X. Advocacy and Business Development Committee Report**

**a. Wayfinding Grant: Banners, Signs, Maps** – Levi reported that due to a sewer line running underneath the proposed gateway location on Fountain and Highland, the gateway sign can not be installed at this location. It may be installed on the median island once that is constructed, but for now the committee recommends changing the proposed location for the sign included in the grant to the Eastern gateway at Sycamore and Santa Monica. The committee also prepared a list of 13 pedestrian destinations to be included in the wayfinding sign program. These locations were chosen for their status as civic or community places of interest. Parker suggested a future project of recognize historic buildings and businesses within the BID. Levi also noted that all businesses would be identified in a map which will be placed in Viacom’s kiosks within the BID, and on the website. **Cassella made a motion to accept the committee’s recommendations for this grant. Groeper seconded the motion. The motion carried unanimously.**

**b. Restricted Nighttime Parking Recommendation** – The committee worked in conjunction with Gary Minzer, civilian head of the CPAB (Community Police Advisory Board) Committee and the CHNC to recommend installing and enforcing signs to be posted on Romaine between LaBrea and Vine reading “2 Hour Parking, 10pm – 6am Nightly”. Levi explained that this was in order to reduce encampments on Romaine, but to also allow parking to those businesses who need it at night. This idea also has been supported by Jeannie Chang at CD4. In addition, petitions are being completed for early morning street cleaning on Mansfield (between Santa Monica and Willoughby) and Sycamore (between Romaine and Willoughby). The committee also proposed eliminating street cleaning on all streets other than Santa Monica and Highland, removing the restricted parking signs throughout the district; however Levi

said this would be in violation of our contract with the city. **Parker made a motion to accept the committee's recommendation for restricted nighttime parking on Romaine. Groeper seconded the motion. The motion carried unanimously.**

**XI. Theatre Row Committee Report**

*a.* Cassella reported on behalf of the committee. Several projects are being discussed, including a Marquee project that would aim to secure funding for consistent Marquees on all theatres in the Theatre Row District. Other areas of discussion have included parking and a proposal for a shuttle service, theatre row group advertising on radio and in print, and looking into getting a "consortium" type beer and wine license so that all theatres in the district could profit from sales of beer and wine.

**XII. New Business** – McQuiston reported on the city's budget and finance hearings which he has been attending. He has also asked Noel Weiss, an attorney who has represented industrial property owners who don't want their properties converted from industrial zoning, to a future meeting.

**XIII. Next meeting scheduled for May 24, 2007**

**Board of Directors Meeting  
Minutes  
Thursday, May 24, 2007**

**Present Board Members:** Anabel, Cassella, Groeper, Jacoby, Mahoney, Malick, McQuiston, Parker, Planting, Ramirez, Scane, Thorne.

**Absent Board Members:** Chait, Harris, Howard, Loverro, Mozes.

**Staff and guests present:** M. Garcia, J. Irogoyen, T. Krauss, S. Levi, S. Lucin, D. McQuiston, D. Strecker, V. Wolf.

*I.* Mahoney called the meeting to order at 3:10 pm.

*II.* Introductions were made.

*III. Public Comments.* There were no public comments.

*IV.* Approval of Minutes – The board reviewed the previous month’s minutes. **Malick made a motion to accept the minutes. Thorne seconded the motion; it carried unanimously.**

***V. Public Safety & Community Relations Committee Report***

*a.* Groeper reported that due to performance related issues, UPS had moved Captain Wilkerson off the Media District account. Rod Kratochvil, our Division Manager, placed John Irogoyen in the position during the interim. Irogoyen had been interviewed by the Security Committee for the position previously. Irogoyen’s position will be temporary but UPS is recommending him for the position permanently, pending review by the Committee and Board. Irogoyen was out on an arrest but arrived later.

*b.* The controversial feeding program was discussed at length by the Board. Groeper said the committee discussed the program and came to the conclusion that it is time for the program to relocate outside of the BID. Groeper said he felt the BID should help try to find a new home for the program, to which several board members agreed, while various board members disagreed and said they felt it was not our duty. Levi noted that the meeting packet contained a letter a photos illustrating the problems caused by the feeding program, which is felt not only by the businesses in the BID, but the residential neighbors nearby as well. The letter was written by Wolf, a local resident, who was in attendance. Board members discussed the best option to resolve the issue and get the feeding program moved. As mentioned before in previous meeting, McQuiston noted that the program is in violation of zoning laws so if we complain to Dave Keim, Chief of the Inspection Division for Building and Safety, McQuiston believes they will force the program to leave the BID. Other board members felt we should also contact LAPD, the council office, and Bureau of Street Services. **Ron Groeper made a motion to direct BID staff to actively pursue a solution for moving the feeling program out of the District by contacting the appropriate city departments. Cassella seconded the motion. The motion carried with one opposed (McQuiston).**



c. The committee met with representatives from PATH as well as Kerry Morrison from the Hollywood Entertainment District and Sunset/Vine BID regarding the new HERO (Homeless Emergency Response Outreach) program. This is a new program ran by PATH that aims to link homeless persons to services. After discussing the program, the committee voted to recommend that the Board support HERO with a donation of \$10,000 per year for two years. McQuiston noted that generally speaking there is a definite need for homeless outreach services in Hollywood, but he questioned whether the BID should be supporting this particular program because he believes that, due to the zoning of the District, homeless people are not allowed in the BID and should be removed by LAPD to a commercially zoned area; therefore the BID should not be contributing funds to a homeless outreach program. He also noted that PATH should request the funds using the non-profit donation form just like any other organization would. Levi noted that both of Morrison's BIDs in Hollywood have committed funds for HERO, and that if we do also, Morrison is planning a joint press conference. Mahoney said he felt PATH is worthy of our support and he recommends donating these funds if it is within our budget. **Groeper made a motion to embrace the spirit and concept of HERO and explore ways to appropriate funds in the amount of \$10,000 per year for two years towards the program. Planting seconded the motion. The motion carried with two opposed (Parker & McQuiston).**

#### **VIII. Cleaning and Maintenance Committee Report**

a. Levi presented information about the Wayfinding Signage as recommended by the Committee. The committee has approved a list of destinations within and adjacent to the BID, and locations where directional signs to those locations would be placed. Additionally, the committee has made a recommendation for locations of Street Sign frames. The information is included in the board packet. McQuiston wanted to know who pays maintenance on these signs; Levi said the BID would be responsible. Mahoney noted that issue is related to the budget, and not the discussion at hand, which is to approve the signs and the locations. **Cassella made a motion to approve the signs, design and locations (as shown on page 23 of the meeting packet). Scane seconded the motion. The motion carried unanimously.**

#### **XIV. Advocacy and Business Development Committee Report**

**Street Sweeping/Parking Restrictions Update** – Levi reported that she has been working with Eric Taguchi (BSS) on this project. He is not in favor of splitting Sycamore at Romaine (for the restricted night time parking). Regarding the proposed parking restrictions on Romaine Street, Levi said she has set up a meeting with DOT and CD4 to do a walk through of the street. DOT has advised that a council motion can instruct DOT to implement the parking restrictions; we wouldn't have to petition. **Levi said she is setting up an Advocacy Committee meeting for June. Mahoney noted that Planting will be joining the committee.**

#### **XV. Theatre Row Committee Report**

Cassella said the committee has not met since the last board meeting; currently they are attempting to get someone from ABC out to work on finding a way for all the theatres

in the area to obtain beer and wine licenses – perhaps as a consortium – and looking into pricing and options for the Marquee project.

**XVI. New Business**

- a. CPI Increase for 2008** – Levi said she is setting up an Executive Committee meeting to create the budget; the CPA is doing the annual review currently. Levi said she could ask the city for an extension so we could have this information before making a decision. Jacoby noted that depreciation expense on the patrol vehicle should be shown in the budget. Mahoney said we should ask for the extension, review the budget and annual review, and then if there is a surplus we should not ask for a CPI increase. Levi said she will ask for the extension, she thought we could get another month. She said we will have a treasurer's report for the next board meeting.

**XVII. Next meeting scheduled for June 28, 2007**

**Board of Directors Meeting  
Minutes  
Thursday, June 28, 2007**

**Present Board Members:** Cassella, Groeper, Howard, Jacoby, Loverro, Mahoney, McQuiston, Mozes, Planting.

**Absent Board Members:** Anabel, Chait, Harris, Malick, Parker, Ramirez, Scane, Thorne.

**Staff and guests present:** J. Irogoyen, T. Krauss, S. Levi, D. Strecker, M. Wolf.

*I.* Mahoney called the meeting to order at 3:30 pm.

*II.* Introductions were made.

*III. Public Comments.* Wolf asked if anyone knew whether Parker had met with Landreth yet regarding the feeding program; Parker was absent and no one could confirm if the meeting had taken place or not.

*IV.* Approval of Minutes – The board reviewed the previous month’s minutes. **Planting made a motion to accept the minutes. Cassella seconded the motion; it carried unanimously.**

**V. Executive Committee Report**

*a.* Mahoney presented the proposed 2007 Budget, as approved by the Executive Committee. McQuiston asked about the line item for Business Watch Meetings; there were no funds budgeted for it although it was listed as a line item, and the BID does purchase the food and drinks for these meetings. Levi explained that any food, drinks, or supplies for meetings come out of the “Meeting Expense” line item. McQuiston suggested either removing the Business Watch item, or allocating the correct amount of funds to it. Mozes said he wasn’t opposed to striking the item. McQuiston also said he didn’t like the way management costs were split between different categories, he said he felt all management costs should be under the “Management” heading, or allocated between the other categories. Mozes explained that the Executive Committee had allocated certain percentages to those categories as estimates of how much time was spent on each category (Cleaning/Maintenance, Security, and Improvements/Marketing), but there was remaining general administration tasks and expenses which fall only into the “Management” category. Mozes pointed out that this had been done several years ago, and the budget for 2006 had been approved in this form, and accepted by the city. Mahoney said he felt this budget is acceptable and that the allocation of management accurately represents the time spent in each category. **Groeper made a motion to approve the proposed 2007 Budget. Planting seconded the motion. The motion carried, with 1 (McQuiston) opposed.**

*b.* Levi presented the proposed 2008 Budget, which she said is identical to the 2007 Budget except there are 3% increases figured in for both HBT and UPS. She also noted that the funds for the HERO Program have been allocated in this budget.

Howard pointed out that the percentage is incorrect on Improvements and Marketing. McQuiston also said that the \$282,629 rollover from previous years should be listed under "income". With those corrections, **Planting made a motion to approve the proposed 2008 Budget. Cassella seconded the motion. The motion carried with one opposed (McQuiston).**

*c.* The committee found that the BID is running a surplus, and has not only rollover funds from previous years, but also has remaining funds in BID I. In light of this, the committee recommended not to increase the CPI for 2008, leaving assessments at the same rate. **McQuiston made a motion to not increase assessments for 2008. Planting seconded the motion. The motion carried unanimously.**

*d.* The committee instructed Levi to have our accountant figure the interest amount owed by BID II to BID I, and recommended paying back the funds plus interest at this time, now that there are plenty of funds in the BID II accounts. The principal amount was \$304,520.00, plus the interest which is \$27,924.04, for a total of \$332,344.04. **Groeper made a motion to pay back the total amount of \$332,334.04 to BID I from BID II immediately. Cassella seconded the motion. The motion carried unanimously.**

#### ***IX. Public Safety and Community Relations Committee Report***

*a.* Irigoyen reported that they have made 16 arrests in the past month. There has been an increased presence by both LAPD and the LA Sheriffs in the area. The Sheriffs have been helping with prostitution cases. He also reported that some stakeholders have not been cooperative about pressing trespassing charges, which makes it difficult for the patrol guards to take action against these perpetrators. Also, there is one individual who is trying to petition against the security patrol, Irigoyen said he is keeping a watch on this. Theft from vehicles is down according to LAPD stats, but Irigoyen said the large signs warning people not to leave valuables in their cars is not helping; Strecker said he can ask the Neighborhood Council if they know who is posting these signs. When asked if the team is fully staffed at present, Irigoyen said yes. McQuiston commended Irigoyen on the increased visibility of the security patrol.

*b.* Irigoyen was excused from the meeting as the board discussed the possibility of hiring him as our new Security Director. He has been serving as the interim director, and the committee has been pleased with the results, recommending that the board hire him permanently. **Groeper made a motion to hire Irigoyen as our Security Director. Cassella seconded the motion. The motion carried unanimously.**

*c.* Levi said she has spoken with Stacy Marble, field deputy for Tom LaBonge, who is going to set up a meeting with the appropriate parties to meet with Ted Landreth and discuss the feeding program. They are shooting for the first week in August. Marble is also confirming the zoning regulations for the area.

*d.* The committee received two quotes from Metro – one for moving the existing camera at Seward to another building on the opposite corner, and one for raising the camera at the current location. The committee recommends accepting the lesser expensive quote to raise the camera. **Groeper made a motion to accept Metro's quote for \$1,397.52 to raise the camera at its current location at Seward and Santa Monica (NE Corner). Loverro seconded the motion. The motion carried with one opposed (McQuiston).**

**XVIII. Advocacy and Business Development Committee Report**

**a. Nighttime Parking Restrictions Update** – Strecker said he has gotten the petition from DOT and has already gotten several signatures which accounts for 2 blocks of the 5 block area. He expects to gather the remaining signatures early next week.

**b.** Previously, the board approved looking into funding the HERO Program if the funds were available. The Executive committee examined the budget, which was just approved by the board earlier in the meeting, and found that funds are available. **Cassella made a motion to fund the HERO Program at \$10,000 per year for 2 years. Groeper seconded the motion. The motion carried with one opposed (McQuiston).**

**c.** For the Bus Stop Improvement grant, Levi said that METRO is removing two of the bus stops currently in service; the ones at Seward and Cahuenga and relocating one to the east side of Vine (outside BID boundaries). Because of this, our grant would be missing five bus stops. Initially, because of funding concerns, Levi asked if we could proceed without these two stops, but because there were 12 stops included in the grant request, there must still be 12 stops improved. Levi identified the rest of the bus stops in the BID Area and asked the board to rank these stops in order of priority so that we could determine which stops to include in the scope. **The stops that were chosen were Orange/Santa Monica (North and South sides), Highland/Santa Monica, Highland/Melrose, and Cahuenga/Melrose.**

**d.** The committee had agreed to send RFP's out for restructuring the website. The RFP was included in the meeting packet.

**XIX. Theatre Row Committee Report**

Cassella said the committee has not met since the last board meeting; they are still trying to get someone from ABC to come to a meeting for information about a consortium beer and wine license for all theatres on Theatre Row. Strecker has contacted Marble to assist. Cassella also reported that The Blank Theatre is currently hosting its annual Young Playwrights Festival in the BID.

**XX. New Business**

There was no new business.

**XXI.** The board adjourned into Executive Session to discuss personnel and Administrative Contract Matters, no action was taken.

**Board of Directors Meeting  
Minutes  
Thursday, July 26, 2007**

**Present Board Members:** Anabel, Cassella, Chait, Groeper, Howard, Loverro, McQuiston, Mozes, Parker, Thorne.

**Absent Board Members:** Harris, Jacoby, Mahoney, Malick, Planting, Ramirez, Scane.

**Staff and guests present:** J. Irogoyen, T. Krauss, S. Levi, D. Strecker.

*I.* Mozes called the meeting to order at 3:30 pm.

*II.* Introductions were not necessary.

*III. Public Comments.* There were no public comments.

*IV.* Approval of Minutes – The board reviewed the previous month’s minutes. **Thorne made a motion to accept the minutes. Groeper seconded the motion; it carried with one abstention (Anabel).**

**V. Public Safety and Community Relations Committee Report**

*a. UPS Report* - Irigoyan reported on behalf of the Security Patrol Team. He said they have recently arrested the top five most wanted in the area in connection with drugs and prostitution. However, he said they are seeing a lot of new faces; people who have come to town for the summertime. He said he did find out that Arena/Circus are the ones putting up the signs around the neighborhood warning people not to leave valuables in their car, but that they were directed by one of the LAPD senior leads who works with the clubs, most of which are not in the BID. Our area Senior Leads were not aware of this. Levi spoke with LAPD and advised them that our security guards already distribute “green tags” which warn people not to leave valuables in their car. Arena has been asked not to leave the signs up except on weekend nights. Parker suggested setting up a meeting with the detective, senior leads, and the Arena staff for the next Business Watch. Irigoyen also mentioned an increase in transients living in motor homes and trailers in the area, specifically on Cahuenga, which he believes may be occupied by construction workers. Lastly, he reported that LAPD has asked for the team’s assistance in finding a wanted felon who has been known to frequent the area around Santa Monica and Las Palmas.

*b. Seward/Santa Monica Camera Update* - Levi reported that the camera at Seward and Santa Monica has not yet been raised because Metro is behind schedule on other projects. She also said that the camera at Sycamore and Romaine had been not working but is now operational again, waiting to hear back from Metro to tell us what had happened. Unfortunately, during the time it wasn’t working, a vehicle had been stolen from Parker’s parking lot. Groeper expressed concern over LAPD’s cooperation with providing us information regarding their use of the cameras. Levi said she has spoken with Capt. Farrell’s assistant, Tracy, who told her that the cameras are not being monitored 16 hours a day (as we had been told they were) and that LAPD is not

keeping detailed records of how many arrests have been attributed to the cameras. Further, Tracy advised that there may not be room in the monitoring room for any additional equipment. Parker said he would like to talk to LAPD and ask them what their strategy is for utilizing the cameras.

**c. Feeding Program Update** - Parker reported that he had met with Ted Landreth of the West Hollywood Food Coalition, who felt that more security was needed at the feeding program, although he could not afford it himself. He asked if the BID could provide additional security or funding for it, Levi said this would need to go to the Security Committee before coming to the board. Parker said Landreth does not plan on moving the program. Levi said that Stacy Marble (CD 4) is on vacation until the end of the month, but upon return will set up the meeting with Landreth, CHNC, Melrose Neighborhood Association, the BID, and CD4 & 5 to try and come to some solution. Irigoyen mentioned that he felt there were bigger crowds lately coming to the feeding program, stretching out for about 4 blocks around the area and that it is taking a lot of their resources. Parker added that he and Strecker had attended the CPAB's homeless outreach committee meeting where the service providers said they felt that there need to be more beds for the homeless in Hollywood, which is their main priority.

#### **X. Cleaning and Maintenance Committee Report**

**a. Tree Replacement Update** – Levi said that the trees just need to be tagged by the City before HBT can plant them; planting should occur next week.

**b. Ped Light Vote Update** - Levi reported that the Prop 218 Vote for the Highland Pedestrian Lights had passed, so the final cost estimates and designs need to be finished by next week by the city. Unfortunately, Levi noticed that according to the plans, the city had eliminated the median on Highland between Romaine and Santa Monica, presumably because the turning lane would leave less than 75' for the median on that block. She has asked for it to be put back in to see how it will affect the budget. She added that there is a 3-4 month bid and award cycle so she is anticipating that construction will begin now in spring 2008.

#### **XXII. Advocacy and Business Development Committee Report**

**a. LAPD National Night Out Grant Request** - LAPD has made a grant request for \$1025 for National Night Out which will be held Aug. 7. The Committee reviewed the request and is recommending the Board approve the request. The board noted that the request had been increased from last year, when we donated \$935. Also, McQuiston questioned why CHNC was not donating anything. **Groeper made a motion to accept LAPD's request for \$1025 for National Night Out. Cassella seconded the motion. The motion carried.**

**b. Website Proposals** – The committee received two responses to the RFP the board sent out for fixing the infrastructure of the HMD's website. The committee approved Tom Edgar's proposal for up to \$3,000. Krauss explained the both bids had been comparable. There was some discussion on the content and design of the site, which Levi said was not relevant to this particular contract because it is simply to fix the problems in infrastructure with the current website, but suggested establishing a website committee to take a look at the purpose, design, and content of the website, noting that there was \$12,000 budgeted this year for the website. **Anabel, Groeper, Loverro and Mozes volunteered to be on the Website Ad-Hoc Committee.**

**Thorne made a motion to accept Edgar’s proposal to fix the website for no more than \$3,500. Cassella seconded the motion. The motion carried with one abstention (Groeper).**

**c. PATH / HERO Update** – Strecker reported that he had sent the \$10,000 donation to PATH for the HERO program along with a letter asking PATH to notify us of any progress or events related to the program. Strecker said he also has been attending PATH’s Project YIMBY (Yes! In My Backyard) meetings and had even volunteered to head the logistics committee for their Connect Day event, and is trying to find a location for the event. He said he felt that his participation with PATH will benefit the BID.

### **XXIII. BID I Funds / BID II Rollover Committee Report**

**a. Highland Avenue Medians Proposal** – Groeper reported on behalf of the committee. He said that because one of the BID’s highest priorities is to finish the Medians on Highland Avenue, the committee proposes funding two of the medians, north of Santa Monica and south of Fountain Ave., which are not included in the MTA Pedestrian Improvements Grant. That grant only covers the medians south of Santa Monica Blvd. The BID did apply for a 2008 Call For Projects to fund the north medians, but was not selected. The committee is proposing using all of the remaining BID I funds and whatever portion of BID II Rollover funds are needed to complete the project, then using the remaining BID II funds to make improvements to the western expansion area of BID II. Levi said she had gotten a proposal for the medians, and estimates that the cost will be roughly around \$325,000 total, although she is still getting numbers from DOT. Additionally, medians used to be able to be constructed under an “A” permit but now the city is requiring a “B” permit which is more costly and involved; we are hoping to get council district assistance in convincing the city to allow us to construct the median under an “A” permit. She should have a better estimate by next week. The committee would like to construct these medians this year, before the holiday moratorium on November 15. The design will be the same as the medians south of Santa Monica which have already been designed. Loverro pointed out that we can construct these medians much faster if it is done with private funds.

Mozes asked for clarification about the committee’s purpose and how they came to make this proposal; Groeper said that they had met to examine the surplus BID funds and determine the best way to utilize them. Thorne inquired about the money that Iron Mountain had promised for one of the medians; Levi said that Jeff Anthony said they would still commit \$50,000 as soon as their contract with the CRA is signed which should be next month. That money will go towards the two medians north of Santa Monica.

McQuiston presented a two page document wherein he made several calculations regarding the assessments and the surplus funds. He said he felt that the Medians were a direct benefit to the property owners who are near the medians and that they are not a general benefit to the entire BID. He made calculations of how much of the surplus funds he believed should be spent on Highland, which would not be enough to fund the medians. In the process, he also became concerned with the assessment methodology used by the BID as outlined by the management plan, which he also said is a plan that the BID must follow and he felt that using these funds to construct the



medians did not comply with the plan. He said he thought the board should table the item until he could finish his calculations.

Levi said she believed the City Clerk's office would not have a problem with us using these funds to construct the medians. Mozes asked for board members to go around the table and give their input on the matter. In general, the majority of board members felt the medians were a priority for the BID and were in favor with proceeding with construction this year. Board members felt that it would have a big impact and would benefit the BID as a whole by increasing awareness of the District and attracting businesses. There was some discussion as to whether the surplus funds had to be used in the categories in which they had originally been allocated by the management plan; Levi said she would double check with the city clerk but that other BIDs had used their rollover funds in the same manner.

Mozes gave McQuiston 60 seconds to wrap up his remarks. McQuiston said that the BID had hired an engineer to draft the Management Plan and the BID agreed to the plan, so we need to follow it. He suggested that stakeholders could ask for their money back if they were not happy with how BID funds were spent and asked for more time to complete his findings. Mozes asked Levi to get more information from the city to see if we can spend these funds as proposed.

**Groeper made a motion to direct staff to verify with the City Clerk that we are allowed to spend these funds on a project such as this, and if so, to allocate up to \$325,000 maximum out of the BID I Funds and the BID II Rollover Funds to construct 2 medians on Highland, one being between Santa Monica and Lexington and the other between Lexington and Fountain. Loverro amended the motion to say that if the medians can not be constructed before the Nov. 15 holiday moratorium, it will go back to committee. Thorne seconded the motion. The motion carried with one opposed (McQuiston) and one abstained (Cassella).**

#### **XXIV. Annual Meeting**

Levi reported that the original date selected for the Annual Meeting on the roof of Iron Mountain was Rosh Hashanah. In speaking with President Mahoney, he said he did not feel comfortable having the meeting in September since none of the improvements promised by the city had been made since last year's meeting. Levi suggested rescheduling the meeting for December or late November as a holiday dinner, at a different location than the rooftop, but still providing the same food and drinks as the regular annual meeting. Hopefully the medians will be done by then and there will be cause for celebration. **Cassella made a motion to postpone the annual meeting until the end of the year and make it a holiday party. Loverro seconded the motion, which carried unanimously.**

#### **XXV. New Business**

- a.** McQuiston said that he had asked Irigoyen to compile a report detailing how much time the security team spends in each area in order to determine if we are following our management plan in regards to security. He suggested that we may want to come up with a new Management Plan. He will have a full report next month.

*XI.* The meeting was adjourned. Next meeting scheduled for August 23, 2007.

Board of Directors Meeting  
August 23, 2007

Board Members Present: Anabel, Groeper, Howard, Loverro, Malick, McQuiston, Parker, Planting, Ramirez, Thorne.

Board Members Absent: Cassella, Chait, Harris, Jacoby, Mahoney, Mozes, Scane.

Staff and Guests Present: Mardy Baker, Louis Boulgarides, John Irigoyen, T. Krauss, S. Levi, Carl Lou, D. Strecker.

- I. Call To Order – Anabel called the meeting to order at 3:20pm.
- II. Introductions – Introductions were saved for the UPS update.
- III. Public Comments – There were none.
- IV. Approval of Minutes – After reviewing the minutes of the previous board meeting, **Loverro made a motion to accept the minutes. Groeper seconded the motion. The motion carried unanimously.**
- V. A. Public Safety and Community Relations Report – Louis Boulgarides introduced himself as the Vice President of the LA Branch of UPS. He then introduced Carl Lou, who is replacing Rod Kratochvil, our account manager. He said that Lou has 22 years experience in the field. Irigoyen reported on behalf of the security team. He said they have seen some progress with LAPD. He reported that the team recently captured two wanted criminals who had warrants in California as well as other states, and six additional arrests had been made in the past week. He said that the signs that had been posted by Arena have not been seen lately. Irigoyen is working with one of the parking enforcement officers in the area who went to school with him and is an old acquaintance. He warned board members that burglary is up in the area, so the team is focusing on robberies. There have been three robberies lately, one at TVC; one at the 7-11 on Las Palmas; and one at the X-Spot on Santa Monica and Highland. LAPD should also be working on preventing these because the robberies were at gunpoint so Irigoyen said he would not risk our officers by having them deal with an armed robber. On a brighter note Irigoyen said he was happy to report that LAPD and private security in the BID are coming to the team for help first, which means people are recognizing the good being done by the green shirts. Irigoyen said he is interviewing candidates today and tomorrow and will be hiring the best four. Boulgarides said he removed the three officers from our account who were involved with the incident at 7-11 which Levi had e-mailed the board members about. He wrote a letter to the civilian who had lodged the complaint against our security team and shared the letter with the board members for approval. Furthermore, he said they will be addressing the incident with the team through additional training and a review of procedures and guidelines. McQuiston suggested that when an incident like this occurs, the committee members should be notified immediately in the form of a “heads up.” Levi agreed and said in the future she will do so. Parker asked if we should perform additional training for the graveyard shift; Boulgarides said yes. He will bring updated guidelines for the graveyard shift to the board for review. Also, they will be sending out a field inspector during the graveyard shift. As the board

approved the letter Boulgarides had written, he said he would overnight it. Loverro asked about the suspect wanted by LAPD who was thought to possibly visit the area of Santa Monica and Las Palmas; Irigoyen said he has a photo of the suspect but doubts he will be visiting the area. Loverro offered photographic reproduction services in the future when trying to locate a suspect.

B. Boys and Girls Club Security Request – Groeper explained that Melba Culpepper from the Boys and Girls Club had attended the last committee meeting to ask for assistance with their upcoming event (flyer included in meeting packet). Irigoyen said that he has a rank officer scheduled that day who can report to the event (outside the property) and then remain within a 4 block area on patrol. **Groeper made a motion to have a guard report to the event, then remain on patrol within a four block area of the Boys and Girls Club. Loverro seconded the motion. The motion carried with one dissention (McQuiston).**

C. Feeding Program Security Request – Parker said that issues related to the feeding program and lack of security provided by the West Hollywood Food Coalition needs to be addressed and taken seriously. He met with Landreth of WHFC who asked if the BID would be willing to donate funds for security officers at the food line. He suggested stationing two of our guards at the food line from 5:30 to 8:30pm daily during the time the feeding occurs. Loverro said he was worried that if we stationed our guards there that LAPD would not feel the need to patrol, and that it's really an issue for LAPD and not the BID. McQuiston added that the state Supreme Court has ruled that the food line can not operate at that location and that the building/zoning code says you can't serve food outside of a building. McQuiston said he is frustrated with the food program and is almost ready to take legal action. He said if the BID supports the program by providing security for the food line, then we are co-conspirators because the food line is operating illegally. Howard asked Levi if the program is in fact legal or not. Levi said she has spoken to Building and Safety who said it was not an issue for them because it's not on private property and they don't deal with public property. She contacted the Health Department but hasn't received an answer from them yet. Howard said he felt the BID needs to do its due diligence to find out if it's legal or not, and if not, report it to the appropriate agencies. In the meantime, he said we need to provide security and protect the people in our district. Parker reiterated that the security the BID would be providing is to protect the property owners in the BID who are affected by the food program, and not the food program or its clients. He said we need to provide this security to our stakeholders regardless of whether or not the food program is legal. Boulgarides agreed that it's the mission of the security team to support the business owners, not the feeding program. He warned the board members about getting locked into a commitment to provide security and suggested making sure the board has flexibility if they decide to focus security on a different location later. Irigoyen added that Deputy Escobar with LA County Sheriff's department has been present at the food line and he has jurisdiction there. Parker said that the homeowners and residents of the area have been making noise on this issue and having an impact. Anabel, addressing McQuiston's allegations that the

BID would be entering into a conspiracy if providing security to the area around the food program, said he doesn't agree because we would not be protecting the food line clients, just the stakeholders. Parker again reiterated that we are not funding security for the food program or giving them funds to hire their own security. McQuiston said he felt the officers should only make their usual rounds and report the food program as an illegal activity (to LAPD) each night. **Groeper made a motion to deploy two of our guards to the area surrounding the feeding program on a nightly basis between the hours of 5:30pm-8:30pm until UPS recommends it is no longer needed. Howard amended the motion to add that the committee needs to look into the legality of the food program and report it if it's illegal; Groeper accepted the amendment. Planting seconded the motion. The motion carried unanimously.**

**VI. Cleaning and Maintenance Committee Report**

- A. Tree replacement updates/Pear Tree request – Strecker reported that the replacement trees have now been planted. Thorne reported that the committee is recommending replacing a missing pear tree on Santa Monica Blvd. with a 24” box tree at a cost of \$280. Chait had requested this tree be replaced, which was initially planted by the Theatre Row operators. He said the theatre could pay the cost of removing the existing stump. **Groeper made a motion to accept the committee’s recommendation and have HBT replace the tree. Thorne seconded the motion. The motion carried unanimously.**
- B. DG Replacement – HBT had quoted a cost of \$30 per tree well to refill the decomposed granite which has settled or eroded from many wells in the district, creating trip hazards on the sidewalks. Strecker walked the district and found 47 wells which need to be refilled. The committee requested an additional quote from HBT for stabilized decomposed granite which would be more costly (HBT estimated about twice as much as regular DG but didn't provide a quote) but will last longer. Also, Groeper had proposed following the lead of some of the property owners in the district who have planted flowers and other landscaping in the tree wells. If the committee decided to do that, then they would not want to use stabilized DG. McQuiston stated that he has decomposed granite that he could donate to the BID. The item was sent back to committee.

**VII. BID I Funds/BID II Rollover Committee Report**

- A. Landscape Architect Proposal – Levi reported that she had written a letter to the city clerk's office asking permission to spend our BID I funds and BID II rollover funds on constructing the two medians on Highland Avenue between Santa Monica and Fountain. The city clerk's office responded and granted permission. Both letters were included in the meeting packet. Levi advised that if the board moves quickly and engineering is good to us, she believes that we construct these medians before the holiday moratorium beginning November 15. Levi recommended approving the proposal from Troller Mayer that the committee and board previously reviewed. Planting asked if this proposal was for actual engineering drawings; Levi said that yes, these would be the actual drawings given to the city for the B permit. **Groeper made a motion to accept the landscape architect proposal for the two**

**Highland Medians, as recommended by Levi. Loverro seconded the motion. The motion carried unanimously.**

- B.** Thomsen Landscape/Median Construction – Levi further recommended the proposal from Thomsen Landscape for the construction of the median. Her firm has used this contractor for several medians constructed by other BIDs. **Malick made a motion to accept Thomsen Landscape as the contractor to construct the medians. Ramirez seconded the motion; the motion carried unanimously.**

VIII. Website Ad-Hoc Committee Report

- A. Groeper reported that the committee has been meeting with Tom Edgar to fix the bugs on the current website and come up with ideas to improve the content and design of the site. He brought the board’s attention to the minutes of the committee’s meeting included in the board packet which detailed the proposed organization and content of the site. He presented the new navigational system and the content that would be included under each heading, making special mention of the “available property” and “available jobs” section which could be utilized by all stakeholders, who would be allowed to post items on these sections. He also spoke about the “history” page which could include old photographs of the area and include biographical information about the area. **Groeper made a motion to approve the committee’s suggestions for the new navigation and homepage content on the website.** He said that Edgar will have a prototype of the site up soon that board members can peruse and approve before it will go live. **Loverro seconded the motion. The motion carried unanimously.** Levi suggested asking board members to send history blurbs and photos to staff to assemble for the history page.

IX. There was no new business.

X. The next meeting is scheduled for Sept. 27, 2007

Board of Directors Meeting  
Sept. 27, 2007

Board Members Present: Anabel, Cassella, Chait, Groeper, Harris, Loverro, Mahoney, Malick, McQuiston, Parker, Ramirez, Thorne.

Board Members Absent: Howard, Jacoby, Mozes, Planting, Scane.

Staff and Guests Present: John Irigoyen, S. Levi, Shiva Monify, D. Strecker.

- XI. Call To Order – Mahoney called the meeting to order at 3:20pm.
- XII. Introductions – Introductions were made including one guest, Shiva Monify with Sperry Van Ness Real Estate, also with the Hollywood Chamber of Commerce.
- XIII. Public Comments – There were none.
- XIV. Approval of Minutes – After reviewing the minutes of the previous board meeting, McQuiston pointed out one correction. On the second page, item B, “abstention” should be changed to “dissentation” in the last sentence. Strecker said he would correct the error. **Loverro made a motion to accept the amended minutes. Thorne seconded the motion. The motion carried unanimously.**
- XV. **Advocacy and Business Development Committee Report**
  - B. The committee recently met with Charles Arbing and Bernie Mermelstein from Village Property who presented a proposal to develop the existing Del Taco at Santa Monica and Highland to a Walgreen’s drug store. The committee had some concerns after the presentation, which they submitted to Charles. The concerns and responses are included in the meeting packet. Charles briefly explained the proposed development to the board. The pharmacy would not have a drive through and would not sell alcohol. It would be open 24/7 and would include a 22 car parking lot. They would have to get a zone change from the existing MR1 in order to develop. He explained that there is a billboard on Highland that still has 13 years left on the lease, which is in the dedication area. He proposed that they would create a right-turn lane north of the billboard in the dedication area, and once the lease expires they would finish the setback. He said that a Walgreens is a less intensive use than the current Del Taco, and would have fewer employees and fewer parking spaces. The board was concerned about security, especially on the night shift. Arbing said initially Walgreens would open without a security guard but would consider adding one later if needed. The board asked if Walgreens would own the property; Arbing said that Village Property would be the owner and Walgreens would have a 25 year lease, with an option to add another 50 years. McQuiston said he would like to hear from the existing tenant before making any kind of recommendation. Arbing concluded that he is hoping to gain support of the project from the BID. The item was sent back to the committee for further discussion.
  - C. LACER Donation Request – The committee had received and approved a request from LACER for a grant in the amount of \$2,500, pending confirmation that LACER was not included on a list of unapproved organizations being looked into by Councilmember Cardenas’ Ad Hoc

Committee on Gang Violence and Youth Development. Levi reported that she spoke to the legislative analyst for the Committee and there is currently no list. **Groeper made a motion to award the \$2,500 grant request to LACER. Chait seconded the motion. The motion carried unanimously.**

**XVI. Public Safety and Community Relations Committee Report**

- C. UPS Report – Capt. Irigoyen said there have been less arrests lately because the Patrol Team has been getting more cooperation out on the streets. Irigoyen was able to get Parking Enforcement to remove two vehicles that had been loitering near Lexington and Las Palmas. He also mentioned that the Boys & Girls Club event had gone peacefully, although there have been some issues with some school children lately. On a good note, he said businesses outside of the BID have been calling to ask how they can be a part of the BID to get security. Levi asked Irigoyen to talk a little about the new training program he is coordinating for the guards. He said they are doing a bike test every 2-3 months, as well as radio codes. Training is also being given for baton by retired Sheriffs. Irigoyen has also been training using role-playing exercises. Currently the team is fully staffed but they are actively recruiting. They will be doing transgender sensitivity training soon. Irigoyen had partial September stats available for board members, but said he would send out the full month and comparison with August after the end of the month.
- D. CPAB Homeless Shelter Proposal – Strecker reported that the CPAB’s Homeless Issues Committee, chaired by Erik Sanjurjo, has been meeting for some time and trying to identify a location for an emergency homeless shelter in Hollywood. The committee is asking the BID if it would help locate a property within the BID boundaries, between Highland and LaBrea and between Santa Monica and Willoughby, which they felt would be appropriate. This would be a facility similar to the PATH Mall near Vermont and Beverly, where all existing services being provided on the street such as the West Hollywood Food Coalition, UCLA Medical Students, and the Needle Exchange could all be housed and would include beds and various other services. Strecker said he, along with McQuiston and Parker had attended the Committee’s meeting this morning. Sanjurjo said that he felt the shelter would actually improve conditions in the area, and pointed to the PATH Mall as an example of a neighborhood being improved by a homeless facility. McQuiston said he had prepared a memorandum on the topic which he distributed at the morning meeting and also would get to all board members. McQuiston said that it is illegal for anyone to reside in a restricted manufacturing zone; therefore there can not be a homeless shelter in the proposed area. Parker said that LA has not developed a strategic plan for homelessness whereas many cities in the country already have; he feels this is an issue that has to be dealt with by the city council and mayor and that our pressure should be on them. Malick said he felt that the impact on future development could be devastating. Parker said perhaps the BID could ask for higher density for industrial properties as an incentive for businesses to stay. It could be better to get everything moved inside and to have it managed. Mahoney said he



would be interested in getting statistics about the PATH Mall and its effect on the surrounding neighborhood. Strecker said he could arrange for someone to come to the next committee meeting. The item was sent to the Advocacy Committee.

**XVII. Cleaning and Maintenance Committee Report**

- C. Levi reported that the Theatre Row Committee had proposed an idea for a mural and would like to apply for a Neighborhood Beautification Grant. The clean committee said the BID should write our own grant for funding one of the Medians on Highland north of Santa Monica if we can not get them built before the end of the year; however, if it looks like we are going to be building them before then we can submit the Theatre Row's grant proposal on behalf of the BID.

**XVIII. BID I Funds / BID II Rollover Committee Report**

- B. Levi said that the construction drawing should be done by Monday (Oct. 1) and she will hand deliver them. We have asked for a 50% discount on the \$40,000 permit fees and we have asked the Council District 4 to pay the remaining \$20,000 if the discount is given. If the construction documents go through engineering quickly and the fee waiver is approved we could still be done before the holiday moratorium, or at least we could almost be done and the council office said we could most likely get an extension into the moratorium to finish construction. Levi said the MTA Grant still has a target date of April or May 2008 to begin construction on the medians south of Santa Monica. Iron Mountain still has not signed their contract with CBS/DeCaux which has delayed their commitment funding part of the medians. Mallick asked if the BID could just pay the \$40,000 to get the construction going. Levi said she will look into the budget to see how much money we have left for 2007, and we can call a special meeting.

**XIX. Nominating Committee – 2008 Board of Directors Elections**

- A. Mahoney said he will appoint the committee. Strecker said that Roy Oldencamp, of Buddha Jones, volunteered to be the non-board member on the committee. The board reviewed the list of officers with terms expiring in 2007.

**XX. New Business**

- A. McQuiston discussed the city's CAO report.

**XXI. Executive Committee Report**

- A. The committee had met to revisit the salary increase requests from the BID's Management Contractor and the Operations Coordinator. The Management Contractor asked for a 5% increase beginning Oct. 1, 2007. **Anabel made a motion to approve Levi's increase request. Groeper seconded the motion; the motion carried unanimously.** Strecker requested a \$2000 salary increase to begin Jan. 1, 2008, thus bringing his salary to \$40,000 per year. **Chait made a motion to approve Strecker's increase request. Loverro seconded the motion; the motion carried unanimously.**

**Next Meeting is scheduled for Oct. 25, 2007.**

Board of Directors Special Meeting  
October 8, 2007

Board Members Present: Cassella, Chait, Groeper, Howard, Loverro, Mahoney, Malick, McQuiston, Planting, Scane, Thorne.

Board Members Absent: Anabel, Harris, Jacoby, Mozes, Parker, Ramirez.

Staff and Guests Present: S. Levi, D. Strecker.

XXII. Call To Order – Mahoney called the meeting to order.

XXIII. Public Comments – There were none.

XXIV. Approval of Minutes –**Loverro made a motion to accept the minutes. Thorne seconded the motion. The motion carried unanimously.**

XXV. BID I Funds / BID II Rollover Committee

- B. Levi reported that she has scheduled a meeting for this Thursday downtown with Lem Paco where she hopes to discuss the permit fees. There is a new requirement for digging; rather than just calling dig alert which is a free service, now we must do a utility notification. Levi is hoping to get this waived, but it is a new requirement as part of the B Permit. The cost for Troller Mayer to provide this additional work is \$2,500 in addition to their contract. McQuiston said he felt that this should have been covered in the contract and we should not be paying for it. Malick said that the board could provisionally approve allocating the \$2,500 but we may not have to pay it. McQuiston said we should tell them we're not paying because it should have been in the contract and there probably is language in the contract to that effect; the contract was not on hand but Levi said she would review it. However, she already asked them about it and they said it is a new requirement that they were unaware of at the time we executed the contract. **Malick made a motion to allocate \$2,500 per Troller Mayer's request but to have Levi review the contract to see if this expense is their responsibility or ours. Thorne seconded the motion. The motion carried with one opposed (McQuiston).**
- C. At the last Board Meeting, the Directors expressed interest in looking at the budget to see if we could allocate \$40,000 towards permit fees for the Highland Medians above Santa Monica Blvd. We had asked both Council District's if they could help with these fees and were hoping that we could have the fee reduced by half and then the council office could donate \$20,000. However, if those failed to happen, the board wanted to be able to proceed without losing any time. Levi presented a spreadsheet of Actual Cash Through YE 2007 which showed that if we did allocate \$40,000 for these permit fees, we would still be left with a little over \$40,000 at the end of the year with all expenses paid. Groeper wanted to verify that the total cost of constructing the medians, not including the permit fees, was the \$325,000 that the board had allocated for this project. Levi said that the Thomsen Landscaping, who will actually construct the medians, estimated it at \$300,000 and the contract with the designer, Troller Mayer, is for \$25,000.

There was some discussion over the medians, but Mahoney said this action item is to determine whether or not the BID wants to authorize BID II to pay \$40,000 for the permit fees if needed. Levi explained that she is still hoping for \$20,000 from the city, and she recently talked to the attorney who is drafting the contract between Iron Mountain and CBS/DeCaux who said that there is language in the contract that, when executed, will require both parties to allocate \$25,000 to the BID for the Medians. **Malick made a motion to allocate \$40,000 from BID II funds for B Permit Fees, and to attempt to have the city cover \$20,000 of that but not to let it slow us down if they do not.** McQuiston said that he felt the Medians are more of a direct benefit to property owners on Highland. He suggested an amendment to the motion to ask stakeholders on Highland Avenue to chip in funds for the permit fees. Chait said that the purpose of the BID is to gather assessments from all stakeholders and then choose the projects that benefit the entire district and therefore we should not ask certain stakeholders for additional funds. Cassella said she was not sure that it was something the BID could or should do. Malick declined to accept the amendment. **Chait seconded the motion. The motion carried unanimously.**

- D. Levi said she asked Thomsen how long it would take to construct two medians. They said it would take 5-6 weeks. If construction were to begin on Monday, Oct. 15, that would give 5 weeks to the holiday moratorium, on Nov. 15. All construction is supposed to be finished before the holiday moratorium. Mahoney said that representatives from both CD 4 and CD 13 had indicated that they may be able to get us an extension if we are already close to finishing the construction by the time the moratorium goes into effect. Levi said that because of the time constraints, Thomsen suggested that if they can not begin construction on the 15<sup>th</sup>, they could start building one now, finish it by Nov. 15; then in January they could construct the second median. It was the consensus of the board that we should begin with constructing both medians at once.

**The meeting was adjourned.**

Hollywood Media District  
Board of Directors Meeting  
Dec. 6, 2007

Board Members Present: Anabel, Cassella, Chait, Groeper, Howard, Jacoby, Mahoney, Malick, McQuiston, Parker, Planting, Ramirez, Thorne.

Board Members Absent: Harris, Loverro, Mozes, Scane.

Staff and Guests Present: S. Levi.

**XXVI. Call To Order** – Mahoney called the meeting to order at 4:55pm.

**XXVII. Introductions** – Introductions were not necessary.

**XXVIII. Public Comments** – There were none.

**XXIX. Approval of Minutes** – After reviewing the minutes of the previous board meeting, **Cassella made a motion to accept the minutes. Anabel seconded the motion. The motion carried unanimously.**

**XXX. Attorney Recommendation of Amended Bylaws** – The board reviewed the attorney's recommended amendment to the bylaws to reduce term lengths to 2 years in the future. The amendment includes provisions for new directors elected in 2008 only to have either one year or two year terms, with half of the new directors getting one and the other half; two. This will continue the current staggering terms. **Cassella made a motion to accept the amendment to the bylaws. Groeper seconded the motion. The motion carried with one opposed (Anabel).**

**XXXI. Advocacy and Business Development Committee Report**

**B. Zoning and Land Use/Proposed Development**

**i. West Hollywood Facilities Relocation, 6443 Santa Monica Blvd –**

The Advocacy Committee is recommending that the board not support this project, which entails the West Hollywood Facilities Department building a new office and storage for overnight parking of their maintenance vehicles on a lot on the north side of Santa Monica. The Advocacy Committee did not want the BID to become a dumping ground for West Hollywood's problems, and also felt that the proposed use was not the best use for the property as it did not comply with the BID and CHNC's vision for the north side of Santa Monica. Groeper stated that while most of the committee was against the project, he and Mozes thought that it may be alright. Groeper added that it would not be an eyesore as some directors feared, and that it is a legitimate use for the property and he thought it was hypocritical of the BID not to support it, although he agreed there could be a better use. Malick said he believes that West Hollywood will use this as their auto repair and storage lot, and that it would remain that way in perpetuity, and asked the other

directors if they really want city services right in the middle of Theatre Row. He said a commercial use would be better. Parker questioned whether or not we needed an auto repair area in the BID. Mahoney said the market will dictate if auto repair is needed; but not if the City of West Hollywood makes it their Facilities Department. **Malick made a motion to adopt the Advocacy Committee's recommendation and oppose the request for a variance. McQuiston seconded the motion. The motion carried with one opposed (Groeper).** Let the record show that Howard was not present during the vote.

**C. Requests for support**

- i. Boys and Girls Club – The Board reviewed the grant application submitted by the Boys and Girls Club for their holiday toy give-away. **Cassella made a motion to grant the Boys and Girls Club request for \$2,500 towards their annual holiday toy give-away. Chait seconded the motion and it carried unanimously.**

**XXXII. Public Safety and Community Relations Committee Report**

- D. Holiday Bonus for Security Team – Levi explained that many of our security team has been with Universal Protection Service (UPS) prior to being placed on our account. UPS's holiday bonus policy is to have the client give bonuses if they deem it appropriate when they are assigned to a permanent account. For example, Captain Irogoyen received a \$500 bonus last year at his previous position. Levi presented a budget that would give \$500 to the Captain, \$300 to the Lieutenant, \$100 to the Sergeants, \$75 to the Corporals and \$50 to the Security Professionals; totaling \$1,650. **McQuiston made a motion to have individual checks issued to each of the team members in the amounts presented in the budget. Groeper seconds the motion and it carried unanimously.**

**XXXIII. New Business**

- C. There was no new business.

**XXXIV. Adjourn – The meeting was adjourned at 5:16 pm.**

Hollywood Media District  
Board of Directors Meeting  
January 24, 2008

Board Members Present: Anabel, Chait, Groeper, Howard, Jacoby, Lee, Mozes, McQuiston, Parker, Planting, Scane, Thorne, Weinstein.

Board Members Absent: Cassella, Harris, Loverro, Mahoney.

Staff and Guests Present: J. Irigoyen, R. Kratovil, S. Levi, M. Malick, D. Strecker.

XXXV. **Call To Order** – Mozes called the meeting to order.

XXXVI. **Introductions** – Introductions were made.

XXXVII. **Public Comments** – McQuiston said he had a public comment; Mozes asked him to wait until New Business.

XXXVIII. **Approval of Minutes** – After reviewing the minutes of the previous board meeting, **Groeper made a motion to accept the minutes. Scane seconded the motion.** Howard requested that the minutes reflect that he was not present during, and did not vote on, item 6. Strecker said he would amend the minutes. **The motion carried unanimously.**

XXXIX. **Nomination Committee Report** – The board reviewed the Nomination Committee's recommended Slate for the 2008 Board of Directors. The nominees were: Anabel, Groeper, Lee, Mozes, Parker, Scane, and Weinstein. **Jacoby made a motion to accept the Slate. Planting seconded the motion. The motion carried unanimously.** The board decided to delay selection of term lengths until the next meeting. For the selection of officers, Levi reported that she had spoken with Cassella who volunteered to run for President. **Groeper made a motion to elect Cassella for President; Lee seconded the motion; the motion carried unanimously.** Levi said that traditionally the past President became the Vice President. Mozes also nominated himself for Vice President; Groeper seconded his nomination. Levi said she thought Mahoney would be fine with Mozes serving as Vice President as he had recommended him for the position of President, however the board wanted to confirm that Mahoney did not want to serve as Vice President. Therefore, they tabled the election of Vice President until confirmation from Mahoney was received. Anabel agreed to continue serving as treasurer and Groeper nominated himself for Secretary. **Planting made a motion to elect Anabel and Groeper as Treasurer and Secretary, respectively. Thorne seconded the motion. The motion carried unanimously.**

XL. **Advocacy and Business Development Committee Report**

B. **Requests for Support**

i. **Boys and Girls Club** – Boys and Girls Club has asked the BID to purchase a table at their first Gala Fundraiser. There has not been an

Advocacy Committee since the request was received. Tables run \$3000 for 10 persons. McQuiston said the BID needs to avoid situations where the board members receive a personal benefit, such as a meal, as a result of a donation. Mozes allowed all board members to comment.

**McQuiston made a motion to send the request to the Advocacy Committee. Parker seconded the motion. The motion carried; the item will be sent to committee.**

- ii. **West Hollywood Facilities Dept.** – Levi distributed an e-mail from Howard who voiced concern over the procedure implemented by the Board to oppose the project. There was concern over whether board members have the authority to speak on behalf of the district at zoning variance hearings. Howard said he felt that if board members attend public hearings they should have specific instructions on what to say, and should have a written statement. He also said he didn't know if the BID's "vision" had been adequately defined in this regard and that the BID shouldn't frustrate other property owners' rights to develop their properties. Parker said we should seek legal counsel on the matter but that he believes property owners have the right to voice concern over their neighbor's properties. Malick defended his statements at the public hearing as he was representing the Board's position which was voted on at the Advocacy and Board Levels and said in this case, it was not a matter of interfering with a private transaction but rather a city unloading their problems in our district. McQuiston said that in order for a property owner to be granted a variance they must satisfy 5 requirements; he prepared a CD-Rom for board members to review that outline those requirements. Mozes advised board members that they may request a copy of the CD from the BID office. He agreed that the board needs to be more organized and put their recommendations in writing. The action item concerns whether or not the committee wants to discuss the item further, and if they wish to accept a request from the City of West Hollywood to have a representative present their project to the board. **Groeper made a motion to allow Allyne from the City of West Hollywood to meet with the Advocacy Committee to discuss their proposed project and variance request. Lee seconded the motion. The motion carried with one opposed (McQuiston).** McQuiston further suggested that the BID's agendas are not detailed enough and cited the city council agendas as a proper example. Mozes advised McQuiston to address this concern to the Executive Committee.

- C. **Schedule Advocacy and Web-Site Committee meetings** – These meetings will be scheduled via e-mail in the interest of time.

## **XLI. Public Safety and Community Relations Committee Report**

- E. **UPS Report** – Irigoyen reported that LAPD has been assisting our guards more and that prostitution is moving around the area. He said that several businesses outside of the BID have requested information on joining, which he takes as a compliment and indicator of the BID's success. He said there



has been an increase in teen runaways in the district and he has been seeking advice on how to help this situation. **The board discussed various service providers which may be able to provide assistance, including PATH, which the BID has donated money to for their HERO program to provide outreach in the BID. Levi proposed making contact with the local outreach groups to have them work with our security team on this issue. Staff will e-mail the board for suggestions.** McQuiston said he recently saw approximately seven officers congregated together on Santa Monica Blvd. and wanted to know why. Irigoyen explained that many of the officers are volunteering to work off duty hours to help protect the officers on duty, to show force, and to make it unclear to the people on the streets how many officers are working on a given shift. Weinstein added that he has seen a definite improvement in the area due to our security guards' efforts. Levi commended the officers for volunteering to work off the clock.

- F. Metro Video Maintenance Agreement** – The committee reviewed a proposal from Metro Video to maintain the security cameras and all related equipment now that they are no longer covered under warranty. Metro had prepared a proposal for all the equipment between all parties involved including HMD, HED, and CD13. The committee recommended that the board ask for our own separate agreement, and opted for the lower priced of the two options presented by Metro. HED strongly urged us to go with the more expensive option, which would allow for any parts that needed to be repaired to be immediately replaced with a new part while the old part is sent away for repair. **Groeper made a motion to accept the committee's recommendation to ask for our own proposal at the lower rate. McQuiston seconded the motion.** Chait asked if there are any statistics linking arrests to the cameras, and asked whether we could simply leave the cameras and signs up as a deterrent but opt not to pay for maintenance of the system. Groeper said LAPD has provided some statistics but has not really satisfied our requests. Levi said that they are devising a new tracking system to provide more detailed statistics. **The motion carried with one opposed (Chait).**
- G. Living Wage Increase** – The committee voted to recommend an across the board wage increase which would bring everyone to the new living wage (\$10.96) and would grant additional increases to officers depending on rank. **Groeper made a motion to accept the proposed wage increases as recommended by the committee; Parker seconded the motion. The motion carried unanimously.**
- H. Food Line Meeting with Capt. Farrell Report** – Mozes said several board members had been asked by Mahoney to attend a meeting with Capt. Farrell, SLO Washington, and Ted Landreth and associates from the West Hollywood Food Coalition. Groeper voiced his concern over the proposal of WHFC providing port-a-potties with their nightly feeding program and wondered where funding would come from as it would be a significant expense to truck them in and out each evening. Mozes asked if the BID would contribute to the port-a-potties; McQuiston said we should not. Malick said that at the meeting they stressed the need for West Hollywood to be an active participant

in looking for solutions to the problems presented by the food program since they are the largest contributor of funding to the WHFC's annual \$40,000 budget. Daphne Dennis is their contact at West Hollywood. Mozes said that Landreth gave out his cell phone number, which Mozes gave to all board members, to report any specific problems or issues. Groeper suggested having the Advocacy Committee look into the pricing for the port-a-potties; Parker said we should leave that burden on Landreth and if he does get numbers we could help him find funding. Mozes also mentioned his idea to get bus passes to the clients so that they can easily leave the area after the feeding. Lee asked if any other service providers were doing outreach at the food line. Levi suggested we contact the HERO program for additional assistance.

#### **XLII. Cleaning and Maintenance Committee Report**

- D. **HBT New/Replacement Tree Planting** – Levi reported that HBT will be planting about 48 new trees, mainly in the expansion area, utilizing a grant that will cover the materials and labor. Parker wanted assurance that they will not be planting any trees that will later have to be removed due to damaging the sidewalk or other similar issues. Levi said the trees will be approved by the city.
- E. **Tree Well Planting / Misc HBT Maintenance Proposals** – Thorne reported that the committee is proposing a pilot project to plant the tree wells which are low on DG (decomposed granite) and are located at red zones with Kangaroo Paw and Geraniums. Further, the committee has examined and is recommending funding for various other maintenance items recommended by HBT, which were included in the meeting packet. Those items were the ongoing maintenance of the two new medians, installing mulch on the original median, replanting the gas station planter box, and replacing missing plants in the original median. In addition, HBT prepared proposals for planting the new pots at the bus stops, which is to be funded through our portion of the match for the grant. **Thorne made a motion to accept the committee's recommendation and approve funding of all items. Groeper seconded the motion, the motion carried unanimously.**

**XLIII. New Business** – McQuiston brought the board's attention to a survey prepared by the City's Budget and Finance Committee. He asked board members to fill out the survey and return to him before March so that he can report the data to the committee.

**XLIV. Adjourn** – The meeting was adjourned at 5:16 pm.

Hollywood Media District  
Board of Directors Meeting  
February 28, 2008

Board Members Present: Anabel, Cassella, Chait, Groeper, Howard, Lee, Loverro, Mahoney, McQuiston, Parker, Weinstein.

Board Members Absent: Harris, Jacoby, Mozes, Planting, Scane, Thorne.

Staff and Guests Present: C. Farrell, J. Irigoyen, R. Kratovil, S. Levi, D. McQuiston, K. Morrison, D. Strecker.

XLV. **Call To Order** – Cassella called the meeting to order.

XLVI. **Introductions** – Introductions were made.

XLVII. **Public Comments** – There was no public comment.

XLVIII. **Approval of Minutes** – After reviewing the minutes of the previous board meeting, **Parker made a motion to accept the minutes. Groeper seconded the motion. The motion carried unanimously.**

**XLIX. Executive Committee Report –**

- B. Board Visioning Session Proposal** – Cassella said she had proposed a visioning session for the Board of Directors similar to the session held in 2003. Levi contacted both Brad Segal of PUMA who conducted the original session, and Nancy Horman, who helped with the formation of the BID, for proposals. Segal gave Levi a verbal quote of \$3,500 plus travel, which he estimated to be between \$550-700. Horman provided a proposal, which was included in the meeting packet, totaling \$2,500 plus reimbursement of travel expenses. McQuiston asked if the moderators already have a program that they recite to the board. Cassella said the session will be interactive and tailored to our BID's needs, issues, and funds. Lee said he thought this was a very exciting idea. Loverro added that it would help get the board focused. Levi said they are looking at dates in late April or early May. Mahoney said he felt that Horman was the more dynamic of the two consultants and that she did a terrific job when she helped for the BID. He admired her energy and thought that she would be able to keep the group on track, and her proposal is \$1000 less than PUMA's. **Groeper made a motion to accept Horman's proposal to conduct a Visioning Session for the Board of Directors. Parker seconded the motion. The motion carried unanimously.** Levi said they will come up with three possibly dates and try to accommodate everyone.
- C. HMD/CHNC Feedback Line** – Cassella explained the history of the proposed telephone line; the idea originated in the meeting that the BID had with LAPD, Ted Landreth of the West Hollywood Food Coalition, CHNC, and the neighborhood prosecutor. Ren-Mar is donating the phone line, and CHNC has allocated funds to hire a person to transcribe the messages left on

the line's voice mail for up to one month. The line will be used to collect stakeholder and neighbor complaints and issues within the district, but specifically we are interested in gathering input about the feeding program at Sycamore and Romaine. The exact name has not been finalized but Cassella said she would like to proceed with establishing the line and promoting to our stakeholder, CHNC, and the Melrose Neighborhood Association. Levi added that we will share the information with Landreth at the meeting scheduled for March 26. **Weinstein made a motion to establish and promote the HMD/CHNC Feedback Line. Chait seconded the motion. The motion carried unanimously.**

D. **2008 Revised Budget for Approval** – Levi said the board had approved the 2008 Budget back in 2007, but that in light of some changes such as increases in Salary for Levi and Strecker, Levi has prepared a revised 2008 Budget. She also explained that the BID will be getting funding and reimbursements related to the Highland Avenue Medians. Mahoney said the revised budget, taking into account the reimbursements and funding for the Medians, suggests a surplus, which is good. Levi said the surplus could be used to fund additional gateway signs, increased security camera maintenance, or other improvements as well as the visioning session. McQuiston noted a discrepancy in the line item for Security Lights; **Levi said she would look into the discrepancy**, but noted that it is a fluid budget. **Groeper made a motion to approve the spirit of the budget until other changes become necessary. Loverro seconded the motion. The motion carried unanimously.**

E. **Officer Elections – Vice President** – Cassella proposed to the board that rather than deciding between the two candidates for Vice President, Tim Mahoney and David Mozes, to let both serve as Vice President I and II, such as her and Parker did in 2005. Cassella noted that Mozes will also miss several meeting so it would be valuable to have two vice presidents. **McQuiston made a motion to elect Mahoney as Vice President. Groeper offered an amendment to the motion to elect Mahoney as Vice President I and Mozes as Vice President II. McQuiston accepted Groeper's amendment. The motion carried unanimously except for Mahoney, who abstained from the vote.**

## L. **Advocacy and Business Development Committee Report**

### B. **Requests for Support**

- i. **Boys and Girls Club Fundraising Gala** – Levi reported that the Advocacy Committee had evaluated this request after being sent to committee from the board and decided not to donate to this event, but rather to continue our annual support of their toy drive in December. The committee wanted to encourage board members to respond to this request individually.
- ii. **West Hollywood Facilities Dept.** – The committee had met with representatives from the City of West Hollywood to hear more about their proposed project at 6445 Santa Monica Blvd. The City plans to move their Facilities Dept. to that location, but had to request a zone

variance from the City Planning Commission in order to park their vehicles over 5,600 lbs on the property overnight; the BID had opposed the request and it was ultimately denied by the planning commission. The city of West Hollywood hoped to garner support from the BID after presenting the details of their project, as they will be appealing the ruling. However, the committee elected not to take any further action on the matter. Howard asked if Levi had heard anything back from our attorney regarding the committee's suggestion of establishing a protocol for board members to utilize when speaking on behalf of the board to oppose or support projects; Levi said she hasn't yet, but when she does it will then be an agenda item for the Advocacy committee. McQuiston pointed out that while he couldn't attend the last meeting, he had dropped off some information about industrial properties to the office and asked Strecker to copy and distribute the materials at the meeting. Levi stated that Strecker had brought copies to the meeting, although he had not had enough time to make copies for everyone. He urged everyone to obtain a copy from the office and elaborated on how property owners are hanging on to industrial properties, not using them, and hoping to sell them for a higher price after converting to residential or commercial. Cassella reported that Mahoney had spoke out on retaining industrial properties at the meeting. Parker added that industrial land owners should be given more incentive to rebuild their existing facilities with a better FAR. Lee said he also had some information about the Hollywood Plan for industrial property that he would get to Strecker for distribution.

C. **Mitigation Wishlist** – The committee had approved a “wish list” to present to CD 4 with projects that could be funded by developers working on projects in the area. The list included:

- **Stoplights on Seward at the intersections of Santa Monica, Willoughby, and Melrose**
- **Left-turn arrows onto Santa Monica Blvd. from Highland Avenue**
- **A four-way stop sign at Cole and Romaine**
- **PARKING: anything that would help parking in the area such as a structure, a way to transport people throughout the area, paying into a parking/transportation fund, or certain amounts of parking spaces reserved for public parking in new developments. Mahoney seconded the motion. The motion carried unanimously.**

Parker asked if Street Cleaning could be included in this; Levi stated that it was a separate issue. McQuiston said the BID should also develop a state grant wishlist, because DOT is saying they need a new wishlist for grants including public transportation, street lights, and improvement. He would also like to add improvement of Orange Drive south of Santa Monica Blvd. because the street is caving in. Parker said he is having a similar issue on Sycamore just north of Willoughby and had met with BSS to fix the problem and suggested McQuiston do the same. **Chait made a motion to accept the Advocacy's Mitigation Funds Wishlist. Groeper seconded the motion. The motion carried with one opposed (McQuiston).**

**C. Website Content Ready for Approval** – This item was tabled; but Strecker said he would send the link for board members to review the test site currently up at <http://mediadistrict.tomedgar.com>.

**LI. Public Safety and Community Relations Committee Report**

- I. UPS Report** – Irigoyen reported that there have been improvements with the LAPD force – more arrests, quicker response time (3-6 minutes) and more cooperation. He is not sure the cameras are necessarily contributing to this, however. He would like more LAPD bike officers to team up with our bike patrols. The board looked at the incident map for the week of 2-14-08 to 2-20-08. Parker asked what the “other” was representing on the map with regards to the corner of Sycamore and Romaine; Strecker explained that this is the daily detail at the feeding program.
- J. Metro Video Maintenance Agreement** – Kerry Morrison from the Hollywood Property Owners Alliance (Hollywood Entertainment District and Sunset/Vine BIDs) and LAPD Hollywood Capt. Clay Farrell were on hand to urge the board to reconsider the decision the board had previously made to opt for the lower level of maintenance service offered by Metro Video on the Security Cameras. Morrison explained that initially, she had identified a top-quality, state-of-the-art system and spared no expense; the responsibility to maintain the system came with the purchase of it. Metro worked with her on the proposal which included the basic service option and the full service option (which we had been referring to as the option 1 or option 2, or the lower or higher levels). There are 14 cameras total in the system, of which the cameras are the smallest components. There are also the transmitters, which are all wireless, and the monitors; DVR records; matrix switch, etc. Morrison’s board approved funding the higher level of service and she is urging us to do the same. With the lower level of service, if a part needs to be repaired, it will be shipped to the manufacturer and will possibly take 6-10 weeks before it’s returned, during which time the system will be down. MacArthur Park’s system is not maintained and as a result, Morrison said, the crime has gone up. Farrell added that the cameras are monitored every evening and most of the time on daywatch also. They use the cameras when running task forces, and they are always recording. He has close to 2 officers dedicated to monitoring the equipment. He has seen a 30% reduction in crime since 2003; 18% in this past year alone. They also use the cameras for events such as marches, etc. Parker asked what the objective of the person monitoring the screens is. Farrell said they are seeking criminal activities or suspicious behavior, and they dispatch officers when they see either. Parker also asked if the officers on patrol ever call in to see what is being seen through the cameras; Farrell said yes. Parker also asked how often the footage from the cameras is employed after incidents have taken place; Farrell said often – about every week. Cassella inquired as to what equipment is shared. Morrison said that the DVD-R’s, matrix, rack – everything is listed on the handout she distributed – are shared. If HMD goes with the basic service level, there will be 2 separate agreements which will separate out what we can of the system, and figure out a cost for the higher maintenance level of the

shared equipment. Chait asked if there was any information that separates the benefit of the cameras as a deterrent versus actually uses the cameras to make arrests. Farrell said that many of the suspects know about the cameras, but some may not see or know about the cameras so therefore in those cases they would have no effect as a deterrent. Once arrested, the suspects may learn of the cameras later. Farrell said if he didn't feel the cameras were working, he wouldn't be taking 1-2 officers off of deployment to have them work on the cameras. Mahoney asked what the delta was between the basic and full service. Morrison said for the entire system it's about \$30,000. She said the bottom line is that her stakeholders want uninterrupted service, and that the higher level of service will mean that anything that goes wrong will be repaired as quickly as possible (within 24 hours); extra parts would be locked in a cabinet at LAPD and other backup parts would be at Metro's headquarters. She said Metro has been patient with us and worked with us. Mahoney asked about the air conditioning issue that had been discussed before; Morrison said that the HED had donated a portable air conditioning system and one of the LAPD officers had built an elaborate system to ventilate the monitoring room. Farrell's assistant, Tracy, checks the room every day and Morrison said she believes we are doing the best we can with an antiquated police station. Groeper said he felt we may be compromising everyone else on the shared equipment and wondered if we could just pay full service on the shared equipment but not on our own equipment; we would just have basic service on that. Morrison said Metro would have to provide a quote for that. Levi said she had already asked for that on Monday but hadn't gotten it. Cassella said she thought we needed to get that quote and then go from there. Morrison said she would really like our board to make a decision today. McQuiston said the board had already made the decision to go with the basic service option and that due to state law, we need our own separate contract with Metro, which we haven't received. Levi confirmed that the board had voted to obtain a separate agreement for the HMD at the basic level of service. Mahoney asked if what we had been presented with was the entire contract; Morrison said it was. Mahoney asked if it covered insurance, workers' comp, etc. Morrison said the city attorney deals with all that and that we (the BIDs) are not liable and have a hold harmless agreement. She added that she could not spend any more time on this matter and that the Hollywood system is currently not under any maintenance agreement. If HMD wants to purchase its own system, we can separate everything out, but HED had purchased the back end equipment so the HMD would have a lot of equipment to purchase for an independent system. McQuiston pointed out that all the equipment now belongs to the LAPD. Farrell said he had been pushing Morrison to finalize the maintenance agreement because he is intensely interested in having the best camera room possible. Groeper asked about a tracking system for feedback on what the cameras have been used for. Levi said that Tracy is working on a system which would show how many arrests had been directly related to the cameras to show the success of the system. Morrison said that arrests are not the measure of success of the system – she said you can't find crime underneath the cameras anymore and

they are moving their cameras to the places where the crime has shifted to. Levi said our cameras do happen to be where crime is occurring, though, so we can't boast that same claim – for example, one of our cameras is located at the feeding program which is one of the hot spots in our BID. Farrell said the level of crime in the Media District is correlative to other areas and that there are several layers; the cameras serve as deterrents but also when they pick up on suspicious activity and dispatch officers, there is no discernable statistics since there are no arrests but a crime may have been prevented. Cassella thanked Morrison and Farrell for their time, and stated that it shows how important the camera system is to them. After they were excused, Cassella said that the full service agreement is equal in cost to the amount the BID had initially intended to spend on maintenance so she didn't understand why the basic service had even been offered. McQuiston said he definitely had issues with the contract not being complete. Mahoney said the contract does not state that the equipment will be fixed at any certain time under the full service agreement and that there are no terms in the contract, and very little to protect us and our investment. Further, he said we did not know about the shared equipment when we got involved and that he believes the system is far more important to the HED and that he felt the estimate of 6-10 weeks for repairs was a scare tactic. He said he thought Farrell and Morrison were sincere but perhaps naïve about this contract. Levi said it's obvious that the contract needs a lot of work. Groeper said he thinks we should consider the \$10,000 difference and show the courtesy of taking care of the shared equipment. Parker asked if we should be discussing this anymore until we get a new contract. Levi said Metro will not continue maintaining the equipment until a contract is in place. **Groeper made a motion to commit to basic service for our separate equipment and full service on the shared equipment, if we can find out what that cost would be, and get a separate contract for basic service on our equipment and full on shared equipment. Loverro seconded the motion. The motion carried with one opposed (McQuiston).**

**LII. Cleaning and Maintenance Committee Report**

- F. Levi directed the board's attention to HBT's tree trimming quote included in the meeting packet. The quote said there are 357 trees, at \$24/each the total would be \$8,568.00. That does not include any palm trees. The quote also included HBT's recommended choice of the Hong Kong Orchid for the new tree planting. Mahoney said he had difficulties getting permission from CalTrans to plant trees on Santa Monica Blvd. Chait added that they will not allow more than 3 trees on a block. The board felt they could not discuss the choice for the tree planting since it was not a separate item on the agenda. **McQuiston made a motion to accept HBT's tree trimming quote. Chait seconded the motion. The motion carried unanimously.**

**LIII. JH Snyder Partners Development at 959 Seward** – This item was tabled as Drew Planting had a scheduling conflict and could not attend the meeting.

**LIV. New Business**



- B. Parker asked for an update on the Bus Stop Improvement Project. Levi said the BSL had ordered the wrong light fixtures which had delayed everything. She will be meeting with the city people tomorrow at 10 am to look at the colored concrete samples. Monday the crew will be back out to prepare and Wednesday they will start pouring. It should take about 3 weeks to finish and move the bus stops back to their locations. McQuiston asked who is liable during the construction period; Levi said the city is liable, that's why we have told them about the trip hazards; they went out and fixed the cones and sectioned off the dangerous areas.
- C. Strecker said he had poster showing a breakdown of the city's budget available for board members.

**LV. Adjourn** – The meeting was adjourned at 5:16 pm.

Board of Directors Meeting  
March 27, 2008

Board Members Present: Anabel, Cassella, Chait, Groeper, Jacoby, Lee, Loverro, McQuiston, Parker, Planting, Thorne, Weinstein.

Board Members Absent: Howard, Mahoney, Mozes, Scane.

Staff and Guests Present: N. Ezhari (CD 4), J. Irigoyen, R. Kratovil, S. Levi, D. McQuiston, D. Strecker.

- LVI. **Call To Order** – Cassella called the meeting to order at 3:12pm.
- LVII. **Introductions** – Introductions were made, including Nikki Ezrahi who is now working with Councilmember LaBonge in District 4, although the area she works with is mainly outside of the BID area on Wilshire.
- LVIII. **Public Comments** – There was no public comment.
- LIX. **Approval of Minutes** – After reviewing the minutes of the previous board meeting, **Chait made a motion to accept the minutes. Planting seconded the motion. The motion carried unanimously.**
- LX. **Executive Committee Report** –
- B. **New Director Term Lengths** – Although the slate of new directors was already accepted by the board previously, the term lengths had not yet been determined. According to the amendment to the Bylaws which the board also previously accepted, half of the new directors were to be elected to one year terms; the other half were to be elected for two year terms. Because there was an odd number of directors elected, the board decided that three would be elected for a one year term, and four for a two year term. The new directors drew straws at random to determine their term lengths; Ezrahi drew for absent directors. The results are as follows. **Directors receiving a one year term length were David Mozes, Brian Scane and Donald Weinstein. Directors receiving two year term lengths were Wil Anabel, Ron Groeper, Thor Lee, and Mike Parker.**
  - C. **Board Member Vacancy** – Cassella explained that she had a discussion with Mike Harris regarding his absences last year and he decided to resign from the board for the time being, but expressed an interest in returning next year when he would have more time. In the meantime, Cassella said she is recommending the vacant seat be given to Mike Malick, a former board member. Cassella had a conversation with Malick regarding his past absences and Malick pledged to attend all future board meetings if he was elected to the board. **Parker made a motion to elect Malick to the vacant board seat. Chait seconded the motion. The motion carried unanimously.**
  - D. **Visioning Session Scheduling** – Levi suggested May 6 for the date of the Visioning Session, from 8:30 am – 1:00pm. The board discussed whether

they wanted to have breakfast and lunch, or just breakfast. **Loverro made a motion to schedule the Visioning Session for Tuesday, May 6 to include a breakfast and snacks, but not lunch. Groeper seconded the motion. The motion carried unanimously.**

**LXI. Public Safety and Community Relations Committee Report**

B. **UPS Report** – Irigoyen reported that there was a conflict two days ago around 2:30am near the Arena which the team was able to help resolve. He added that the Red Bus is still around the District but that the neighborhood prosecutor has filed a lawsuit against the inhabitants. He also advised the board of a rumor that a local gang, MS-13 would be doing a “bump and hit” in which members of the gang would bump another driver’s car and then shoot them when the driver got out of their car to approach the gang members. Loverro said he had received an e-mail with regards to that and would send it to Strecker to send to the board. Irigoyen also brought the board’s attention to the incidents map included in the meeting packet. Parker asked about the volume of incidents at Sycamore and Romaine; Irigoyen stated that the guards have been involved in attempts to locate the suspect who slashed McQuiston’s tires recently. Otherwise the food program has been mostly peaceful. Loverro commented that it seems both from the map and his perspective that there has been a lot more action at 7-11; Irigoyen stated that it has become an after hours hangout.

C. **Metro Video Maintenance Agreement** – Groeper reminded the committee of the situation regarding the security cameras and the maintenance agreement which has yet to be signed. The board had initially chosen the lower priced of two options presented by Metro. However, the other parties involved in the system, which has shared equipment, have opted for the higher priced service agreement. The board had then asked for a “middle” option in which we would pay full service on the shared equipment and basic service on our separate equipment. Metro was not willing to create such an agreement. Levi went into more details about the negotiations we have been having with Metro Video as well as the other parties involved in the system and LAPD, and touched upon the possibility of the BID purchasing our own backup equipment in lieu of the full service agreement; that option ended up being cost prohibitive (the \$9,000 difference between the basic and full service options is less than the cost of purchasing the backup equipment). Planting asked if the agreement would give us a 30 day out; Levi said it would. The board further discussed the implications of parts breaking down and needing repairs, the down-time when repairs are being made, versus the advantages of the full service agreement. Loverro asked if we would be able to shop around for a different vendor after signing the agreement; Levi stated that because of the shared equipment it would be difficult to bring in another vendor. Cassella stated that the full service agreement costs the amount of money we had always intended to spend for maintenance, but she believes the issue is whether or not we believe the cameras are working, and if we want to continue to maintain the system or remove it. She added that Capt. Farrell seems to be passionate about the cameras as demonstrated by his visit to our

board meeting. Lee said he agrees with the committee's recommendation to go with the full service agreement because the BID should be trying to make the area as safe as we can. McQuiston brought the board's attention to his analysis of the situation, which he typed and distributed to the board members. He noted that he was on the committee and voted against the recommendation. He said there are very serious legal reasons why the board can not go forward with the proposed agreement(s) and that more work needs to be done before we can adopt or reject the proposal. He said first of all, the BID can not call the equipment "ours" because we have donated it to LAPD so therefore it belongs to the city, and the city's maintenance (ITA) division should maintain the equipment. Also, he said he feels that the cameras are a special benefit to the property owners located near the cameras, versus being a general benefit for the entire BID. He also stated that the BID cannot spend funds outside of our district, and much of the equipment for the camera system is located at the police station, which is outside of the BID. Cassella said she can understand McQuiston's concerns and we should consult with our attorney although the deadline for signing this agreement has already passed by several months. Levi said that although the equipment is located outside of the BID, the cameras are within the BID and would not be functional without the equipment housed at Hollywood Division. Groeper said he was surprised that McQuiston was against the maintenance agreement considering that at one time McQuiston spoke about wanting to expand the system and add many more cameras. McQuiston said he is not against the cameras, but rather is against the current maintenance proposal. Cassella said she believes we need to move forward and if possible, adopt the agreement with the proviso that our attorney approves the contract. Groeper asked if the attorney had already approved the initial contract with Metro when we first installed the system; Levi said they did, so it would seem that since they wrote and approved the initial contract they would not be opposed to the maintenance contract. **McQuiston made a motion to table the item. There was no second to the motion. Loverro made a motion to accept the committee's recommendation to go with the full service agreement as proposed by Metro Video Systems for 1 year with the proviso that our attorney approves the contract. Groeper seconded the motion. The motion carried with one opposed (McQuiston).**

## **LXII. Cleaning and Maintenance Committee Report**

**K. Hong Kong Orchid – New Tree Planting Selection** – The committee is recommending that the board accept the Hong Kong Orchid as the tree to be planted in HBT's next wave. The trees will mainly be in the area between Highland and LaBrea, with many of them being planted on Santa Monica Blvd. Strecker showed a display of all the tree types planted in the district as well as photos of the Hong Kong Orchid. McQuiston said he has been involved in tree planting on Santa Monica Blvd. and advised that permission must be granted from each property owner; he pointed out that none of the committee members represent the area these trees are to be planted in. He also said he is fine with the Hong Kong Orchid as the choice but felt we

should get approval from the affected property owners; personally he prefers Crape Myrtles. Cassella said that HBT must get permission from each property owner before planting, and perhaps we could offer the property owners a choice. Parker said he feels we should just pick a tree and move forward if there are not objections. **Jacoby made a motion to poll the board members to select the type of tree. Weinstein seconded the motion. The motion carried unanimously.** Each board member voted for their selection; the Hong Kong Orchid received the most votes (9). **Jacoby made a motion to accept the Hong Kong Orchid as the tree selection for the next phase of planting. Chait seconded the motion. The motion carried unanimously.**

- L. Monument sign at Fountain Median** –Levi brought the board’s attention to the rendering of the proposed monument sign to be installed in the north end of the Fountain Median. She stated that Groeper had concerns about the solar panel; unfortunately it can not be located away from the sign, but the pole it’s mounted on can be painted. Groeper also had some concerns about the coloring which will be addressed. Weinstein stated that he believes the gateway signs are an important way to welcome people into the district, and he has gotten a lot of positive response from the sign at Melrose and Highland. Levi reminded the board that the eastern gateway sign will be funded through the wayfinding sign grant, and that she had spoken with Jeff Anthony at Iron Mountain recently who said they are very close to being able to give us the finding for their median. **Weinstein made a motion to move forward with the proposed monument sign in the Fountain Median, as proposed by Ultra Signs. Anabel seconded the motion. The motion carried unanimously.**

### **LXIII. JH Snyder Partners Development at 959 Seward**

- G. Planting presented renderings and concepts for his company’s proposed development, Hollywood 959, which will incorporate a campus setting for production offices and suites, a central courtyard where events can be held, a commissary on site, and a 6 story parking garage with over 700 spaces. Currently the site is 166,000 square feet of dirt. In the open space, they are planting mature redwood trees. The buildings will have curtain glass walls, and the campus will be secured but open to the public. Planting said there is still one environmental issue remaining that must be taken care of before construction, but they are hoping to break ground in the fall. Parker asked what impact this development will have on “old Hollywood”; Planting said the biggest complaint he had heard was that the community wanted a stop sign at Willoughby and Seward; his company was able to have the sign installed already. He said the neighbors are all well aware of the chemicals in the ground left by Technicolor; JH Snyder has a “no further action” letter from the Water Quality Board. Technicolor is still responsible for cleaning up the plume. There is a \$20 M insurance policy; everything in the new development will be above grade.

### **LXIV. New Business**

- B. There was no new business.

**LXV. Adjourn** – The meeting was adjourned at 4:55pm; next meeting scheduled for April 24.

Hollywood Media District  
Board of Directors Meeting  
April 24, 2008

Board Members Present: Anabel, Cassella, Chait, Groeper, Lee, Loverro, Mozes, Parker, Scane, Thorne, Weinstein.

Board Members Absent: Howard, Jacoby, Mahoney, McQuiston, Planting.

Staff and Guests Present: J. Irigoyen, R. Kratovil, S. Levi, D. Strecker.

**LXVI. Call To Order** – Cassella called the meeting to order at 3:05pm.

**LXVII. Introductions** – Introductions were unnecessary.

**LXVIII. Public Comments** – There were no public comments.

**LXIX. Approval of Minutes** – After reviewing the minutes of the previous board meeting, **Groeper made a motion to accept the minutes. Parker seconded the motion. The motion carried unanimously.**

**LXX. Public Safety and Community Relations Committee Report**

- B. **UPS Report** – Irigoyen reported that LAPD recently did a sting at the feeding program and made 12 arrests. The owner of the red bus was telling the food line clients that they could line up there anytime rather than waiting for the food truck to get there. All those arrested had warrants out. Parker said LAPD needs to be doing this consistently in an effort to remove the ‘bad guys’. Levi noted that last time LAPD did a sting there, they arrested 20 people. Irigoyen also reported that 7-11 is still a hot spot, with several cases of theft occurring recently. He said LAPD does come around but not as much as we need them to. Also, he said our security officers are being harassed by the transgressors and drug dealers; and it would be nice if LAPD could do more to help out. Scane asked if anyone had noticed an increase in homeless people in the area, because after a recent murder at Poinsettia Park, LAPD kicked out about 50 homeless people who had been living in the park. Parker said he hadn’t noticed an increase; Irigoyen said they have been trying to have an increased visibility of our guards as well as the LA County Sheriffs.
- C. **Metro Video Maintenance Agreement** – Levi said that there had been some concern over section 5.5, which has now been eliminated from the contract. We should hear from our attorney tomorrow for their final approval. We will have our own individual contract with Metro, but the template will also be used for the other parties involved; Levi has forwarded to Kerry Morrison but hasn’t heard back from her yet. Levi addressed the faxes sent by Jim McQuiston in which he addressed his concerns over the contract, including the expenditure of BID funds outside of the district. In this case, our attorney has found that because the cameras are fixed within the district, it would not be an issue for the BID to spend funds on equipment housed at the LAPD

Office. However the attorney was not able to comment on the issues of the pricing of the individual components. Levi said she didn't know where McQuiston got those prices from, and she didn't know if the board members would want to reopen that conversation, since the board had already voted not to pursue that route. Strecker added that McQuiston had called and expressed his concern over the formula used to split the costs of the shared equipment maintenance because he feels that LAPD probably uses the cameras 90% of the time for Hollywood Blvd., and only 10% of the time for us, so it would not be fair for us to pay according to the amount of cameras. Parker asked if our attorney had commented on McQuiston's latest fax; Levi said they had not yet. Parker asked if these concerns were something the board should look into. Levi said the board had already approved the contract pending our attorneys' revisions, and on the issue of the pricing for the equipment, Levi said she didn't know who would then maintain the equipment once purchased. Malick suggested asking McQuiston to be in charge of finding other maintenance contractors. Groeper said that would have to go back to committee. Levi said that our attorney will get back to us tomorrow concerning the insurance – the BID and each property where the cameras are mounted should be included as additional insured on Metro's certificate. Malick advised that we would want to look at the certificate to make sure it grants us rights as insured; we will want evidence of insurance. **Lee made a motion to accept the contract pending the attorney's final approval. Thorne seconded the motion. The motion carried with one abstention (Malick).**

#### **LXXI. Cleaning and Maintenance Committee Report**

**M. Trash Can Receptacle Repair Estimate** – Strecker reported that 4 of the trash receptacles had been badly damaged, including three which had the doors cut off of them with some type of a metal cutter. HBT took the 4 receptacles to Hollywood Welding for repair. After the receptacles are repaired, HBT will also be repainting them. The estimate for the repairs, not including painting, came to \$425. **Groeper made a motion to approve HBT's estimate of \$425 to repair the four trash receptacles. Weinstein seconded the motion. The motion carried unanimously.**

#### **LXXII. Advocacy and Business Development Committee Report**

**H. 6445 Santa Monica Blvd. Appeal Withdrawn** – Levi reported that the City of West Hollywood had withdrawn their appeal for the zone variance on their property at 6445 Santa Monica to park oversize vehicles on the lot overnight. She said she believed they would proceed to move their operations onto the lot but would park the oversize vehicles elsewhere. Chait asked if we might be able to work out a deal with them to utilize their parking for Theatre Row. Groeper said it might be better if Chait approached them on his own rather than the BID since we opposed their variance request. Cassella also suggested having Rick Howard talk to them. Strecker said he would get Allyne Winderman's contact info to Chait.



- I. **Website Ready to go live pending Board Approval** – Groeper said there are still some small corrections that need to be made but overall the site is ready to launch. Mozes said he had found some instances of type being squashed together too tightly; he would look again and advise staff of the exact pages where it was occurring. Groeper also said he would like to see the rendering included in the headers changed to photographs that could be different on each page. Weinstein suggested pixellating the photos on the edges to give it a digital, high-tech look. He thought it might be good to launch the website when the new monument sign is installed in the Fountain Median and tie it into the website. Loverro said the site will be a work in progress but there is no reason not to launch it now, we can always add or change things later. Parker asked if there was some way there could be historical information about each company that desired having a page for that, or a page that each property owner could update or customize themselves. Strecker said right now the property owners can access the site to post available properties and job listings but we could look into adding those other pages. Malick also suggested getting our site linked from other organizations' sites like the Chamber of Commerce, council districts, and neighborhood councils. **Groeper made a motion to accept the new website and replace the old website. Loverro seconded the motion. The motion carried unanimously.** Cassella thanked the website committee for all their work on the site.

**LXXIII. New Business**

- B. Levi advised the board members that the visioning session will be held May 6, most likely at Hollywood Center Studios but we will send out an e-mail with the location soon. She will be sending out a survey prepared by the facilitator for all board members to complete.
- C. The Musician's Union auditorium will be undergoing renovations and will not be available for meetings from May to August. Levi asked board members to help us find a temporary location. Malick said he could offer his building at 1140 N. Citrus but it doesn't have tables or chairs. Mozes said he could check with Xiomara restaurant although the parking is tight, and Cassella said if we could still use the Musician's Union parking she could host the meetings at Ren-Mar.

**LXXIV. Adjourn** – The meeting was adjourned at 3:45pm.

Hollywood Media District  
Board of Directors Meeting  
May 22, 2008

Board Members Present: Anabel, Cassella, Chait, Groeper, Howard, Lee, Malick, McQuiston, Parker, Scane, Thorne, Weinstein.

Board Members Absent: Jacoby, Loverro, Mahoney, Mozes, Planting.

Staff and Guests Present: B. Hutter (Universal), J. Irigoyen, R. Kratovil, S. Levi, L. Milars (CHNC), S. Naso (Universal), D. Strecker.

LXXV. **Call To Order** – Cassella called the meeting to order at 3:05pm.

LXXVI. **Introductions** – Introductions were made; several representatives from Universal Protection Services were present as well as Lydia Milars, our liason from the Neighborhood Council.

LXXVII. **Public Comments** – Lydia Milars presented a map she had prepared which showed the Neighborhood Council boundaries with overlays of the three BIDs in the area including the HMD. Milars stated that the NC will be hiring a company, Portals, to clean up the areas that are not covered by the BIDs. She also suggested that we look into the possibility of having Laura Dodsens's pigeon population control project being implemented in the BID by having one of their feeders placed either on top of the old Anderson Printing Building or in the parkway on the sidewalk on the north side of Willoughby between Cole and Cahuenga, because there is already artificial feeding occurring at this location. Cassella said she could contact the owners of the Anderson Printing building.

LXXVIII. **Approval of Minutes** – After reviewing the minutes of the previous board meeting, **Groeper made a motion to accept the minutes. Scane seconded the motion. The motion carried unanimously.**

LXXIX. **Possible motion to increase annual BID assessment** – Cassella said that the city is once again asking us if we would like to increase our BID assessment, as they do each year. Levi said that our management plan (page included in the meeting packet) allows the Board of Directors the option of increasing the assessments by up to 5% each year. She said that the board voted to increase assessments for the year 2006 and has not increased since then. However, she believed that both our contracts for clean and safe would most likely be going up by about 3% after this year, due to rising gas prices and the fact that our contract with UPS expires and there were some things that were left out of the contract in our favor: holiday and vacation pay. She also said the budget it already reaching maximum levels. McQuiston said that there is a fault in Proposition 13 that will mean some people's property taxes will double. He also said he felt that the board should look at a budget for 2009 before making a recommendation to be fiscally responsive. Cassella said she thought at the very least, the board should consider a

3% increase; we do need to let the city know by June so while she agreed with McQuiston that it would have been ideal to see a proposed 2009 budget, we need to take a vote on the matter today. Malick suggested we should use the fiscal year for our operations rather than calendar years so we could be in sync with the city. Anabel recommended that the board take into consideration that we have not increased assessments for three years. Cassella agreed and said that 3% is a conservative increase that she felt everyone could live with. **Anabel made a motion to increase BID assessments by 3% for the year 2009. Groeper seconded the motion. The motion carried with one opposed (McQuiston).**

**LXXX. Public Safety and Community Relations Committee Report**

- B. **UPS Report** – Groeper had several comments before turning the floor over to Irigoyen. He first acknowledged and thanked Tim Mahoney and Hollywood Center Studios for donating a security camera system installed at the Security Office to help protect the office. The committee had been discussing purchasing a system but HCC went ahead and made the donation. Secondly, he commended the team for apprehending the suspect known as the “laptop bandit” who had entered several local film lots and business and stolen at least two laptop computers. He said we have the best security team and captain that we could hope for. Finally, he shared a document given out at the most recent Business Watch Meeting to help businesses protect themselves from theft; he asked board members to write their names on the attached post if they would like copies. Irigoyen then reported on behalf of the team; he said there haven’t been any big crimes lately and that Circus/Arena has been cooperating more and no issues have been occurring there. McQuiston stated that he had had two more tires slashed on Tuesday night or Wednesday morning; he talked to Captain Farrell about it and also voiced his concern over LAPD’s lack of assistance to our patrol team. Farrell sent Officer Washington over to speak with McQuiston this morning but McQuiston is still concerned.
- C. **Homeless Roundtable Report** – Cassella reported that her, Malick, and Mahoney had attended a Hollywood Business Roundtable on Homelessness where the guest speaker, Phil Mangano from the US Interagency Council on Homelessness, spoke on ending homelessness in Hollywood. Cassella said that his message was that a “one note” approach to working with the homeless is not productive and that feeding programs alone just enable the homeless; there needs to be a comprehensive plan to end homelessness, which many cities have already made. Malick added that the current concept now is to manage homelessness; but the plan is to end homelessness in LA, where there are approximately 70,000 chronic homeless people in a city of over 10 Million. He said it should be a drop in the bucket to find funding for permanent supportive housing. That would in turn cut down on ambulance and emergency services for the homeless as well as police and jail resources. Malick added that more information on Mangano and the US Interagency Council on Homelessness could be found online at [www.usich.gov](http://www.usich.gov). Levi stated that in the committee meeting, Mahoney had indicated that the county had millions of dollars earmarked for homeless issues but that because the city had not come up with a comprehensive plan, the county has not released the

funds. Malick confirmed and said there is about \$5 Million. McQuiston said that there is a battle between the city and the county for these funds and that the county has been borrowing those funds for other projects. McQuiston also mentioned that Mayor Villaraigosa has been proposing using the funds collected from parking meters for projects other than building parking structures in the areas where the funds are collected, which is not what they were intended for.

- D. **Recommendation to send letter to Circus/Arena asking them to provide better security and clean up around their property** – Groeper stated that the committee had asked staff to draft a letter and Levi's letter is included in the meeting packet which Groeper thought was very well written. **Groeper made a motion to send the letter to Circus/Arena. Thorne seconded the motion. The motion carried unanimously.**

**LXXXI. Visioning Session Recap** – Cassella summarized the Visioning Session as a productive and beneficial event. Levi had e-mailed out Hormann's complete report, but included in the meeting packet was the Goals which were developed during the session.

- B. **Parking Task Force** – This task force will carry out the parking goals as decided upon in the session. McQuiston and Lee both joined this task force, and the board asked staff to put out and e-mail for more volunteers.
- C. **Relinquishment Task Force** – This group will come up with a plan for Santa Monica Blvd. in order to procure funding through the relinquishment process. Mahoney, Chait, Anabel and Groeper joined this task force. McQuiston expressed concern over the task force not containing any members of the "western" area of the BID and asked that the BID make good on its promise to develop the "western" area rather than focusing efforts on the "eastern" or "central" portions. He also expressed concern over the JH Synder Development on Seward as they have asked for a variance for a restaurant, which he fears would create a homeless feeding program on their property.

**LXXXII. Cleaning and Maintenance Committee Report**

- N. **HBT Report** – Scane stated that the committee had decided to discuss HBT's performance as several complaints had been issued regarding their services. The committee is recommending sending requests for proposals out to various vendors, separating out the different functions such as tree watering/trimming, street cleaning, power washing and median maintenance to try and see if it would make more sense to use different contractors for each service. McQuiston said he has also requested a quote for gum removal services. Scane added that Sharyn Romano attended the committee meeting and discussed HBT's deployment schedule, although several board members did not feel that HBT's presence indicated that they were deployed as often as stated by Romano. **Scane made a motion to go out to bid on all cleaning and maintenance services as separate or multiple contracts. McQuiston seconded the motion. The motion carried with one absention (Chait).**

**LXXXIII. Advocacy and Business Development Committee Report**

- J. **LAPD National Night Out Donation Request** – Cassella said LAPD had filled out our donation request form and are asking for \$1025 for the children’s entertainment at their National Night Out Event. Cassella noted that we did approve this request last year for the same amount, and in years previous for slightly smaller amounts. **Anabel made a motion to approve LAPD’s request for \$1025 for National Night Out. Chait seconded the motion. The motion carried unanimously.**

#### **LXXXIV. New Business**

- B. Chait said he was concerned about the Theater Row Banners and the lack of maintenance of them. He said he had reported banners that were ripping or tangled several times and rather than the banners being repaired or replaced, they were left to get worse until finally being removed. Levi stated that we do not have a maintenance contract with Gold Graphics for the banners; that we only hired them to create, install and remove the banners, but that they have been responsive in replacing or repairing banners when possible. Chait disagreed and said they have not. Levi said she would call them.
- C. Chait also said he was very upset about the contractor hired by the City for the Bus Stop Improvement Project. He said it’s been 2 months since the bus stops have been moved and that he thinks they only worked on the bus stops 3 days out of that time. He was also unhappy about the color of the concrete not being the colors the board had approved, and that the shelters do not match the furniture. Levi said she has been very frustrated with them as well; they have also ordered the wrong pedestrian lights twice and held up the process as a result. She said she has been trying to get them to finish the project but since the City is administering the grant, there is little we can do.
- D. McQuiston said he had prepared statements regarding zoning and the West Hollywood Gateway Project, he advised staff to distribute the documents to all board members via e-mail, and to put in their comments by June 30<sup>th</sup>.

#### **LXXXV. Adjourn**

Hollywood Media District  
Board of Directors Meeting  
June 26, 2008

Board Members Present: Anabel, Cassella, Groeper, Howard, Jacoby, Lee, Loverro, Malick, McQuiston, Mozes, Parker, Thorne, Weinstein.

Board Members Absent: Chait, Mahoney, Planting, Scane.

Staff and Guests Present: J. Irigoyen, R. Kratovil, S. Levi, D. Strecker.

LXXXVI. **Call To Order** – Cassella called the meeting to order at 3:10pm.

LXXXVII. **Introductions** – No introductions were necessary.

LXXXVIII. **Public Comments** – Strecker reported that he had just come from working at the Project Y!MBY Hollywood Connect Day, where they provided over 475 Homeless Clients with various services. The event was held at the Music Box Theater and many city and county agencies participated along with local businesses, churches, and organizations.

LXXXIX. **Approval of Minutes** – After reviewing the minutes of the previous board meeting, **Groeper made a motion to accept the minutes. Anabel seconded the motion. The motion carried unanimously.**

**XC. Public Safety and Community Relations Committee Report**

**B. UPS Report** – Groeper commended Irigoyen on the fine job he and the security team have been doing before turning the floor over to Irigoyen. The security team has been undergoing training every three months covering topics from customer service and power to arrest, to mace and report writing. The training is being facilitated by the Regional Vice President of UPS and our Branch Manager. There was a training session on June 13 which has led to better communication between the guards and the people out on the streets. Irigoyen also reported that Wilshire Division of LAPD has asked for our officer's help in locating a thief who is believed to be in the area; he has instructed our officers only to observe to find the suspect. In other news, Benitos is now gone, Irigoyen reported, and there is a new business called Hoagies & Wings in it's former location. Levi said initially the business was going to only stay open until 10pm but is now considering staying open all night. Irigoyen said their French fries cost \$5 so the prices may be too high for some of the people who might want to loiter there. Levi added that she did not know if Benitos leaving had anything to do with the abatement, but that the manager of Hoagies & Wings said they had been trying to get that location for a year. Irigoyen also reported that they are in the process of updating Trespass Arrest Forms but that they only have a few of them returned so are looking for ways to encourage more property owners to complete and return forms, including possibly making the form available on our website. Loverro

asked if a property should have a form on file even if the building takes up the entire lot, leaving nowhere for people to loiter or trespass. Irigoyen said even leaning up against a building can be trespassing, so he advised all businesses to have a form on file. In other news, Malick reported that he had heard of a recent incident in Hollywood where a property owner was shot after confronting a person painting graffiti. McQuiston advised that the La Mirada Locos are a gang in the area who often tag properties, and they are always armed. Irigoyen said it is always best to report the crime but not to directly confront the perpetrators.

#### **XCI. Cleaning and Maintenance Committee Report**

**O. HBT Report** – There was no committee meeting this month, but staff is currently working on an RFP to send out for the various cleaning and maintenance contracts. Parker asked how often HBT is cleaning, because he feared HBT might only be doing ‘spot cleaning’ near businesses where they know board members are at. Levi said that according to our contract, they sweep Highland and Santa Monica on a daily basis and the rest of the streets are swept twice a week. The bus stops are power washed once a week, all the sidewalks are power washed on a quarterly basis. This is something that the proposed street captains could report to the board on. McQuiston said that the HBT contract needs to be better managed; Groeper said all board members should be helping to monitor their areas. Groeper also suggested asking HBT for updates when they change their cleaning schedules. Weinstein asked when the trash receptacles were emptied; Levi said this is done on a daily basis and they are supposed to be washed monthly. Weinstein said the trash receptacle at Citrus and Romaine is always overflowing so he doubted it was being emptied everyday. Loverro said the receptacle at Las Palmas and Lexington is also usually overflowing. McQuiston asked if Levi could distribute the HBT contract to all the board members for review; she said she would.

#### **XCII. Advocacy and Business Development Committee Report**

**K. Adopt a Stakeholder Initiative** – Mozes reported that before the visioning session, he felt that the BID needed to be more proactive rather than reactive and developed an idea that he shared with Nancy Hormann, which was discussed at the visioning session, and later the Advocacy Committee. The idea is for each board member to “adopt” three stakeholders per year, take them out to lunch and get to know them, so that they have a “face” and name for the BID, and will have a personal contact. He cited several examples of how this could improve things for the BID. The Advocacy Committee voted to recommend the board approve this initiative and instruct staff to send out a list of stakeholders near each board member and track the process. Weinstein asked if there would be a form given to board members to use when making contact with the adopted stakeholders. Mozes answered that everyone will have a different perspective on the BID but that perhaps we could draft something with bullet points, but board members should feel free to express their own unique ideas and solicit input. Weinstein added that a form could

be used to gather input and help to provide focus. Mozes also said we could advise the stakeholders on how to contact our clean and safe teams. Lee said that Strecker has some information that board members can utilize in their discussions. Levi clarified that for this initiative, a stakeholder must be a property owner, although the board always welcomes business owners onto the committees and onto the board as long as they are authorized by the property owner. **Mozes made a motion to implement the “Adopt A Stakeholder” Initiative as recommended by the committee. Weinstein seconded the motion. The motion carried unanimously.**

- L. **Street Captains Initiative** – Levi explained that another idea that came from the visioning session was to establish street captains to cover all areas of the BID. Board members would choose their areas to serve as captains, but we would need to use the newsletter, website, and staff to find volunteer captains to cover the remaining areas. The captains would be responsible for reporting to the board regularly to gauge the temperature of the BID and whether or not the board is being responsive to the stakeholders’ needs. Mozes pointed out that the key difference between this and the previous initiative is that this is about trying to make sure the stakeholders are happy and to involve the businesses more than the property owners. Malick said it’s important to involve the businesses, and to encourage business owners to join committees. McQuiston reinforced the idea that all board members should serve as captains themselves. Groeper said this would take a lot of outreach to find all the captains, and suggested holding off on this initiative for a month or so to evaluate what we want the street captains to report on, and to see what happens with the previous initiative. Mozes felt that both initiatives would work hand in hand, since the “adopt a stakeholder” is more geared towards property owners, and street captains would be geared more towards the occupants and businesses. He said the adoption has more indirect benefits to the BID whereas the street captains initiative has an immediate and direct benefit. Groeper said the rooftop party in September would also be a good socializing opportunity to find street captains. Cassella said personally she would like to see the board move forward with both initiatives, and invite all the stakeholders involved personally to the rooftop meeting. Parker asked how we would choose the stakeholders. Levi said that board members can choose their own stakeholders to adopt in their areas, and we will do outreach to everyone to find captains. Weinstein added that we need to make it clear what is expected of the captains; Levi said we will put together a flyer – Anabel recommended including our mission statement on the flyer. McQuiston suggesting drafting a bullet point protocol for the captains. Parker said staff should work on the form and then take it to the Advocacy Committee. Cassella said that while the protocol is being drafted, board members could begin choosing their stakeholders to adopt. **Anabel made a motion to implement the Street Captains Initiative as recommended by the committee. Loverro seconded the motion. The motion carried unanimously.**



**XCIII. Santa Monica Blvd. Task Force Report-** Levi reported that the task force had met to establish a list of items the BID would like funded through the relinquishment of Santa Monica Blvd. She said certain things, like aesthetic improvements, can not be included although it might be possible to include stamped crosswalks if they are repaving anyway. If the board approves the Task Force's list, we will write a letter to Councilmember LaBonge and have him begin negotiations with the Bureau of Engineering, who will then be negotiating with CalTrans (they have already begun talks). The items the task force came up with, in this order, include: **1) Rebuild Santa Monica Blvd., removing the train tracks underneath and repaving. 2) Add left turn arrows on the traffic signals for autos entering Santa Monica Blvd. from Highland Avenue. 3) Install a traffic signal and pedestrian crosswalks at the intersection of Santa Monica Blvd. and Seward. 4) Install decorative crosswalks.** Levi added that undergrounding would not really be possible through relinquishment, and additionally business owners would have to install their own new connections which would be costly. She had spoken to the council office about the task force's findings, and stated that they thought that removing the train tracks might be a little extreme, except for in badly damaged areas; the other recommendations seemed plausible. McQuiston said it is important to communicate directly with Department of Public Works in addition to the council office to get our recommendation in writing on file with them. Levi said she had been specifically asked to go through the council office for this to expedite the process, and that engineering has already made some recommendations to CalTrans. **Malick made a motion to accept the Task Force's recommendations and proceed with drafting a letter to Councilmember LaBonge to begin negotiations on our behalf. Groeper seconded the motion. The motion carried unanimously.**

**XCIV. New Business**

A. Cassella noted that McQuiston had prepared a memorandum regarding some video equipment that he has been researching. The item will be sent to the Security Committee. She also reported on the recent field trip to Step Up On Second, a facility that serves mentally disabled homeless persons. The business leaders from Hollywood who attended are hoping to establish similar services in Hollywood. Strecker included an article about the trip in the current newsletter.

**XCIV. Adjourn** – The next meeting is scheduled for July 24<sup>th</sup>.

Board of Directors Meeting  
Aug 28, 2008

Board Members Present: Cassella, Groeper, Lee, Loverro, Malick, McQuiston, Parker, Scane, Thorne.

Board Members Absent: Anabel, Chait, Howard, Jacoby, Mahoney, Mozes, Planting, Weinstein.

Staff and Guests Present: J. Irigoyen, S. Levi, D. Strecker.

XCVI. **Call To Order** – Cassella called the meeting to order at 3:10pm.

XCVII. **Introductions** – No introductions were necessary.

XCVIII. **Public Comments** – There we no public comments.

XCIX. **Approval of Minutes** – Malick asked if it would be the right time to comment on the minutes from the last meeting with regards to the “adopt-a-stakeholder” initiative. Levi said that the item is on the agenda and will be discussed later in the meeting. After reviewing the minutes of the previous board meeting, **Parker made a motion to accept the minutes. Lee seconded the motion. The motion carried unanimously.**

**C. Public Safety and Community Relations Committee Report**

**B. UPS Report** – Irigoyen reported that he has changed his rank officers after having lost Miguel Garcia, who is now working for LAUSD Security. He said we still have very experienced officers, including our new Lieutenant, James Terrones, who has been very dedicated. Also we have a new sergeant, Cesar Acevado, who was responsible for capturing the ‘laptop bandit’. Lastly, Damien Reed is now the Corporal in charge of the day shift. He said they are getting good cooperation from LAPD lately and that they are constantly in the area. There haven’t been any big incidents to report lately. Parker stated that he had driven by and seen Officer Washington deployed at the corner of Santa Monica and Seward, and that there were no day laborers present. Irigoyen said that they have been speaking with the manager of Café Muse who may be able to assist vice in identifying the suspect who has been dealing drugs at this intersection. Loverro asked if anyone had noticed an increase in graffiti; Scane said it comes and goes.

**CI. Cleaning and Maintenance Committee Report**

**P. Contract Recommendation** – Levi reported that HBT’s proposal had come in at a much lower price than any of the other vendors. Of the two proposals for Landscape Maintenance, HBT’s was \$50,000 whereas Wurzel’s was \$104,000. For Cleaning, Chrysalis (who we sent the RFP to at McQuiston’s request after seeing the job they did at the Figueroa Corridor BID) came in at \$224,000; Rite-Off came in at \$220,000; and HBT came in at \$153,000. Levi

said she had many discussions with Romano and they have made an agreement to improve the communication between the committee and HBT's supervisors, and that Rena will be attending our meetings from now on. As a result, the committee recommended selecting HBT for both contracts. Parker added that we need to continue to challenge HBT; Cassella said she felt the additional meetings and communication will help. **Malick made a motion to accept HBT's proposals for both contracts. Scane seconded the motion. The motion carried unanimously.**

## **CII. Advocacy and Business Development Committee Report**

**M. Proposed Walgreens Development** – Malick stated that the current property owner is in escrow with Walgreen's developers. Malick contacted Stein, who is the manager of the property to the east of Del Taco, who said that they would really like to have the Walgreens there for convenience, and dislikes Del Taco. He wasn't able to contact any of the other neighboring property owners. He did read the information McQuiston provided him which pertains to this case, which stated that a zone change for one property could affect all the other properties in that zone. This property is zoned MR1 (limited manufacturing) but the developers are seeking to get a zone change to M1 to allow for the retail use of Walgreens. The developers do not have to conduct and EIR, and any chance to appeal will be gone once this project is approved. The only way to protect the rights of the other MR1 property owners is to sue the City of Los Angeles; however Malick stated that he would not be comfortable doing this himself and wouldn't recommend that the board attempt to either. However, he said another property owner in the MR1 zone could take it on. The case McQuiston had referenced was from the 1970's but is still applicable and legal. Parker asked for clarification that once the deal goes through, will the neighbors have an equal right to rezone their properties as well. Malick said that others in the MR1 zone may not be allowed to convert to retail uses. Parker asked how this property got an exception; Malick said there was no opposition, and that because sales tax equals more revenue for the city, it was pushed through. McQuiston added that this is a difficult case because the current use for the property, Del Taco, is retail but does not comply with the actual zoning. The city council original zoned these parcels as MR1 to help save the film industry and keep it in Hollywood. The city is efficient but doesn't invent – they just administer. So the city can not be responsible for these type of situations, but organizations like BID's should be, McQuiston said. In these types of competing interests, who does the BID want to represent? The city expects people to take them to court. Groeper said he felt the BID is not being asked to weigh in on this matter and doesn't think we should be in favor of the zone change. Cassella stated that it is too late for the BID to object. McQuiston said it is not too late, and that we can make an impact as there hasn't been a hearing yet. Cassella asked about the EIR being waived; McQuiston agreed that we did miss the chance to comment on the draft MND but that there are two entities that must issue reports on the hearing. He said that what really counts according to the superior court is the opinion of the property owners in the

zone. They could approve the change, then someone could appeal to city council (for a price of \$75), then it is exhausted but can go to Federal Court once ground is broken on the project. Cassella said she didn't think the board is in a position to conduct a federal court case. Parker asked how the zone change would affect other property owners in the zone; Malick suggested that this matter should go back to the Advocacy Committee for further investigation. Cassella advised that we should make sure to know about the hearing; Thorne said we should communicate it to all the MR1 property owners. Parker asked how we would feel about making it a goal to establish an industrial zone box. Cassella suggested this is something for the advocacy committee to discuss, with the stakeholders. Thorne and McQuiston both recommended including this in the upcoming newsletter; Cassella said it should be more about the zone change and not specifically about Walgreens. McQuiston added that 25% of the MR1 zone is being proposed to change. Groeper said that maybe we should also include other developments such as the Lexington Project in the newsletter. Malick said we should have a development column in the newsletter with all proposed projects and hearing dates. **The item was tabled and sent back to committee.**

- N. **Surveys** – Levi said the Business Owner and Property Owner surveys have been developed and are ready to send out electronically to stakeholders. **Groeper made a motion send the surveys out via e-mail, and include a link to them in the next newsletter. Loverro seconded the motion. The motion carried unanimously.**
- O. **Adopt-a-Stakeholder** – Cassella stated that it has been brought to her attention that we should consider amending the adopt-a-stakeholder program to include a phone call or voice mail rather than requiring board members to take three stakeholders out to lunch. Several board members had trouble contacting property owners on their lists. The intent of the program is to reach out to the property owners in whatever way the board members feel is comfortable. **Malick made a motion to amend the program to include calling or other means of reaching out to property owners. Groeper seconded the motion; the motion carried unanimously.**
- P. **LACER Funding Request** – LACER has again requested funding but has asked for a larger donation this year. However, due to the fact that our budget had not increased since the previous year, the committee recommended giving the same amount as last year. **Thorne made a motion to grant LACER a \$2,500 donation. Loverro seconded the motion. The motion carried unanimously.**

**CIII. Website Committee Report-** Loverro stated that we had met again with Tom Edgar, our web designer, to fix some glitches with the site. The committee also discussed how to draw more people to the site and make it more interactive. The three photographers on the committee are currently taking photos for the site. Edgar now has the correct logo and will be able to make the site centered rather than flush left.

- CIV. Nominating Committee Formation** - Cassella stated that it again time to form a nominating committee for the positions that are set to become available on the board, a list of which has been included in the meeting packet. Cassella said that the bylaws require at least two board members not up for re-election and one property owner not currently serving as a director, but that she recommends involving more people on the committee. Groeper volunteered for the committee. Cassella said she will send out an e-mail to the board to gather more volunteers, and Strecker can assist in finding the non-board members. It was the general consensus that it would be ideal to have up to five board members and two non-board members, but ultimately it is up to Cassella to appoint the committee.
- CV. City Council Enactments – McQuiston Fax** – McQuiston pointed out several recent enactments by the city council and cited them as a reason for the board to follow the council’s agendas. He suggested that someone should be looking at the city council website and bringing pertinent items to the board’s attention. He said the board should be giving input to the city council. Cassella suggested adding a link from our website to the city council’s website so stakeholders and interested parties may look for themselves; McQuiston said there are too many pages on the city council website and that someone should be able to extract the information that would be of interest to the board. Scane and Parker suggested that McQuiston should continue with this task. Thorne also suggested including this in our newsletter.
- CVI. Annual Meeting** – The board reviewed catering proposals from the two companies who have catered the past two events, As You Like It (Grub) and ACME. **Malick made a motion to accept ACME’s proposal and choose them as the caterer for the event. Groeper seconded the motion. The motion carried unanimously.**
- CVII. New Business** – Levi stated that the Pedestrian Improvement Grant is scheduled to begin construction before the annual meeting. In other news, the contractor for the Bus Stop Improvement Grant is finally being more responsive and discussing with the city ways to safely secure the bolts for the ped lights, so that the bus stops may be moved back to their permanent locations. Lastly, McQuiston noted that he had information about LANI that he is submitting to Strecker to keep on file in the BID office for anyone’s perusal. He said that they have funding that the BID should try to tap into.
- CVIII. Adjourn** – The next meeting is the Annual Meeting, scheduled for Sept. 18.

Hollywood Media District  
Board of Directors Meeting  
October 23 2008

Board Members Present: Anabel, Cassella, Chait, Groeper, Howard, Jacoby, Lee, Loverro, Mahoney, Malick, McQuiston, Mozes, Parker, Planting, Scane, Weinstein.

Board Members Absent: Thorne.

Staff and Guests Present: D. Esparza, J. Irigoyen, S. Levi, D. Strecker.

CIX. **Call To Order** – Cassella called the meeting to order at 3:10pm.

CX. **Introductions** – No introductions were necessary.

CXI. **Public Comments** – There were no public comments.

CXII. **Approval of Minutes** – McQuiston pointed out several corrections that he wished to be made to the minutes, all of them which pertained to item 7 a, the Advocacy Committee Report. First, of the Walgreens project, he said that MR1 is considered restricted manufacturing, not limited manufacturing as stated in the minutes. Secondly, with regards to the city enforcing zoning rules, he said that they don't have the manpower to check for compliance whereas the minutes stated that the city cannot be responsible for enforcement. In the portion where the minutes state that McQuiston referenced the superior court, it should have read "supreme court"; lastly, in the sentence after that, the word "They" should be clarified to read "The commission". Also, although the minutes from the previous Advocacy Committee were not up for approval (the committee will discuss them at their next meeting), McQuiston said he wanted the minutes to reflect his statement after the Archstone Development representatives had left, that he felt the Draft EIR was the most negative he had ever seen. He also added that when a developer brings in pictures (renderings) of their proposed projects, the developer is not required to actually build what is depicted. He said that the Walgreen developers also are upset about the Archstone project and also that if we have a law (zoning law) we ought to stick to it, so developers will know positively what they can and can't do. **McQuiston made a motion to accept the amended minutes from the previous board meeting. Planting seconded the motion. The motion carried unanimously.**

**CXIII. Public Safety and Community Relations Committee Report**

B. **UPS Report** – Irigoyen reported that he had met with the new LAPD Hollywood Captain, Bea Girmala, and Lieutenant Lewis who invited him to attend the LAPD's Crime Control meetings. He said that Capt. Girmala is helping the BID out a lot, and has already sent more patrols, including mounted patrols, to the area. Girmala grew up in Hollywood, and still lives here as well as her mom, so she is very familiar with the area and has a vested interest in it. Girmala attended our last Business Watch meeting and seemed very proactive and approachable. Groeper noted that she spoke highly of

BIDs in general. Irigoyen also reported that Officer Washington will be conducting a teenage curfew task force for the next few nights, starting at 10pm. Jacoby asked Irigoyen if he had received any calls regarding people scoping out the Musician's Union and climbing on the roof; Irigoyen said the only issue they have had reported there was car break-ins.

- C. **UPS Contract Update** – Levi said that we are currently on a month-to-month contract with UPS, but that we will have a final contract draft for the next Security Committee meeting.

#### **CXIV. Cleaning and Maintenance Committee Report**

- Q. **HBT Report** – There was no update.

#### **CXV. Advocacy and Business Development Committee Report**

- Q. **Report on Archstone Hollywood Project Proposal** – Malick stated that the Archstone project is mixed use, with 348 apartments, 40,654 square feet of office and some ground floor retail/restaurant. Currently they are in the draft EIR process and moving along but they have a long way to go. The project would be located on the block of Santa Monica between Mansfield and Orange on the north side, all the way to Lexington. McQuiston stated that he had made comments about the project after the developers had left, which were not included in the minutes from the committee meeting. He said he had pointed out that the draft EIR was the most negative he had ever seen.
- R. **Report on 956 Seward Street Proposal** – Groeper reported that the developer had showed renderings and explained the boundaries of the proposed project which would be mixed use office and industrial. Per the city's request, they have designed it so that the driveway is lined up with the JH Snyder project's driveway, both of which are on Seward (although the main Snyder driveway is on Romaine). The design of the project was also meant to mirror the Snyder project. Groeper noted that they are seeking a FAR of 3:1. Planting said he would be skeptical that they would be granted at 3:1, the Snyder Project is only 2:2. Groeper said that the developer said the project might be rezoned for light manufacturing instead of restricted manufacturing, which Planting said most likely means they do not want to be restricted from use as offices. McQuiston added that if used as commercial property, only 5 persons in the entire property could do manufacturing, such as post-production etc. Groeper said that the CHNC was not too excited about the project because they felt it was too large. McQuiston pointed out that one interesting aspect of the project is that it would be placing manufacturing on a residentially zoned parcel. Planting said he felt that what the developers were trying to portray was that while it's not ideal to have office use on land zoned for manufacturing, it's better than condos; he was not saying he agreed with that assessment however. McQuiston cited SB1818 saying it makes the city nervous because housing may be forced into MR zones, except for 3 cases. A car dealership can be forced even into a residential zone if the dealership provides one low-income residence on such a property. The board discussed the issue of the FAR and the advantages of going to 3:1; Malick pointed out that the BID and CHNC had already requested having the FAR raised to 3:1 in many areas, and that the

recommendations have not changed since we delivered them to the planning department. McQuiston said that the CRA and the Planning Dept. are both concerned about the loss of manufacturing land, as it provides the highest wages and the most employees per square foot. He said we have to keep Hollywood in Hollywood and preserve the manufacturing capability. The board again discussed the plan from the 1960's to create a cohesive restricted industrial zone in Hollywood, as has been referenced at past meetings. Cassella stated that one of the original missions of the BID was to promote and preserve the manufacturing area. Mahoney said that MRIQ zones will give the council offices discretion on a project-by-project basis and these developments are taking advantage of that. The amount of office space needed to run a studio has doubled in the last 15 years and he estimated that soon it will triple. Editing is now in-house and post-production and accounting are also coming in-house. There will be a point when we need 3:1 FAR to support stages. Renee Weitzer had said that the new plan would accommodate for that to be requested. McQuiston said Gail Goldberg wants the council out of planning. McQuiston said the new charter gives power to the mayor, but the councilmembers are unaware of that and the mayor doesn't want to promote that point because he may go back to being a council member after his term ends. He said that in Hollywood, a developer who contracted to donate 2 million dollars to a council project, was allowed to do anything. Groeper said that our mission statement should be clarified with regards to new developments. Mahoney added that we should put our planning recommendations on our website. On another note, Loverro asked if anyone had any information about Circus Disco applying for a lighted billboard, 180' long; Mahoney said he believed this had already been approved.

**CXVI. MTA Grant Updates** - Levi said that the median construction should be finished in 5-6 weeks. There has been a 3-month extension issued on the Cal-Trans permit for the Bus Stop Improvement Project. Lastly, she has sent an invoice for \$50,000 to Iron Mountain for their pledged donation towards the medians.

**CXVII. New Business** – McQuiston said he went to the Walgreens hearing and submitted a written statement. The developers had hired an expeditor who said that the BID had approved the conversion; McQuiston pointed out to the BID that we had not. McQuiston said this would not be the last meeting on this project; the hearing officer still needs to report to CAPC and the hearing officer's report will be out one week before that meeting. Statements and reports must be in 10 days before the meeting making it difficult how we could file a statement before having the report from the hearing. He said Craig Weber, the hearing officer, may keep us updated.

**CXVIII. Adjourn** – The next meeting is the Annual Meeting, scheduled for Sept. 18.



Hollywood Media District  
Board of Directors Meeting  
Nov 20 2008

Board Members Present: Anabel, Cassella, Groeper, Howard, Lee, Loverro, Malick, McQuiston, Parker, Scane, Thorne.

Board Members Absent: Chait, Jacoby, Mahoney, Mozes, Planting, Weinstein.

Staff and Guests Present: D. Esparza, J. Irigoyen, S. Levi, D. Strecker.

**CXIX. Call To Order** – Cassella called the meeting to order.

**CXX. Introductions** – No introductions were necessary.

**CXXI. Public Comments** – There were no public comments.

**CXXII. Approval of Minutes** – Anabel pointed out that item #10 incorrectly stated that the next board meeting would be held Oct. 23; it should say Nov. 20. McQuiston also noted that he had submitted numerous corrections which he had submitted in written form, included in the packet beginning on page 24. He said he does appreciate the minutes being this extensive but that one of the difficulties in that is making sure everything is transcribed accurately. He said he went through the minutes and checked the statements. Parker asked if McQuiston’s corrections were to be made without any input from the board. Anabel pointed out that the board meetings are now digitally recorded; Strecker said he did not use the recording to transcribe the minutes, he typed them from his notes; however he said he could review the recording to confirm McQuiston’s corrections. McQuiston again said he appreciates the details of the minutes but that if a person reviews the minutes and finds that they do not convey their sentiments accurately, that person may submit corrections. Cassella said that Strecker will cross check McQuiston’s notes with the recording. **The item was tabled until December, when the minutes will be verified.**

**CXXIII. Public Safety and Community Relations Committee Report**

**B. UPS Report** – Irigoyen presented several maps provided by LAPD showing crime stats for the area, which shows a low amount of crime in the district for the past week and a half. On the Monthly Activity report, Irigoyen noted that he changed the item previously listed as “Crazy/Insane” to “Mentally Challenged”. He reported that in addition to the arrest he had mentioned at the recent Security Committee meeting, the team also made another arrest today. He said that prostitution has moved from Santa Monica and Highland to Orange and Lexington; LAPD is currently conducting a task force. He also reported on two new gangs to the area, the Rolling 40’s and the Serrenos. The team is working with LAPD to try to eliminate these gangs from the area. Irigoyen spoke about his new officer, Williams, who is a very large person (former linebacker) who does foot patrol around the intersection of Santa

Monica and Highland, down to Las Palmas and Santa Monica. Williams is able to talk to people and prevent problems effectively. Irigoyen mentioned a group of Hispanic males who have been working together to rob motorists after asking them directions, the police have dubbed them the “runaway bandits”, and another robber who has been targeting 7-11’s in the area known as the “Marlboro man”. Lastly, Irigoyen said he met recently with Sgt. Robert McDonald with LAPD to review the security cameras; McDonald recommends moving two of the cameras- the one at Sycamore and Santa Monica does not have good visibility, neither does the one at Cahuenga and Santa Monica. It was proposed that the Sycamore camera could be moved to the SE corner; Strecker said that was where they initially wanted to place the camera but could not gain permission from the property owner. Lee said he could help try to contact the owner. Levi also mentioned that Sgt. McDonald has e-mailed her about a camera at Santa Monica and Highland; unfortunately that camera was not one that the BID installed. Irigoyen said that McDonald asked for the camera at McCadden not to be moved, as it provides him good vision of the Hoagie’s and Wings. McQuiston pointed out that the totals on the Monthly Activity Report do not add up; Irigoyen said they will correct this. McQuiston also noted that the numbers are already higher for November although the month is not yet finished; Irigoyen said that this is because LAPD has been stepping up and helping them with more activities in the BID. Parker asked why they were cooperating with us more now; Irigoyen said he believes it’s due to the new police captain, Girmala. McQuiston stated that he likes having the maps provided to him. Malick asked Irigoyen what the team does to combat the gang issues in the district; Irigoyen said the officers are supposed to observe and show their presence to the gangs, and alert LAPD. LAPD does not want our guards in harm’s way. Irigoyen did point out that the transgender prostitutes are paying the gang members for protection. Scane asked if that is working; Irigoyen said yes, but now LAPD is conducting their task force in order to curb this. Lee asked how we could get a gang injunction in this area; Irigoyen said there currently is one. Loverro pointed out that many street lights are burnt out on Las Palmas and probably other streets as well, he has called to complain but nothing has happened. He estimates about 30% of the lights are out. Parker suggested calling the mayor. McQuiston said that because of the budget problems, every department has had to take a cut; that means that bureau of street lighting’s budget for next year will be 8% less than this year. Loverro also asked who maintains the security lights, as a couple near him are out. Groeper said he could call to find out, if Loverro could e-mail him the locations. McQuiston said you can buy \$25 mercury vapor lamps at Home Depot and mount on your own buildings as an alternative.

- C. **UPS Contract Update** – Groeper said that Levi has been working very hard on the budget, some additional costs that UPS did not include in their initial contract with us had to be factored in so for the new contract they are asking for more money. Initially, they wanted to charge us a markup of 50%, but Levi negotiated with them to come down to 49%. However, the Executive Committee felt that, after reviewing the 2009 Budget, that we should offer

them 47%, take it or leave it. The security committee also voted in favor of this approach. However, Levi spoke with UPS and they have stuck fast at 49%. Malick asked for clarification about the markup; Levi explained that this covers the overhead, wear and tear on equipment, etc. Throughout the duration of our previous contract, UPS ate the cost of several items that they neglected to include in the contract, including vacation pay. Levi told UPS that it was unfortunate that they can not come down to 47% and that we may have to go out to bid as a result. UPS maintains that they need to clear their profit margin. Malick asked what the difference was between 47% and 49%; McQuiston said it's about \$20,000 per year. Regarding the delinquent assessment rate on the budget, Malick asked if we were sure that we were budgeting the correct amount. Levi said she had received a report on the delinquent parcels which showed that the state has not paid any of their assessments this year, and LAUSD has only paid 1/3<sup>rd</sup> of theirs. Regularly the delinquency rate is about \$12,000 (budgeted at about 3.6%) but the executive committee budgeted higher this year due to the economic climate. So, the anticipated increase in the delinquency rate was what prompted the committees to raise the question of whether or not we could afford the 49% markup from UPS. Scane noted that even if we went with 49%, we could make up the \$20,000 difference if necessary by changing the deployment. Levi said we are anticipating the worst with the budget, but we could maintain the same level of service and reduce the level of service after February when we have a better idea of the actual delinquency rate. Cassella agreed with Scane that we can reduce the level of deployment to fit our budget – the contract doesn't stipulate a year and monetary figure, just the markup. We can stay at 49% and lower the deployment later if needed. Parker said that Mahoney had been adamant about the 47% at the committee level and asked if Levi had heard any further comments from him. Levi said no, but Mahoney had advocated for offering UPS 47%, take it or leave it – UPS said they would not take that offer. In a conversation she had with Mahoney before the committee meetings, he said that he had thought the markup was high so he looked at his company's contract, which is at a lower markup but doesn't provide everything that we get. Parker asked if Cassella thought the 49% would be appropriate; she said yes, we could approve this rate and then gather information on other companies just in case. Parker said that once we accept 49% we are never going to go back. Levi said she would recommend locking in the 49% rate for two years so that they can not raise it after one year; Parker said he agreed. McQuiston pointed out that the state statute says that markup should not be over 40%. **Groeper made a motion to accept the 49% markup rate for the UPS Contract for 2 years with a 30-day out, and accept their terms, if we can afford it. Scane seconded the motion. The motion carried with one opposed (McQuiston).**

#### **CXXIV. Cleaning and Maintenance Committee Report**

- R. HBT Report** – Strecker reported that HBT has planted many if not all of the replacement trees, he is going to get the exact count from Romano, and will be walking with her to determine which trees will continue to be watered. McQuiston noted that he had submitted information for the board that one of

the council districts is paying for tree watering in their district, and he recommends that we ask our council district to pay for watering also. Strecker said this information, and the LANI information McQuiston had provided, will be discussed at the next Clean Committee meeting.

**CXXV. Executive Committee Report**

- S. **2009 Budget** – Cassella said we have already pretty much discussed this, she added that one thing that was proposed at the committee level was to reduce the city collection fee in correlation to the delinquency rate. The committee had also discussed an increase in salary for the Operations Coordinator, which they approved at 1.5% and included in the budget. They also discussed holiday bonuses for staff and the security guards. Malick asked if the assessment rates can change along with property values; Levi said that the assessment rate formula can not be changed unless we go out to vote to increase, but we can easily decrease the assessments. Parker asked about Levi's contract and when it expires. Levi said she is on a month-to-month contract so it has a 30- day out. Parker asked when she last negotiated her fee. Levi said the last time was October 2007, and after looking at the 2009 Budget she decided not to ask for an increase at this time. Anabel asked for clarification on Survey Monkey as shown in the budget; Levi said that was a company we used for the Property and Business Owner Surveys that had been distributed recently. Thorne asked if Levi's other BIDs were worried at all about decreasing property values effecting BID assessments; Levi said not really, other than concerns over increased delinquency rates. McQuiston noted that most properties in the BID have been in the same hands for a long time so many property owners are paying very low taxes. He is suggesting the city should break the low tax rates, as some property owners are only paying about 50% of current tax rates, which affects the police and fire services. McQuiston pointed out also that there is nothing allocated in the budget to go out and solicit new business to the BID, which is in our charter. Cassella said that she personally goes out to solicit new businesses all the time. Malick said he still thinks the budgeted delinquency rate is too low. **Groeper made a motion to approve the 2009 Operating Budget. Lee seconded the motion. The motion carried with one opposed (McQuiston).**

- CXXVI. Website Committee Report** - Strecker reported that he has been working with Tom Edgar on a new system to post news items to our website, which can then be compiled into newsletter form. However, there has been a problem with Hostway, our current host, that will not allow us to upload photos anymore. Hostway will admit no fault in this matter. Edgar has proposed hosting our site for \$20 per month, the difference per year is \$73. **Malick made a motion to approve switching from Hostway to Tom Edgar to host our website. Scane seconded the motion.** The motion carried with one opposed (Anabel), who was concerned that he did not know anything about Edgar's ability to host the site. Levi pointed out that Edgar has been hosting the site free of charge for the past couple of months and there have been no problems, and he is much more responsive than Hostway. Malick requested website stats.

**CXXVII. Schedule Holiday Meeting** – Strecker said he will send out a few different dates and determine which date would work best for most of the board members.

**CXXVIII. MTA Grant Updates** – Levi said we are moving forward with the wayfinding grant. She received a proposal from the same company that did the downtown LA wayfinding program which totaled \$45,000 or \$50,000. The city’s proposal was about \$35,000 and Troller Mayer came in at about \$10,000 but forgot to include the street sign frames so the item is tabled until we get their revised proposal. We are now allowed to spend our matching funds so we will be ordering new numbered Theatre Row banners. The traffic control cones and signs are still on Highland Avenue but there will be a final walk through today and hopefully that will all come down tomorrow. Parker said he felt that the BID should put up banners that promote other businesses besides just theatre row, we should promote entertainment related businesses too. Levi said that because of a lawsuit, banners cannot have a message. On the Bus Stop grant, Levi said Damon Construction was out today moving furniture. Any Norman bus benches will be removed once the stops are moved back to their permanent locations. There is no time frame on the pedestrian lights. Levi said she is looking into purchasing wreaths for the new ped lights on Highland, she found some at Michaels which are very affordable.

**CXXIX. New Business** – Loverro mentioned that at the last Business Watch, LAPD had expressed a need for digital cameras to take photos of cars and vehicles that people are living in. He wanted the BID to look into possibly funding some new cameras for them. The item will go to the security committee. McQuiston pointed out page 26 in the packet, which he included for the board’s information concerning the jobs to housing ratio in Hollywood.

**CXXX. Adjourn**

Board of Directors Meeting  
Dec 17 2008

Board Members Present: Anabel, Cassella, Chait, Groeper, Jacoby, Loverro, Malick, McQuiston, Mozes, Parker,.

Board Members Absent: Howard, Lee, Mahoney, Planting, Scane, Thorne, Weinstein.

Staff and Guests Present: R. Oso, S. Romano, D. Strecker.

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – No introductions were necessary.
- III. **Public Comments** – McQuiston discussed the deficit that the city is facing and suggested looking at Prop 13; he said COLA is wrong, and that property owners who purchased their properties before 1975 are only paying a quarter of what they should be paying in property taxes; he is working on correcting this to remove the COLA cap.
- IV. **Approval of Minutes** – The board reviewed the minutes from November. **Malick made a motion to approve the minutes. Jacoby seconded the motion; the motion carried with one abstention (Mozes). The minutes from October were tabled until January.**
- V. **Slate of Nominees** – Cassella presented the slate of nominees as prepared by the Nominating Committee. McQuiston noted that his term is ending and he was not included in the slate of nominees, but that he said he is really tied up at the moment with the city budget so while he is sorry to leave the board it is OK with him. He did advise that the BID, especially during this recession, needs to look for people who will keep it going. He is disappointed that the BID and all of Hollywood hasn't done more to make the area more inviting and to attract business. If too many residents move in, the industry will leave. **Groeper made a motion to accept the slate of nominees for the 2009 Board of Directors. Parker seconded the motion. The motion carried unanimously.**
- VI. **Boys and Girls Club Request for Funding** – Malick noted that two of the BID's board members are also members of the Boys and Girls Club board, and as one of them he invited the board members to come and see what the Boys and Girls Club does. He said the club helps kids have a normal existence and avoid problems, and gives assistance with school work. He described it as a magical place that enhances the community. The request for funding is a general request, he said it is so difficult to raise money these days and trying to keep an operating budget. **Parker made a motion to grant a donation of \$2,500 to the Boys and Girls Club. Chait seconded the motion. The motion carried unanimously.**
- VII. **Adjourn for dinner**

Hollywood Media District  
Board of Directors Meeting  
January 22, 2009

Board Members Present: Anabel, Anenberg, Cassella, Groeper, Howard, Jacoby, Lee, Mahoney, Maldonado, Malick, Mozes, Parker, Scane.

Board Members Absent: Chait, Loverro, Planting, Thorne.

Staff and Guests Present: D. Esparza, J. Irigoyen, S. Levi, D. Strecker.

CXXXI. **Call To Order** – Cassella called the meeting to order at 3:10pm.

CXXXII. **Introductions** – No introductions were necessary.

CXXXIII. **Public Comments** – There were no public comments.

CXXXIV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Anabel made a motion to accept the minutes from the previous board meeting. Jacoby seconded the motion. The motion carried unanimously.** The board then reviewed the corrected minutes from October 2008. **Anabel made a motion to accept the minutes, as amended, from October 2008. Jacoby seconded the motion. The motion carried unanimously.**

**CXXXV. Public Safety and Community Relations Committee Report**

B. **UPS Report** – Irigoyen reported that the team is working with LAPD and observing the area, looking for felons who may be hanging out in the BID. The number of assaults has gone down. Parker mentioned that Councilmember Rosendahl had been working on organizing an RV parking permit area for Venice, and suggested we look into doing something similar to charge people who live in their vans and RVs for parking in the district. Jacoby warned that could invite more people into the area to live in their vehicles if we're licensing it. Parker suggested we speak with someone from Bureau of Street Services. He added that he had talked to someone there several months ago about getting the street fixed at Sycamore near Willoughby but no progress has been made; Groeper asked Levi to look into the matter. Groeper then spoke about the Business Watch meeting, which was attended by Capt. Girmala. He said Will Rivera was there and discussed the abatement process and explained that there is not currently an abatement case against Hoagies and Wings, although they can use the information gathered against the former tenant, Benitos, if they do open an abatement. However, Hoagies and Wings is not currently open and no one is sure if or when they will reopen. Groeper suggested we start compiling a list of incidents at Hoagies and Wings. Mahoney said we might want to look into renting the space ourselves. Irigoyen said that things have calmed down at Donut Time, but that now Hoagies and Wings is again the hot spot, even though it is closed. He did say that prostitution has decreased on Lexington now that the

street lights are back on (Levi had reported them to the city when they were out). Groeper said he had talked with Gumbiner, the owner of the property where Hoagies and Wings is located, and described him as taciturn. He did say that he thought H&W would reopen. Irigoyen said that the employee of H&W that had been a problem still has the keys to the store and has been entering in the early morning hours, and allowing transgenders to sleep in there. Groeper said he will contact Gumbiner again and discuss that.

- C. **Report on Meetings with Capt. Girmala** – Mahoney said that the new Captain is very familiar with the area, and said it is incumbent upon the board members to attend meetings with her to demonstrate our concern and support. Lee stated that there is a fundraiser event coming up when he will see her and will be able to speak with her. Levi said the Police Fundraiser is also coming up and could be a good way for us to acknowledge Capt. Girmala. Parker said that at the Business Watch meeting, Girmala talked about the problems she is having with the nightclubs. Groeper stated that there are 72 clubs in Hollywood which attract 15,000 people on the weekends. Irigoyen said that he has been planning to have his bike officers team up with the LAPD bike patrol.

**CXXXVI. Cleaning and Maintenance Committee Report**

- S. **HBT Report** – There was no update, but Levi said that the planters are being continuously vandalized and asked board members to keep an eye out.

**CXXXVII. New Director Term Lengths** – It was determined that the new directors did not need to draw straws, the new directors are each elected to serve a two year term.

**CXXXVIII. Election of 2009 Officers** - Levi asked Cassella if she would be interested in serving another term as President, Cassella said she would not mind. Groeper and Mahoney volunteered for Vice Presidents, Howard volunteered for Treasurer, and Anabel volunteered for Secretary. **The board accepted the Slate of Officers unanimously.**

**CXXXIX. BID Consortium Presentation Funding Request** – Levi explained that the LA BID Consortium, a monthly meeting open to all BIDs in the city, is putting together a presentation to show what the BIDs have done for the city. Several BIDs have donated funding towards the project, and Laurie Hughes, head of the Consortium, has asked our BID to donate \$750 if possible. Mozes suggested that we should donate no more than half of what HED is doing. Levi said she believed the presentation will be beneficial, as some Councilmembers do not have BIDs in their areas and don't know anything about them. Mahoney suggested we donate \$375; Cassella went around the table and asked each board member how much we should contribute. The majority of board members voted to contribute \$500 towards the project. **Groeper made a motion to contribute \$500 towards the LA BID Consortium Presentation. Lee seconded the motion. The motion carried with two opposed (Malick and Mozes).**

**CXL. Adjourn** – The next meeting is scheduled for Feb 26.



Hollywood Media District  
Board of Directors Meeting  
February 26, 2009

Board Members Present: Anabel, Anenberg, Cassella, Chait, Groeper, Howard, Jacoby, Lee, Loverro, Mahoney, Maldonado, Malick, Parker, Scane, Thorne.

Board Members Absent: Mozes, Planting.

Staff and Guests Present: D. Esparza, J. Irigoyen, S. Levi, D. Strecker.

- I. **Call To Order** – Cassella called the meeting to order at 3:10pm.
- II. **Introductions** – No introductions were necessary.
- III. **Public Comments** – There were no public comments.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Jacoby made a motion to accept the minutes from the previous board meeting. Malick seconded the motion. The motion carried unanimously.**
- V. **Public Safety and Community Relations Committee Report**
  - B. **UPS Report** – Groeper reported that he had good news. He said that the owner of Crown of India is taking over the Hoagie's and Wings location. Mr. Singh shares our concerns about the problems that have been occurring at H&W and hopes to eliminate them. They are currently renovating and should be open in a month, and they are removing the stools on the east side of the property which have been an issue. So far they are not sure of the hours of operations, they will most likely not be open 24 hours but they may stay open late to take advantage of the club goers business. Irigoyen added that Mr. Singh will be implementing strict rules and posting them, including signs that say that customers must purchase food in order to stay, and there is a time limit of 20 minutes. Those purchasing soda only are not allowed to loiter. Irigoyen said that LAPD has been good about patrolling the location, but now the hot spot has become Del Taco. People park their cars there, hang out and have fun. Prostitution has gone down on Lexington; it's moved somewhere else but they are trying to determine where because the transgenders are still in the area. Irigoyen met with the Captain on Tuesday and alerted them about Del Taco. Another concern is the corner of Willoughby and Cole, where the MS13 gang has been spotted tagging and trying to recruit the kids, especially from Bancroft. He said MS will do whatever it takes to try and take over the area, he advises people to be safe in dealing with them. The Captain also alerted that individuals have been going in to businesses like 7-11 to do a scope out, to see who's working and how they might be able to perpetrate a future robbery. Mahoney asked if there was a gang unit out of LAPD Hollywood working on the MS13 invasion? Irigoyen said that due to decrease in staff, he didn't know how many officers are working on it, but the Captain

is aware of it and is addressing it. Malick asked for more details about MS13. Irigoyen said they are a Latin American gang that looks to recruits Latinos only, they are armed and dangerous, and often smuggle drugs and terrorists into the country. Scane asked what gang had been in the area previously. Irigoyen said there had really only been a tagging crew, not a true gang; MS13 is not trying to take over another gang's territory but just to recruit members. MS13 has been tagging near Gold's Gym and Colbee Liquor, but Irigoyen asked people not to approach them if they are tagging. They have also possibly been recruiting at Del Taco at night. There is another gang in the area but they are only there to protect the prostitutes. Irigoyen has been in touch with the principal of Bancroft, as well as school police who will be patrolling the school at nighttime now too. He also advised that luckily, the gang members seem to be under the impression that our security guards' radios are linked with LAPD's, so they generally leave the area when they see our guards using their radios. He said the gang members often have tattoos that are covered up so as not to be easily identified. Mahoney mentioned the gang injunction in Hollywood which may or may not still be in effect. Groeper mentioned the upcoming Security Committee meeting on March 9 at 2pm where Captain Girmala will be in attendance and recommended the board members attend. Strecker said Will Rivera, neighborhood prosecutor, is also possibly attending.

C. Levi announced that Captain Irigoyen is getting married in a week and a half, to much applause from the board members.

VI. **Theatre Row Committee Report** - Cassella stated that the Theatre Row Committee has been resurrected and met last month at Café Muse, hosted by Jennifer Ritchkoff. She said they had discussed many of the issues that have been brought up by the Theatre operators in the past; including marking, putting together a consortium (Howard is going to help; Ritchkoff already has a non-profit which they might be able to piggy back on), advertisiting using our collective clout to elevate the visibility of Theatre Row. Relinquishment was discussed, a warehouse for set recycling, an arrangement with KPCC for underwriting, and a poster with a map of all theatres were other ideas. Additionally they discussed a theatre festival and murals. Cassella thanked the board members who joined the committee. She said it is a good group with lots of energy. Lee asked about the Rubber Stamp Company Building; Cassella said they had discussed the location and she intends to call the owner to discuss. Through the conversation, it was determined that a different person owns the property than we had thought, Lee said he could discuss with Cassella afterwards to get her the correct contact info. Mahoney gave some history on the building, saying it used to be a trolley car turn-around and maintenance facility. Chait noted that there were also theatres in there for awhile more recently.

VII. **Santa Monica Blvd. Relinquishment/Utilities Undergrounding Update**

B. Groeper reported that Ferris Wehbe had called a meeting with members from CHNC, the BID, CD4, CD13 and the Mayor's Office regarding the relinquishment funds and the possibility of burying the utility lines. Wehbe said several years ago there was a meeting with LaBonge where DWP had some funds that could go towards the undergrounding. The representatives of

the city officials said they would look into the cost estimates. Besides the cost of burying the lines, there would also be a cost to the property owners to connect the utilities to the properties. Levi said each individual business owner would have to pay the price of the new connection; Levi said she had done this project in Reseda several years ago through a DWP grant, but it was sort of a one-time thing and the price went up significantly through the duration of the project. Levi was told that relinquishment funds could not be used to bury utility lines, only for transportation related expenses. Levi said we could apply for the upcoming Call For Projects grant but that is also for transportation. Mahoney mentioned that there are two different utilities – DWP and Edison which goes to West Hollywood, who has no interest in undergrounding. He said DWP may have some funding available for their lines in the interest of improving their outdated infrastructure. Mahoney thought maybe we should shelve the idea of undergrounding for now but align the relinquishment with another grant; the BID could find someone to write a grant proposal like Helmi did when we got the original MTA Grants. Levi said there was also a possibility of tapping into Stimulus Funds at a later date. Mahoney said that he agreed LaBonge would be in favor of burying the utility lines if funding could be found. Cassella suggested finding out who is the current go-to person for grant writing, as Helmi (who is now at the Mayor's Office) did before, saying maybe we could contact the company that Helmi used to work for, Keyser Marston. Levi also recommended contacting Duane Edwards, who had done our State Enterprise Zone seminar as he is currently an independent consultant. Malick asked if our bylaws would allow us to look into hiring a firm to look into helping us obtain stimulus funding for greening projects; Levi said that we could.

- C. Groeper said that at the meeting, they also discussed the possibility of opening up some parking on Highland Avenue. Currently, Highland has no parking between 3-7pm which leaves many of the businesses on Highland, including Wehbe's Corner Diner, without parking. Groeper said he believed LaBrea, which is a busier street, only has no parking from 4-6pm. Groeper said maybe the BID could team up with CHNC and push for reducing the time of the restrictions. Parker asked how far up Highland we would be pursuing this, as he stated that he and many others already avoid Highland due to traffic congestion, and he felt there is little incentive to take away a lane of traffic during that time. Groeper said maybe we would only be looking at the southbound (west side) of Highland and several people have said there is little southbound traffic between 3-7pm. Levi said she believed there was a significant amount of southbound traffic on Highland in her experience. Mahoney said that LaBonge would probably not be supportive of taking away a lane of traffic from Highland for parking because Highland is the way people get to and from the Hollywood Bowl. Maldonado added that Highland is an important thoroughfare for those entering and leaving the district and we do not want to make that more difficult. Groeper said he understands that but we need to balance that out with the businesses on Highland who are in desperate need of parking. Cassella said she believes LaBrea does have the

same 3-7pm restriction as Highland, and she said if Ferris believes there is business will for this, he will find it.

- VIII. **Project Y!MBY Connect Day Funding Request** – Strecker stated that he is once again serving as chair of the Logistics Committee for Connect Day, which is an event that connects homeless people with service providers. Last year over 600 homeless individuals were served at the event. This year it will be taking place on June 25, once again at the Music Box Theatre which is being donated for the event. Shawn Ingram, co-chair of the event, has put together a draft budget for the event which shows a request of \$3000 from the BIDs, but he did not know about the Neighborhood Councils at that point, which should be able to contribute funding also. Strecker said he wasn't sure if this was something the board wanted to discuss or if it should go to the Advocacy Committee. Cassella asked if there was information on follow up from Connect Day last year; Strecker said they are planning to track the individuals progress after Connect Day much better this year, but that there is some information detailing how many people were served by certain providers that he could obtain. Mahoney asked if the homeless count had been done yet; Strecker said the count took place recently but results had not been made available yet. He did say that Step Up On Second, a facility in Santa Monica that he, Cassella and Parker had visited, is looking to open a facility in Hollywood. **Anabel made a motion to send the item to the Advocacy Committee. Thorne seconded the motion; the motion carried unanimously.**
- IX. **New Business** – Strecker reported that a new website, [www.navigatehollywood.com](http://www.navigatehollywood.com) has been launched by the Hollywood Property Owners Alliance (the two other BIDs in Hollywood). He stated that he visited the site and nothing from our District is represented on the site, which is meant to make it easier for visitors to Hollywood find parking and attractions. He said he is contacting HPOA to find out how we can get involved with the website.
- X. **Adjourn** – The next meeting is scheduled for March 26.

Board of Directors Meeting  
April 23, 2009

Board Members Present: Anabel, Cassella, Chait, Groeper, Lee, Loverro, Mahoney, Mozes, Parker, Scane, Thorne.

Board Members Absent: Anenberg, Howard, Jacoby, Maldonado, Malick, Planting.

Staff and Guests Present: D. Esparza, J. Irigoyen, S. Levi, J. Mariani Jr. (HPOA), S. Naso (UPS), R. Oso (HBT), S. Romano (HBT), D. Strecker, K. Zandona (HPOA).

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – Introductions were made around the table. \* Later in the meeting, Fabiola Vilchez, Central Area Director for the Mayor’s Office, Neighborhood and Community Services, arrived and was introduced by Cassella. Vilchez thanked the board for inviting her and said she has been in her current position for about 5 ½ months, but formerly worked for Jackie Goldberg so she is very familiar with Hollywood. She said the area that she is currently in charge of is very large but she would be happy to assist us in any way possible; because she is all over the place, though, she prefers if we would utilize her strategically. Groper invited her to the April 30<sup>th</sup> meeting at the Sycamore food line. She asked for the information via e-mail and said she would try to attend.
- III. **Public Comments** – There were no public comments.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Scane made a motion to accept the minutes from the previous board meeting. Anabel seconded the motion. The motion carried unanimously.**
- V. **Public Safety and Community Relations Committee Report**
  - B. **UPS Report** – Groeper introduced Scott Naso with Universal Protection Services and complimented Irigoyen on his capability and dedication to the Media District. Irigoyen then said he had only positive news to report; he began by saying that Taqueria de Piñata will be opening soon in the location formerly known as Benitos and Hoagies N Wings. The new business owners are the same as Crown of India and he believes they will be very good neighbors. LAPD has been deploying more mounted units on Santa Monica Blvd. which has helped reduced crime, in addition to our own teams’ green tags which have been getting positive responses from citizens. The clubs have been very quiet although trash leftover (mainly flyers) has been a big problem especially around Las Palmas north of Santa Monica Blvd. However they have been good about communicating with our security team. Loverro asked if there was a way that HBT could clean up the area around Las Palmas and Santa Monica first thing in the morning; Romano stated that Arena should be cleaning up after themselves as the litter is excessive and is above and beyond our contract with HBT. Loverro said that Arena only has one employee

tasked with the clean up and sometimes that person may not get all the trash picked up until 9:30 or later, but eventually it is cleaned up. Mahoney added that his staff has to clean up their side of Santa Monica including within their fencing. Loverro also mentioned that one of the BID trash receptacles is missing near this area. Levi asked Romano if we still had receptacles out being repaired; Romano said she thought 4 of them were in the shop. Levi said that she has talked with LaPietra but that he indicated he could not control the people who hand out flyers in front of his club. Parker recommended we stay on top of LaPietra to clean up the mess. Loverro said that Kay in the Chilcott Office takes photos of the litter and calls the Arena every Wednesday morning to clean up. Lee asked if we could post “No Soliciting” signs in the area, and if that would be enforceable. Groeper suggested inviting LaPietra to have a discussion with us. **Mahoney volunteered to call LaPietra about the issue, as it is not getting better; Levi said she would draft a letter afterwards if necessary.**

- C. Groeper reported that the Hollywood Police Support Association (HPSA) is requesting funding to update their facilities in preparation for an inspection. The Security Committee is recommending funding a \$1000 donation to the HPSA. Cassella inquired which line item on the budget this would be taken from; Levi answered that it would come from the Security budget and advised that we should have the funds due to the fact that we have been frequently running low on staffing. **Groeper made a motion to award the HPSA with a donation of \$1000; Thorne seconded the motion. The motion carried unanimously.**
- D. Groeper reminded board members of the upcoming meeting regarding the Food Line at Sycamore and Romaine, scheduled for next Thursday, and clarified the reason for the meeting. He said that Public Counsel had contact members of the Melrose Action Committee in order to foster solutions to the problems caused by the Food Line. Parker volunteered his location for the meeting, after a brief tour of the food line and the needle exchange program. Parker asked who from LAPD would be attending; Levi said that the Captain had been asked to attend but had not yet confirmed.

**VI. Theatre Row Committee Report** – Strecker stated that the committee had met recently with the organizers of the 2010 Hollywood Fringe Festival, which will be the festival’s first year. The committee was excited about the prospect of working with the organizers to make Theatre Row the main destination for the festival’s Theatre programming and Strecker said he hoped to locate the festival’s headquarters in the BID as well. Thorne explained that the festival would include street performers as well as performances in the theatres, cafes and other venues.

**VII. Clean Committee Report**

- B. **HBT Report** – Romano said that Levi has been working with Feuer’s office to coordinate with CalTrans on the permit to plant trees on Santa Monica Blvd. The trees will be 24” boxes. Romano said the timeline for the grant has been extended. Romano also said that HBT has completed another round of replacement tree planting, with another coming up soon. She said Oso and

Strecker will be walking the District Friday to look at trees and plants, and for theft and vandalism to the planter pots at the bus stops and gateway, taking a fresh inventory. Lastly, she stated that there is an increasing problem with human waste in the alleyways, which needs to be addressed (this will go to the committee). Oso reported that more bullet casings have been found behind Yoshinoya (Cassella said that Ben Kitay plans to close this alley soon) and stressed the need for additional security in the alleys. Groeper said he will mention this to Irigoyen. Oso reiterated that the human waste in the alleys is getting very bad. Groeper asked how difficult it is to close (privatize) an alley; apparently it is a difficult process. Parker said there have been issues on Sycamore street (this was mainly directed to Vilchez) with severe damage being done to Sycamore at Willoughby by the cement factory trucks which turn around there. He said it is becoming a big negative impact on the community and so far there has been no resolution from the city despite repeated requests; he has an order in with Bureau of Street Services scheduled for 2010-11, but they will only pave it over with asphalt. He stated that a representative from BSS had attended the Business Watch meeting and explained that BSS does not have funds to fix the concrete on the streets, but that they could perform the labor if someone else funded the materials. Parker also explained his issues with the homeless and the feeding program on Sycamore and Romaine; Vilchez asked him to e-mail her his concerns.

#### VIII. **Advocacy and Business Development Committee Report**

- B. Possible motion to approve funding request of \$2,500 for Project Y!MBY Connect Day** – Levi explained that our budget for donations is \$7,500 which is usually awarded in three sums of \$2,500 to Boys and Girls Club of Hollywood, PALS, and LACER. So far this year, none of that has been spent yet. Mahoney said that Connect Day will be an annual event so we would have to increase the donations budget to \$10,000 a year to accommodate. Cassella said she did not know if we would be able to do that this year. Levi stated that the board increased the contingency line item from 2% to 5.6% (\$50,000) this year due to concerns about the economy and the potential for delinquent assessments. She said she could e-mail the profit/loss comparisons for the year but is waiting for her computer to be repaired and can not currently access those reports. **Mahoney made a motion to table the item pending further budget analysis. Lee seconded the motion; the motion carried unanimously.**
- C. Vision/Mission Statement; possible motion to approve new Mission Statement:** *The Hollywood Media District's mission is to promote the business of Hollywood: film, television, music and post production, as well as to promote the interests of the firms that service these industries and the owners of Commercial Real estate within the District's boundaries.* Groeper said he had found details that needed to be revised on our website concerning the Media District's vision. The preceding mission statement was drafted at the last committee meeting following a discussion. Groeper had also prepared a variation of the Mission Statement and inquired as to whether there should be some mention of digital media, and whether or not we are too focused on

the “Hollywood” aspect. Cassella said that we are, after all, the Media District. Chait noted that the Theatres had not been included; Parker said that “entertainment” should be understood to encompass all forms of entertainment including live theatre. Mozes said he is concerned that the proposed Mission Statement does not accurately reflect the goals of the Media District. He referred to our budget, pointing out the amounts spent on Clean and Safe are our largest expenses and those we put the most amount of effort into, and that we as a board are here to advocate for the safety, beautification, and promotional concerns of our property owners – we are not marketing or promoting currently. Chait suggested that the Mission Statement reflect that we are concerned with the safety, beautification, and commercial desirability of the area. Cassella agreed that “promote” is the wrong word. Groeper suggested that our mission is to “enhance the safety, beautification and commercial desirability of the community. Mahoney said it is important for the mission to reflect the community. Chait said he does not like the term “Mission Statement” and suggested saying “The HMD Exists to...” instead. **Groeper said he we should compile all ideas and send out in e-mail form, shoot it around and come up with something to vote on at the next meeting.**

- IX. Navigate Hollywood Website** – Katie Zandona and Joe Mariani Jr. with the Hollywood Property Owners Alliance presented on the Navigate Hollywood website which their organization spearheaded. They described it as a dynamic interactive website. Zandona said that Strecker had inquired about HMD joining the website since it is part of Hollywood also, rather than creating another website. HPOA and CD 13 obtained about \$35,000 to conceive and build the website, with contributions from 22 organizations and developers. There has already been some media coverage of the website. The site includes information on taxis, bike racks, street closures (even providing a service to send SMS text messages of upcoming closures that users can register for) and more. Parker asked if the site had up-to-date traffic conditions. Mariani said it does not have traffic updates other than freeways and street closures, but site administrators are able to send out immediate alerts of accidents and closures. He also said closures can be looked up one month in advance on the site. Levi asked how long the site had been up; Zandona said it went live on Jan. 29 2009, it took one year to develop. Lee asked if we were to include Theatre Row as part of the website, if a user could click on the location and be linked to each theatre’s individual websites. Mariana answered in the affirmative. Mozes asked if the site also included restaurants; Zandona said no, it is strictly a wayfinding site now, but it is something that could be added in the future. Zandona detailed the start of fee and monthly costs associated with the site would be about \$8000 for the initial set up fee which would include web development and staff time for the first year. After that, it would be about \$300 per month to maintain.
- X. New Business** – Strecker noted that on April 21, he went with members of our clean and safe teams to join other BIDs from across the city at the City Council Meeting, where we presented our State of the BIDs report. He said there was a very good turnout and the councilmembers seemed to respond positively to the report, and LaBonge specifically noted our BIDs in Hollywood as being very vital to the



city. Chait noted that the pedestrian lights had been installed finally at the bus stops; Levi said in two weeks the temporary bus stops will be moved back to their regular locations, if not sooner. Parker asked if the Orange Bus Stop was improved; Levi said although it couldn't be improved through the grant, there were funds leftover that were used to fix the cement at the Eastbound bus stop at Orange.

**XI. The meeting was adjourned. Next meeting scheduled for May 28.**

Hollywood Media District  
Board of Directors Meeting  
May 28, 2009

Board Members Present: Anabel, Cassella, Chait, Groeper, Howard, Lee, Loverro, Malick, Parker, Scane, Thorne.

Board Members Absent: Anenberg, Jacoby, Mahoney, Maldonado, Mozes, Planting.

Staff and Guests Present: J. Goldberg, L. Horner, J. Irigoyen, G. LaPietra, D. Strecker.

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – Introductions were made around the table. Gene La Pietra, former board member, was in attendance as was Jackie Goldberg and Linda Horner from the LACER Afterschool Programs.
- III. **Public Comments**
  - B. LaPietra said he wished to address the board’s concern over the litter around his property, which had been discussed at previous board meetings. He said he is glad to be part of the community, and that the BID does a great job. In May 2007, he sent a letter to councilmember Eric Garcetti requesting a new city ordinance to ban the distribution of handbills (which has been filed in the BID office). He personally spent \$12,843,62 on the effort. LaPietra indicated that the litter surrounding his club mainly consists of his competitor’s flyers as they are trying to attract his customers; the flyers are usually for clubs in other cities that often have ordinances against distributing such handbills. In response to the comments in the previous board minutes regarding Kay at the Chilcott Office, LaPietra said he had called her and she said she has not had a problem for several months with his employees cleaning up the litter. He checked his surveillance cameras to confirm that his employee has been cleaning up in the mornings. LaPietra requested a copy of the BID’s contract with HBT to be sent to him. He said he did not feel that removing litter from the streets in the BID does fall within their duties, contrary to what Romano said at the previous board meeting. He did state that he has 24 video cameras on his property and the tapes are all kept for 2 years and made available to LAPD and our security team. He has made 2 arrests himself using the tapes. He said he does hope that Garcetti will proceed with the ordinance and cited West Hollywood as an example of a city using a similar ordinance. Groeper asked LaPietra which areas his employees patrol, and noted that the litter from the clubgoers ends up as far as his street (McCadden, south of Santa Monica Blvd.). LaPietra said he has 4 bike patrol officers, in addition to the LAPD officers and the BID security team; the area has a high volume of car break-ins (he explained that in the past they put up signs warning people not to leave valuables in their car due to break-in’s, but were asked to remove the signs because they conveyed a message that the area was not safe). There is lots of lighting on Lexington, he said, but not so much on McCadden, especially

south of Santa Monica Blvd. He explained that LAPD has requested that LaPietra's security patrol only around their property – five years ago they had more freedom but now they are restricted. Groeper said that just having an unarmed patrol helps prevent incidents, so he would be surprised if Capt. Girmala would not be in favor of more security patrols in the area. LaPietra said that LAPD conducts investigations in the area and they said that his security was hindering them. Groeper and LaPietra both agreed they could ask Girmala if this is still the case, or if she would be supportive of having LaPietra's security patrols take on a wider area. Jackie Goldberg agreed that both parties should approach Capt. Girmala. Groeper then asked what areas LaPietra's employees clean up; LaPietra said all the streets around his property including Cherokee, Las Palmas, Seward, McCadden, Lexington, Hudson, and both sides of Santa Monica Blvd, but he is willing to expand if necessary. Parker asked if it would be appropriate for Irigoyen to address LaPietra; Cassella said yes and asked Irigoyen to comment. Irigoyen said he would like to know why 7-11 asked LaPietra's patrol not to enter their property. He said he was told by his guards that LaPietra's guards are not welcome at 7-11 anymore. LaPietra said he had not heard this, and that his guards used to take care of incidents even inside 7-11 including several fights. He said he has a camera dedicated to the 7-11 phone booth and provides the video tapes to LAPD vice unit. He said he will ask and find out what happened. Loverro stated that Tuesday night seems to be the worst with regards to litter, because Wednesday morning is when there is the most trash; he said it seemed like the clean up had been occurring later and later in the morning, but has been better the past two weeks. LaPietra said he will have his employee start at 4:00am. He noted that the 7-11 on Las Palmas is the #1 in Southern California in volume. He ended by saying he is always available any time the board has concerns.

- C. Goldberg said she wanted to familiarize our board member with the LACER Afterschool Programs which she and her partner started over 14 years ago. She thanked the board for their continued support and stated that the programs are provided for areas schools including LeConte, Bancroft, Hollywood High, Irving, Fairfax and King. The after-school programs serve 3,000-4,000 students per year from the time school ends until 6pm. Their programs are currently the only drama, music and dance programs offered to these students. They also provide snacks and athletics but most importantly, a caring adult to look after the students. They used to receive funding from the City of LA but the Mayor has now taken those funds for areas with high levels of gang activity. Goldberg said that she believes one of the reasons why our area does not have such a high level of gang activity is due in part to LACER and other preventative measures. LACER coordinates together with CPAB and other community groups to work with at-risk students. LACER has now lost \$200,000 in public funding. They hold 1 fundraiser a year in November and they appreciate the funding received from the BID at that time, but they now also need funding from private companies. She offered any board member the opportunity to come and see the programs first hand and said interested board members should go through Cassella to set up a time. They are seeking

sponsors from \$500 to \$25,000; they need a lot of funding, otherwise students will be placed on waiting lists. Goldberg said the community has been improved because of LACER, and Goldberg is a supporter of BIDs, having sponsored both Hollywood BIDs in their beginnings. She said LACER helps the students connect with the community and experience success. Horner added that LACER works with the school system to find out which students need help in which areas, and last year over half a million hours of programming were provided by LACER. Goldberg closed by saying they are also looking for board members, and requested a list of stakeholders from the BID for their annual mailing. Cassella said that the BID does appreciate LACER and have always been supportive, as LACER is one of the few organizations we continually fund.

**IV. Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Groeper made a motion to accept the minutes from the previous board meeting. Scane seconded the motion. The motion carried unanimously.**

**V. Public Safety and Community Relations Committee Report**

- B. **UPS Report** – Irigoyen said there had been an incident around 3:30 am on Monday morning near Cahuenga and Willoughby where two of our officers found 2 cars that had been broken into. They were able to find the third car with the suspect still inside; the guards have been looking for this suspect for some time due to a previous crime he committed. The suspect fled and attempted to hide in a trash dumpster but was ultimately apprehended near Romaine and Cahuenga. Captain Girmala had sent a note of thanks to our team for the arrest. On Tuesday morning, a dead body was found at the bus stop on the northeast corner of Santa Monica and Highland, a result of a stabbing. LAPD would not share any additional information. The intersection was closed for 2 hours. LAPD tried to look at our security cameras for clues, but the cameras do not view this area. On Tuesday night, LAPD staged their command center for the Prop 8 Day of Decision march at Sycamore and Romaine, curtailing the food program that night. There were no arrests or vandalism attributed to the march, which was described as peaceful. Lastly, Irigoyen distributed a mug shot of a wanted individual.
- C. Strecker reported that after the food line meeting with the members of LAPD, Melrose Action Neighborhood Watch, and Public Counsel, that Leora from Public Counsel had found a lawyer willing to work pro-bono to mediate the situation. Currently, the mediator has set up meetings with MANW and LAPD and will be meeting with others soon.

**VI. Theatre Row Committee Report** – Strecker reported that the committee continued discussing beer and wine licenses for the theatres and came to the conclusion that there would not be any way to obtain a blanket or consortium license for all theatres to use, but they did have a conversation with an event planning and catering company that would be willing to work with the theatres to provide beer and wine at certain events throughout the year. The committee will also help each other in the process if individual theatres decide to pursue getting their own licenses. The

committee would like to move forward with a meeting involving Councilmember LaBonge and someone from the Mayor's office to ask for assistance in fostering the theatres as small businesses that add revenue to the city. Cassella said that after the meeting, she and Strecker went to the building that houses the Hollywood Rubber Stamp company, which the theatre committee had expressed interest in improving or finding a new use for. The building is in bad repair and is underutilized with only two tenants in it. Lee said he had spoken to the property owner and asked him to meet with Cassella, but so far has not been able to schedule a time. Cassella said perhaps the Health Department needs to be brought in to the situation. Strecker said the committee also discussed other projects that they could fund with the Wayfinding grant if the new theatre row banners could not be permitted, but that the committee would like to involve the council office in trying to get the permits.

#### VII. Clean Committee Report

- B. **HBT Report** – No one from HBT was available to report.
- C. **Replacement Trees Update** – The tree planting is moving forward as they have now obtained the necessary permits.
- D. **Wild Palm Removal** – The committee recommends allocating \$500 to trim 8 wild palms growing in the BID which are dangerous and unsightly.
- E. **Emergency Tree Trimming** – The committee recommends allocating \$350 to trim the 10 most overgrown trees in the District until the full tree trimming is done in the fall.
- F. **Planters** – The committee recommends allocating \$500 to clean up, prune and replace missing plants from the planter pots. **Brian Scane made a motion to approve items C through E for funding. Anabel seconded the motion. The motion carried unanimously.**

#### VIII. Advocacy and Business Development Committee Report

- B. **Possible motion to approve funding request of \$2,500 for Project Y!MBY Connect Day** – The board had previously approved this request pending the budget would allow the Donations line item to be increased from \$7,500 to \$10,000 in order to accommodate this new yearly request. Cassella reviewed the profit and loss statement included in the meeting packet and said she felt that based on that, the money was in the budget to accomplish this; however she said she had spoken with Levi who was concerned about the \$50,000 from Iron Mountain which has not yet been received. Thorne suggested sending something in writing to Jeff Anthony at Iron Mountain. Cassella said she would be comfortable calling Anthony. **Groeper made a motion to support Connect Day with the \$2,500 grant contingent upon verifying our budget surplus as shown (via Cassella confirming with Iron Mountain). Anabel seconded the motion. The motion carried unanimously.**
- C. **Vision/Mission Statement; possible motion to approve new Mission Statement.** Groeper provided the following mission statement based on previous conversations with the board: *The mission of the Hollywood Media District is to enhance the security, cleanliness, beautification and commercial desirability of the area.* **Groeper made a motion to adopt the new mission statement. Thorne seconded the motion, the motion carried unanimously.**

- IX. Navigate Hollywood Website** – Cassella stated that following the presentation at the last board meeting, she felt the only aspect within the District that the Navigate Hollywood website would be able to promote is theatre row, and that we are already concentrating on our own efforts to that effect. Because of the high cost associated with the site, she did not think we should allocate funds or send the proposal to committee. **Scane made a motion not to allocate funds for the Navigate Hollywood Website or send to committee. Thorne seconded the motion, the motion carried unanimously.**
- X. Executive Session – Contract Review** – Cassella stated that the Executive Session had been scheduled in order to discuss the security contract but since no non-board members were present it was not necessary to go into executive session. Cassella said lately we have been experiencing issues with UPS in terms of the limitation they are placing on our security team members and errors in their billing. The committee felt there may be a smaller company that would be able to provide a competitive bid on the contract. The committee recommended having Levi solicit bids for the account as both Levi and Irigoyen are unhappy with the current situation. Scane added that the management at UPS is getting conservative with what they are allowing our patrols to perform and have asked them to merely observe and report rather than arrest or become involved in incidents, which is something we do want them to do. Cassella clarified that we would ask that if a new company were chosen they would take on our current team members. **Scane made a motion to direct Levi to send out requests for proposals for the Security Account. Groeper seconded the motion. The motion carried unanimously.**
- XI. The meeting was adjourned.**

Hollywood Media District  
Board of Directors Meeting  
June 11, 2009

Board Members Present: Cassella, Chait, Groeper, Howard, Lee, Loverro, Malick, Mozes, Scane.

Board Members Absent: Anabel, Anenberg, Jacoby, Mahoney, Maldonado, Parker, Planting, Thorne.

Staff and Guests Present: D. Esparza, J. Irigoyen, S. Levi, D. Strecker.

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – Introductions were not necessary.
- III. **Public Comments** – There were no Public Comments.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Loverro made a motion to accept the minutes from the previous board meeting. Scane seconded the motion. The motion carried unanimously.**
- V. **Public Safety and Community Relations Committee Report**
  - B. **UPS Report** – Irigoyen said he had spoken with Officer John Washington and Lieutenant Lewis with LAPD Hollywood and neither of them was aware of any requests from LAPD for Arena/Circus security to only patrol on their property, the only exception would be if the guards did not have their guard cards. Otherwise, LAPD would never wish to restrict or limit private security patrols; they would encourage any type of private patrols. Irigoyen reported that yesterday, Mike Parker’s property was vandalized by taggers; our security guards apprehended the suspects as they were trying to tag Bancroft. The suspects were cited by LAPD. Mozes asked what they were taggin with; Irigoyen said spray paint. Mozes reported that he had been tagged with some sort of colored wax. Irigoyen said he had noticed some graffiti near Orange and Santa Monica; he asked the clean team to remove it but it has remained for several weeks. He advised that graffiti should be removed immediately in order to discourage additional tagging and gang activity. Groeper asked about the graffiti on the fence at the old CFI property, stating that it is not being painted out anymore since the tarp covering the fence was changed from the green one to a tan one. Strecker said he has talked to HBT about this but will continue to follow up. Groeper also said he would like to know more information regarding the alleged stabbing at the bus stop on Santa Monica and Highland a few weeks ago. Iriogoyen said he has not been provided with any information from LAPD regarding the incident. Groeper noted that it was not on epolicing or any other report that he could locate. Irigoyen remarked that this has been the longest amount of time that LAPD has withheld information on an incident in the District. Jacoby asked if the death was

possibly an accident; Loverro said it was a stabbing. Loverro also said he wanted to give accolades to Gene La Pietra; he said the cleanup around Circus/Arena has been noticeable better, and has been happening around 4:30am before employees arrive to work. Cassella suggested Loverro send an e-mail to LaPietra to thank him.

## **VI. Executive Committee Report**

B. 2010 CPI Increase – Levi said that every year at this time the board must decide whether or not to increase the next year's budget for the CPI, up to 3%. Cassella stated that she had spoken to Jeff Anthony regarding the \$50,000 promised from Iron Mountain and the original deal that was brokered between Iron Mountain and Mary Lou Dudas was that they would release the funds after they received the permit for their supergraphics, which to date they have not obtained. The deal was not based on the completion of the median in front of Iron Mountain. Malick asked if they were in the sign overlay zone, which would mean they would not need a permit. Levi said that she had been told previously that Iron Mountain was just waiting "for the contract between Viacom and CBS Decaux to be executed"; she had never heard anything about the permit being part of the deal. She was under the impression that the funds would be released once the median was complete. Cassella said perhaps the Iron Mountain people looked over the original details of the deal and will not release the funds until the permit is granted. Anthony told Cassella that he has been trying to get the permit and would love our assistance. Malick suggested Anthony get the details for the permit to us. Levi said she doesn't even know if you can get a permit for a supergraphic due to a recent ordinance. She said she would look into it. Getting back to the budget, Malick asked what the percentage of delinquent assessments was this year compared to last year; Levi said it's about the same, although we had budgeted for it to be increased this year. Malick asked if the funds for the gateway signs and banners is committed; Levi said yet. She noted that she hasn't received all the B Permit fee refunds yet, but that the council office said they would help us fight to get them. Loverro noted that the security camera maintenance is rather large (\$23,460/yr) and asked if the contract was only for 1 year, and if we could look at separating out from the other BID for the contract when we renegotiate. Cassella said she thought the system was proprietary to Metro Video. Levi said that is what Metro told us; Groeper said he did not believe it was though. Scane said it probably wouldn't be too difficult to find another company that could maintain the cameras. Groeper said that the cleaning and maintenance budget is much larger than the camera maintenance budget, and that he senses that HBT may not be happy with their current rate; he wondered if they will be asking for a higher amount when we renegotiate their contract. Scane said that Romano has always been reasonable and willing to work within our budget. Malick said he did not believe that was a big concern. Scane said that if the price did go up, we would just have to cut back on services, the same would apply to the security contract. Malick said he thought there was more rollover money and asked if the line item was correct on the provided budget sheet. Levi said she would have to check, as some



was allocated for matching funds and was set aside and not included in the figure shown on the budget sheet. \$170,000 for the bus stop grant and \$75,000 for wayfinding had been set aside. Levi said we will spend all the bus stop funds this year (as the city is already asking for the remaining balance), but that we will probably roll over some of the wayfinding grant money. Malick said that property owners are getting hit with all kinds of taxes right now, so he does not feel that we need to increase BID assessments because it is not urgent. Scane asked if we needed to vote on it today; Levi said yes. Groeper said he feels that we should increase the assessments because although we have a surplus and are doing a good job, he thinks we should increase to cover our great contractors. Mozes said that he did not think we should increase because the cost of living won't be increasing, and we all need to conserve. Going around the table, everyone else voted not to increase assessments. **Mozes made a motion to leave the assessments at the current level with no CPI increase for 2010. Chait seconded the motion. The motion carried with one abstention (Groeper).**

- C. Cassella stated that she had already reported on the Iron Mountain fund during the previous agenda item

## VII. Clean Committee Report

- B. **Monument Sign Update** – Levi said that the sign which we had designed for us is 5' wide; however the median is only 8' wide and DOT requires 2' on each side of the sign so they will not approve our design as it stands. Levi said she has been trying to convince DOT to approve the sign, as their main argument is that large trucks with mirrors may stick into the median; however the sign is so short that it would be lower than the mirrors. DOT's recommendation is to angle the sign facing northwest; Levi showed a rendering of the proposed angle, which she feels is too sharp. Scane said it would be OK if the sign was two-sided; Groeper asked if that was a possibility. Levi said she would check, but she did not know if the solar panel would be strong enough to power two sides, and she also said that would increase the cost. Malick asked if we had a choice between a 5' sign at an angle, or decreasing the sign to 4'; Levi said yes. Chait asked if we could argue that the sign is 2' from the traffic lines (rather than the edge of the median); Levi said she already attempted that. Groeper suggested considering a trapezoidal sign, and showed a sketch of his idea, which would eliminate wasted space on the sides of the sign and make for a wider visible area on the front of the sign. Scane said that if they board decided to decrease to a 4' sign, it would be losing 1 whole foot (20%) of the visible area and would make the words smaller, possibly not as easy to read. Mozes asked whether we should consider insuring the sign for hit and run accidents; he suggested looking into a policy that would cover all the sign and planter pots. Groeper asked if going with a trapezoidal sign would increase the cost; Levi said she would check, but she didn't think it would. Mozes said he would prefer a 4' sign not at an angle. Malick said he was concerned about readability if the sign was smaller. Chait suggested curving the face of the sign (convex) to get more surface area. Levi stated that she had never had this issue before with

the signs she has put in medians previously but because we do have to get a revocable permit, it means we need to follow DOT's guidelines. Jacoby asked if Ultrasigns could prepare a paper mockup of the sign so we could actually see it. Levi said they would probably do it for a fee. Malick asked if we have to purchase the sign; Levi stated that we have already put down a deposit. Cassella suggested asking if we can get the deposit back, since Ultrasigns should have been aware of the DOT restriction. Levi said that she pulled the permit, not Ultrasigns, so it's possible that they were not aware of the restrictions. Chait suggested lowering the stripe on the sign's face to allow more room, and possibly change the font. Mozes said he does not think we should change the font or otherwise alter our logo, for branding purposes. **Groeper made a motion to contact Ultrasigns and ask them to help reconfigure the monument sign's design to fit within DOT's specifications, and send the item back to the clean committee. Lee seconded the motion. The motion carried unanimously.**

#### VIII. **Advocacy and Business Development Committee Report**

- B. **Schedule deadlines for Grant Applications** – Levi reported that she had discussed a possible set of dates for grant application guidelines with Cassella and they had come up with September to be the deadline for 2009 and 2010 grants, and then moving forward, the deadline would be April for the following year, since we discuss the budget and CPI increases in May or June. Levi said that in addition to the regular budgeted amount for those request that are turned in by the deadline, the board could set aside up to \$2000 for unforeseen requests. **Groeper made a motion to establish the aforementioned deadlines for grant applications. Malick seconded the motion. The motion carried unanimously.**
- C. **Funding request \$1025 for National Night Out** - Levi stated that we traditionally award this grant application each year. Lee asked who else donates, because according to the paperwork provided it appears that we make up a large portion of the overall budget. Scane suggested lowering our donation to \$500 this year. Groeper said he thinks we should support this program as it helped to cut down on gangs and he likes supporting Captain Girmala. Lee said he also likes supporting the Captain but wants to know if Hollywood Entertainment District and the Sunset Vine BID are also contributing. Strecker said he thinks the Neighborhood Councils would donate too, if they are not already. Malick said he thinks we should fund the request this year but let them know they should investigate other sources for next year. Mozes said he thinks we should be very careful with grants – not all property owners may know that we can spend funds in ways that only our board can do. As a body, we can use that money to do more advocacy on tangible items. He said it feels like we've gotten in a mode of giving out this money each year, but as we are contemplating cutting out signs (he said he really likes the gateway signs) that grants may not be the highest and best use of our funding. The ability of a property owner to say that their property is in a specific district with it's own character within the city of Los Angeles is invaluable. Levi said that our Management District Plan requires us to donate

\$7,500 to local non-profits each year. Malick asked when we would be discussing the 2010 budget, and which committee would do that. Levi said the Executive Committee will be discussing the budget. **Groeper made a motion to grant the \$1025 funding request to National Night Out at LAPD Hollywood. Chait seconded the motion, the motion carried unanimously.**

- D. **Funding request \$125 for Bancroft Middle School** – The board reviewed Bancroft Middle School’s request for funding of \$125. **Chait made a motion to grant the \$125 request to Bancroft Middle School. Lee seconded the motion. The motion carried unanimously.**
- E. **YIMBY \$2,500 Funding Request** – The board had previously approved this request pending several different items to verify the budget. Although we will not be getting the \$50,000 from Iron Mountain immediately, Levi said she felt we had the funds in our budget to grant this request. Mozes said he felt like we shouldn’t back out of this since we already committed. He said in the future we should let organizations know that we will not necessarily grant funding requests multiple years in a row, so they do not come to rely on it. Cassella said we should be able to make the donation work within 10% of our budget; Malick agreed that it would be a bad move not to make this donation. Cassella stated that when we notify our stakeholders of the decision not to increase our assessments for CPI increase, we should let them know that we doo support our community in a more austere way. **The board members agreed to honor this funding request as previously voted on.**

**IX. The meeting was adjourned.**

Hollywood Media District  
Board of Directors Meeting  
August 13, 2009

Board Members Present: Anabel, Cassella, Howard, Jacoby, Lee, Loverro, Malick, Parker, Planting, Scane.

Board Members Absent: Anenberg, Chait, Groeper, Mahoney, Maldonado, Mozes, Thorne.

Staff and Guests Present: J. Irigoyen, R. Oso, S. Romano, D. Strecker.

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – Introductions were not necessary.
- III. **Public Comments** – there was no public comment.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Scane made a motion to accept the minutes from the previous board meeting. Loverro seconded the motion. The motion carried unanimously.**
- V. **Public Safety and Community Relations Committee Report**
  - B. **UPS Report** – Irigoyen said that the team had recently been called to the scene of a suicide near Seward and Willoughby. The victim was a homeless male. The team had made contact with the individual about an hour before his death; a studio nearby later called to report the incident and the officers found the body and called LAPD to respond. Between this incident and the recent homicide at Santa Monica and Vine, it has become necessary to obtain counselors to be made available to team members. In related news, LAPD pulled over a van and found family member and gang members related to the victim in the Santa Monica/Vine homicide who were seeking revenge; possible crimes were prevented. In other news, the team discovered a fire within an apartment building behind the Corner Restaurant at Lexington and Highland and alerted the fire department. One of the officers had spotted smoke and investigated. The fire was suspected to have been started by a resident but further details are not available. LAPD approached the team looking for a suspect in a grand theft auto case; the team members recognized the suspect and were able to locate him within 3 hours and turn him over to LAPD. Crime reports from LAPD show that crime is decreasing. Irigoyen stated that he and his Lieutenant will be attending a Suicide Bomb Prevention training session. The board reviewed the latest Monthly Activity Report; Cassella commented that the incidents that have increased appear to be summer-related. Cassella also inquired about the Merchant Contacts, and thanked Irigoyen and the team for making these contacts with our stakeholders. Lastly, Irigoyen said that his new cell phone number is 213-864-5686 and his old number will be disconnected

**VI. Annual Meeting Ad-Hoc Planning Committee Report** – Cassella reported that in preparation for the upcoming 10<sup>th</sup> Annual Meeting on the rooftop of Iron Mountain, she had assembled a planning committee that has met once so far. She said the committee members are filled with wonderful ideas and enthusiasm, and they are planning a bigger party and hoping to encourage more stakeholders to attend, setting a trend for future events. Due to many board members being on vacation in August, Cassella recommended postponing the meeting until Oct. 15 in order to allow more time to prepare for the event. **Loverro made a motion to reschedule the 10<sup>th</sup> Annual Meeting for October 15. Malick seconded the motion. The motion carried unanimously.**

**VII. Clean Committee Report**

- B. **HBT Report** – Romano said that Oso had been working yesterday near Santa Monica and McCadden when one of the clean team members found two bags of methamphetamine under a bus bench. Oso called 911 to report the find; LAPD immediately sent an unmarked car from the LA Impact division to collect and investigate. Additional LAPD officers responded soon after. Also, the team recently planted two replacement trees; one at Honda of Hollywood and one on McCadden near Romaine. Oso completed an inventory of the planter pots and the team will soon be tending them and replacing missing plants. Joe is currently removing the wild palms which had been reported by Strecker. Regarding the grant for the 35 new 24” box tree plantings, Romano stated that the team had been holding off due to the state not paying it’s bills. The state is to reimburse HBT for the planting. HBT recently received reimbursement from a previous project so Romano believes they can now proceed with this planting although there is still some concern. In other news, Romano reported that HBT has been approached by the Bureau of Engineering to collaborate on a Bioswale Project that would capture storm water and retain it in the underground water table. She wanted to know if she could put Santa Monica Blvd in the BID on the table for a proposed project. Cassella asked if this would be something that would possibly be hampered by the relinquishment of Santa Monica Blvd.; Romano said she did not believe so. Romano said the project will be very interesting and helpful to the environment as we have already lost so much of the water table below Hollywood. Parker spoke of a similar project to develop ponds in order to retain water north of Los Angeles. Cassella asked board members if there were any objections to this proposal. Seeing no objections, Cassella gave Romano direction to put Santa Monica Blvd up for consideration for this project.
- C. Loverro said that there is a green trash basket missing from Las Palmas, north of Santa Monica Blvd., across from 7-11. He said someone had put out a plastic bin to replace it, but that bin always gets full. Oso said that 4 baskets had been brought into HBT for repair and are now ready to be replaced, so they will put it back there soon. Cassella commented that she has seen the clean team out much more frequently lately and complimented them on their visibility and hard work. Oso reported that they have been hit very hard with graffiti lately, and that if graffiti has not been painted out it’s due to the

property owner wanting to provide the team with their own paint. Romano stated that the area east of Vine Street has become gang territory, leading to an increase in graffiti.

**VIII. Advocacy and Business Development Committee Report**

- B. Update on Food Line Meetings** – Cassella reported that she, Susan, and several board members have met with the mediators from Pepperdine who are working with all concerned parties regarding the Greater West Hollywood Food Coalition’s feeding program. She said the mediators are doing a great job.
- C. Possible motion to adopt core values statement** – Cassella said she hoped all board members had a chance to review the Core Values Statement which had been distributed via e-mail earlier and was included in the meeting packet. The document was composed by the mediators after listening to our input. Parker said he doesn’t know what we are expecting to happen as a result of the mediation and the Statement; but he felt it might help us decide what we want to accept and work towards that goal. Cassella explained that the Melrose Action Committee, which represents the residents near the food line, initiated the mediation process. She said Captain Girmala and LAPD are also involved, as well as Ted and the Food Coalition. Peter and Dawn, the mediators, are working on this pro-bono and are developing Core Values Statement for each party involved. If we adopt the proposed Statement, it will be disseminated to all parties. Scane suggested that the Statement should reflect our request to see the program moved back to West Hollywood. Cassella said she has definitely discussed that idea with the mediators, and that she has pointed out that the BID had voted to see the program gone from our District. Malick asked what the point of the mediation is then; Cassella said that most likely the program will not just leave the area and there is no political will to remove or shut down the program. Cassella said she believes the mediation is the best shot right now at improving the situation for our stakeholders. Hopefully, we can convince the program to partner with another service provider and move the feeding indoors. Malick said the he felt the Statement almost makes it seem like we are endorsing the food program. Cassella said we need to admit that we have a homeless population in the District and allow for the humane treatment of them with as little impact as possible to our business community. We are coming to the table to help mitigate. She feels the program described in the Statement that we would support is clearly not the current program. Malick said the issue with this program is that the city attorney can’t find any laws against feeding on a public street if the food is given away. There is no political will to deal with the program, so people would have to make a scene and call the media to draw attention to it. Planting added that there is no legislation or law against the program existing on a public space, and as a result there will be no political pressure put on the program until there’s a problem. Cassella referred to the statement; under item 1, letter B, she said this is where we suggest GWHFC partner with another program, and item 1, letter C, alludes to moving the program back to West Hollywood. Malick asked why these need to be vague

rather than spelling this out, especially since West Hollywood continues to fund the program. Strecker said he was not sure how much West Hollywood still contributes to the program, if at all. Parker said the property owners could take a vigilante approach and prevent the program from being there. Cassella said posting the street for filming at all times could be an option, although Jacoby questioned how long that could last and said he felt like it would not be a good time to attempt that and use up our political will. Anabel asked what would happen if Parker stopped cleaning up after the program and whether or not that would create political will. Parker said the program would not clean up after itself as they do not see that as their responsibility. Malick said our core values should reflect that we do not want the program in our District; we should etch it in stone and send a letter to the city attorney stating that we are worried about someone getting hurt or some other crime occurring as a result of the program. Cassella said that since there hasn't been any major crime in the past 14 years she doubted they would take that concern seriously. She said the question now really is, do we want to walk away from the table, or do we stay and try to reach an agreement. Scane said we should stick with the process; don't opt out now. Malick asked if we could tighten up the language to be more specific. Howard asked if the crux of the issue is that the program is only legal because there is no law making it illegal. He then asked Parker if he wants the program to stay or leave, since it's on his sidewalk. Parker said he has stepped aside. Malick asked board members if they would complain if there was a feeding program on their sidewalk and that Anabel said he would. He then asked Parker if he complained about the Food Coalition, to which Parker replied in the negative, but said he would complain if it was disruptive or creating a mess. He explained that when the program first located on his sidewalk, there was a TV camera in his face asking him what he thought of it, and he said if they don't disturb anyone and clean up after themselves he didn't mind them being there. He thought he could get the city to deal with any issues. He believes it would be against his principles to say "not on my block" but he does want the city to deal with the program and make it run in a more humane way. Perhaps the BID could convince him to step aside if it wants to push the program out, but he feels each community needs to deal with their homeless populations. Howard agreed that he wants to help end homelessness but that this type of program merely enables the homeless and doesn't help them. Cassella again referred to the Core Values Statement and said that it essentially states that, if there is to be a food program in the District, these are the values that the BID would support. The GWHFC program is providing none of the things included in the statement – therefore, we do not support it. Cassella went around the table and asked each board member if they felt we should stay involved and adopt the Statement. All directors were in favor of remaining involved. Howard noted that the GWHFC's program is inexpensive to run, whereas the program described in the Statement would be costly. Cassella said in previous meetings it had been discussed that we currently spend a considerable amount of money to clean up and provide security to the program and that we will quantify that amount. Planting said that unless we are willing to continue

paying for trash removal, or to take a hard approach, we should just adopt the Statement. **Planting made a motion to adopt the Core Values Statement. Jacoby seconded the motion, the motion carried with one abstention (Malick).**

- IX. Theatre Row Committee Report** – Cassella stated that the committee had met with DOT officials to discuss proposed changes to the hours and time limits of the parking meters on Santa Monica Blvd. CD4 had requested that DOT present their ideas to our Theatre Row committee since they would be directly affected by any changes. Ali Mahdavi with DOT stated that the city is increasing the hours that meters are enforced city wide, with many areas extending until 10:00pm or even midnight. However, he already had suggested not extending the meters in our District past 8pm because of the small theatres. Cassella said that Mahdavi had made some great suggestions to the committee and the committee members had requested having the meters run until 7pm but no later as it would give theatre patrons the ability to park, have a meal and pay for only 1 hour of parking, then leave their cars parked through the show. Cassella said the committee is doing some research and will get back to the DOT with their recommendations.
- X. New Business** – Lee distributed information about the upcoming PAL Annual Fundraiser and emphasized the good work done by PAL, and encouraged the board members to consider attending the event individually or with their businesses. In other news, Strecker said he had received a phone call from Step Up on Second, a facility in Santa Monica which houses formerly homeless people with mental illness. Strecker, Cassella, and Parker had previously went on a field trip to tour their facilities. The director of Step Up on Second told Strecker that they are purchasing the Galaxy Hotel property on Vine south of Yoshinoya to create a similar facility here.
- XI. The meeting was adjourned.**



Hollywood Media District  
Board of Directors Meeting  
September 24, 2009

Board Members Present: Anabel, Cassella, Groeper, Howard, Lee, Mahoney, Maldonado, Malick, Parker, Planting, Scane, Thorne.

Board Members Absent: Anenberg, Chait, Jacoby, Loverro, Mozes.

Staff and Guests Present: D. Esparza, J. Irigoyen, S. Levi, Tod Lipka, D. Strecker, Lila Wiggs.

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – Introductions were not necessary.
- III. **Public Comments** – there was no public comment.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. Malick stated that the minutes did not reflect that during the food line discussion, he had asked board members if they would complain if there was a feeding program on their sidewalk and that Anabel said he would. He then asked Parker if he complained about the Food Coalition, to which Parker replied in the negative, but said he would complain if it was disruptive or creating a mess. Strecker said he would add this to the minutes. **Scane made a motion to accept the minutes from the previous board meeting. Parker seconded the motion. The motion carried unanimously.**
- V. **Public Safety and Community Relations Committee Report**
  - B. **UPS Report** – Irigoyen said that he had received a memo from the LAPD Hollywood Narcotics division that there have been five big arrests of drug dealers recently. The division wanted to cooperate with our security by asking them to help observe. LAPD recently added 40 new officers to the Hollywood division; Irigoyen said that many of them are very good, but some of them aren't too familiar with BIDs. He said he will talk to the Captain to help educate them and get them to be supportive of our officers. Irigoyen also said there are lots of new transgenders in the area. Some of our officers have been working extra hours off the clock in order to show more manpower. Lastly, he said at 10:30am on Santa Monica and Vine, officers observed a female who was loitering at the bus stop. The officers responded and discovered the female was a missing person from Anaheim, who had been missing for three days. She was an 84 year old who had driven to the area from Anaheim and then become disoriented. The officers stayed with her until her family could come pick her up. Lee said that there are three BIDs in Hollywood so the new officers really should be informed about what BIDs are, suggesting that they be given a 1-sheet of information possibly during roll call. Anabel stated that due to increased presence of prostitutes and transients

that some of his tenants had reported feeling unsafe; he request additional patrols, especially on Sundays.

**VI. Annual Meeting Ad-Hoc Planning Committee Report**

- B. The time of the event has been extended to 5:30-9:00pm, an extra hour. Groeper has taken a photo and designed the cover of the invitation.
- C. The committee requested an increase in the budget to accommodate the extra considerations for this event, since it is the 10<sup>th</sup> annual meeting. Cassella also pointed out that we are expecting a larger attendance this year. Levi stated that the budget last year was \$3,500 but that the actual cost ended up being \$4,100. Parker also stated that we need to keep power requirements in mind and asked if there was access to an electrical panel on the rooftop. Thorne asked the board members to contact their neighbors and other stakeholders to personally invite them to the event. She suggested walking door-to-door to do outreach to people who have not previously attended the annual meeting. A list of stakeholders was passed around for board members to sign up for making contacts. Cassella discussed the theme of the event and the entertainment, which is to be Old Hollywood, with a performance by Janet Klein and her Parlor Boys, as well as a slideshow of photos from our stakeholders. The committee also pointed out that rather than one caterer, they have asked multiple restaurants in the BID to serve at the event, and the restaurants have offered to charge half price. **Groeper made a motion to allow the committee to increase the budget per its discretion. Scane seconded the motion. The motion carried unanimously.**

**VII. Clean Committee Report**

- B. **HBT Report** – Levi stated that tree trimming will begin soon in the District; HBT needs to rent a cherry picker for some of the taller trees, but the main thing is that the bottoms of the trees be trimmed back to allow pedestrian traffic on the sidewalks. HBT is also working on figuring out which trees only need watering in the summer. The next planting, on Santa Monica Blvd. in the expansion area, should begin in the next two weeks.

**VIII. Advocacy and Business Development Committee Report**

- B. **Update on Food Line Meetings** – Cassella reported that the most recent meeting included many people, a number of them volunteers for the GWHFC; the meeting became very heated and the mediators had to do a lot of “refereeing”. She said she thinks we are accomplishing what we set out to do. At future meetings, the mediators said they will limit the number of representatives attending from each organization and to try and find common ground. She is optimistic about the new Step Up on Vine facility coming to the BID.
- C. **Request for Funding: LACER, \$2,500** – The board reviewed LACER’s annual funding request for \$2,500 for their after school programs. **Mahoney made a motion to grant the request for \$2,500 to help fund their programs. Anabel seconded the motion, the motion carried unanimously.**

D. **Report: Step Up On Vine** – Tod Lipka and Lila Wiggs from Step Up On Second in Santa Monica presented to the board on their new project, Step Up On Vine, at the former Galaxy Hotel on Vine Street just south of Santa Monica Blvd. Their organization is 25 years old, with their main purpose being to provide help to homeless individuals with mental illness reintegrate into society. Housing is a core component of recovery, they said, and 1/3<sup>rd</sup> of homeless persons nationally are mentally ill. Currently, Step Up has three housing projects, which are permanent supportive housing for chronically homeless: Step Up On Second, Step Up On 5<sup>th</sup>, and Daniels Village. All of those projects are in Santa Monica. In August, they acquired the Galaxy Hotel, which is a 3-story 1924 building with 44 units of housing. The organization is well on it's way with funding and they are committed to being a good neighbor; they plan on partnering with existing local service agencies. \$3 ½ Million of their funding comes from the county. They also have a generous private donor, Aileen Getty; and are submitting to the CRA. They have found Hollywood as a community to be very supportive, way ahead of other communities. They are still in the early stages and are currently doing outreach to the community. Cassella asked if they had a timeline yet; Lipka said they should start construction in 1 – 1½ years. Cassella asked if they would be partnering with PATH; Lipka said they are currently working with PATH as well as Hollywood Mental Health and the youth agencies (HHYP). In order for an individual to qualify for housing at Step Up On Vine, he or she must be mentally ill, homeless, and from Hollywood – this must be certified by an agency. Cassella asked if there were established boundaries as far as what “Hollywood” was defined as; Lipka said the funders make their own requirements. Parker asked if there would be a food service component to the project, as Step Up On Second has. Lipka said they are looking at options for the ground floor of the building, which could include renting out as retail or could include services such as a food program. He talked a little about the food program at SUO2nd and said he would love to do that here too, but would have to secure the funding. Parker asked if he was familiar with the Greater West Hollywood Food Coalition; Lipka said he was and had already spoken with Ted but they haven't met in person. Lipka said he is philosophically opposed to just feeding the homeless, and he believes that feeding should lead to other services. Parker talked about the mediation process that the BID is currently participating in with GWHFC, and that we have been trying to talk Ted into moving indoors; he said perhaps Ted could partner with Step Up. Lipka said he would definitely be receptive to that. They have gotten other programs in Santa Monica to come indoors and partner with them. They serve several hundred people each day with little impact on the community at SUO2nd. However, he could see it be a problem with the parents of the children at the early education center next door to the Vine street location. Parker said he was also not sure if the GWHFC clients have a willingness to come inside. Malick pointed out that because of the schools in the vicinity he would also be concerned about sex offenders. Lipka said their funding prohibits them from housing any sex offenders. He also said they have never had any episodes due to schizophrenics which is a

common concern. He pointed out that there is also a school near the SUP2nd facility. He said there would be 2 on-site managers and 2 case managers working with the residents, plus most likely a security guard working 6pm-2am. Groeper asked about homeless individuals who are not mentally ill; Lipka said they would refer them to another organization, and that they have strong connections with many service providers. Thorne asked what the age range of the residents would be, and if the units would be single occupancy; Lipka said they are single occupancy and that there would be 11 units for 18-25 year olds, and the rest are for those over 25 years of age. Thorne asked if the residents must work outside of the project; Lipka said no, and it would be different for everyone but their aim is to help individuals achieve their individual goals, and the residents must abide by the rules. If the rules are broken, the consequences are equal to the violation – eviction would be rare but is a possibility. Residents must pay 1/3<sup>rd</sup> of their income as rent, whether they have outside jobs or just receive social security, SSI, or disability.

- IX. Nomination Committee** – Cassella appointed five members to the Nomination Committee. Strecker pointed out that 11 board members have terms expiring this year. Cassella asked all the board members whose terms are set to expire if they would like to reapply; all in attendance answered in the affirmative. Groeper noted that the term lengths need to be staggered correctly so that only half the board is up for reelection at a time; Cassella agreed that the nominating committee should figure this out
- X. New Business** – Mahoney said he had met with the LA Office of Education which moved into Malick’s property on Highland. He was very impressed with the students at the facility and suggested having them present at the next board meeting
- XI. The meeting was adjourned.**

Hollywood Media District  
Board of Directors Meeting  
November 19, 2009

Board Members Present: Anenberg, Cassella, Chait, Groeper, Howard, Lee, Maldonado, Malick, Scane, Thorne.

Board Members Absent: Anabel, Jacoby, Loverro, Mahoney, Mozes, Parker, Planting.

Staff and Guests Present: P. Caskey, D. Esparza, J. Irigoyen, S. Levi, D. Rios, D. Strecker.

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – Introductions were not necessary.
- III. **Public Comments** – there was no public comment.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. There was a question regarding the attendance for the past meeting; the attendance was confirmed to be correct. **Lee made a motion to accept the minutes from the previous board meeting. Thorne seconded the motion. The motion carried unanimously.**
- V. **Presentation by Hollywood Entertainment Museum / Hollywood Media Arts Academy** – Phyllis Caskey of the Hollywood Entertainment Museum discussed the history of the Hollywood Media Arts Academy. She said in the beginning, the LA County Office of Education asked if the museum would consider having a 2-room high school in the museum. The Academy is a juvenile court and community school and initially had 13 students enrolled. 100 % of the students were on probation. The school is an unusual environment for many of the students, in that they get their core curriculum but also get training for careers in the entertainment industry. The Academy was located in the museum for three years until the museum closed, and now the Academy has moved to its own home in the Media District on Highland Avenue (the old Fuji building). The students have an 80% graduation rate and about 50% go on to college. David Rios, one of the students, discussed his experience at the school. He said he lives in a rough neighborhood, South Central LA, where kids often think gangs are the only option. He said teachers put him down and eventually he got kicked out of LAUSD so he ended up at Hollywood Media Arts Academy. He said he made friends the first day and started learning right away. Now he comes to Hollywood from Norwalk everyday for school. Of the students, he said they protect and encourage each other. He said he tries as hard as he can to help other students. Caskey noted that Rios had gotten three A's over the summer term. Caskey invited board members to come tour the facility. Malick added that the school is in need of funding and also needs more students. Caskey said their capacity is 75 students. She said they are also looking for businesses to open their doors for field trips, and presenters to come talk to the students about careers in the industry. She mentioned that Tim Mahoney has been a

great supporter, as have Malick and other board members. Due to cuts in education funding, the Museum elected to auction off the sets from the museum on Dec 12-13 in order to raise funds to save the school (the auction will be at Hollywood Center Studios). She also pointed out the school's "adopt-a-student" campaign, and distributed informational packets about the campaign and the school. In closing, she again invited all board members to tour the school at 1140 N. Citrus and said they would appreciate any donations.

- VI. 2010 Planning Report** – Levi presented the report, included in the meeting packet and e-mailed to board members in advance. She stated that the report must be submitted by December 1. Cassella thanked Levi for doing a good job on the report. **Groeper made a motion to accept the Report; Scane seconded the motion. The motion carried unanimously.**

**VII. Public Safety and Community Relations Committee Report**

**B. UPS Report** – Irigoyen said that on Nov. 1, an officer was assaulted and will be out for two weeks. The suspect was arrested; he was intoxicated and had been kicked out of Arena. The officer's worker's comp is being covered by Universal Protection Services. In other news, Irigoyen said there has been a more visible presence of LAPD, LA Sheriffs, and Highway Patrol in the area. They seem to love cleaning up Santa Monica and Highland. He also discussed an incident with a drunken pedestrian who was attempting to drive home; the guards blocked his vehicle and the person eventually called LAPD to report our officers for harassment. The LAPD dispatcher asked to speak to our officers, and advised them not to let the individual drive drunk. The individual eventually left the scene on foot with a friend. In other news, Irigoyen reported that Lt. Terrones was nominated for Security Officer of the Year; he ultimately placed 4<sup>th</sup> out of over 300 candidates. (Congratulations, Terrones!) There was a violent robbery 2 days ago right in front of the Security Office – the assailant punched a female in an attempt to rob her of her purse. All officers responded and caught the suspect at Lexington and Highland. An LAPD officer happened to be driving by, stopped and made the arrest. Irigoyen also pointed out that according to LAPD's crime stats, our area currently has the lowest crime in Hollywood. Lee asked if the officers carry mace; Irigoyen said they do and they also carry batons. Cassella said that at the committee meeting, they had discussed an alleged murder that occurred near Melrose and Cahuenga; she said the individual actually died of natural causes, according to Officer Washington. Groeper said he noticed an increased amount of people living in their vehicles near Seward and Romaine. Irigoyen said he had noticed, and brought it to the attention of Officer Washington and DOT Parking Enforcement. Strecker reported that Will Rivera, Hollywood Neighborhood Prosecutor, is leaving his position for a job downtown. Cassella also noted that she will be attending the swearing in ceremony for the new Chief of Police, Charlie Beck; all board members are invited.

**VIII. Clean Committee Report**

- B. **HBT Report** – Strecker stated that the tree trimming has been completed throughout the District, and the next phase of Tree planting will begin as soon as BOE finishes the design of the Groundswale project, which will conserve rainwater for tree watering.

**IX. Clean Committee Report**

- B. **HBT Report** – Levi stated that tree trimming will begin soon in the District; HBT needs to rent a cherry picker for some of the taller trees, but the main thing is that the bottoms of the trees be trimmed back to allow pedestrian traffic on the sidewalks. HBT is also working on figuring out which trees only need watering in the summer. The next planting, on Santa Monica Blvd. in the expansion area, should begin in the next two weeks. Groeper also noted that the committee had discussed working more cooperatively with the Central Hollywood Neighborhood Council and the other Hollywood BIDs. Malick suggested having a joint meeting 2-3 times per year to work on common goals and to have a stronger voice.

**X. Nominating Committee Report**

- B. **Slate of Nominees** – The Slate was included in the meeting packet and has been mailed to all property owners. Chait summarized that the committee had interviewed new applicants and decided to accept all board members who had reapplied, in addition to Amie Moore from Musicians Union who is returning (Jacoby did not reapply), and Izador Chait. The Slate includes one more position than are currently open, so the Nominating Committee suggests raising the number of board members by 1. He said they did discuss attendance records of board members, including D. Planting who had missed many board meetings. Planting had indicated that he plans to attend more frequently in the future, and that the committee found him knowledgeable and bright so that was why they nominated him despite his poor attendance. Chait said that the president can always remove him or any other board member who fails to attend three meetings in a row. Groeper said he thinks it is a bad idea to expand the board.

- XI. Holiday Meeting** – The board discussed options for the annual holiday meeting and dinner. It was agreed to schedule the meeting for Wednesday, December 16, 6pm, at Street on Highland.

- XII. New Business** – Cassella thanked all those who had helped plan and arrange the annual meeting, and said it was a great success. She reported that the situation with the Feeding Program has appeared to have gotten worse according to our clean and safe teams as well as Mole Richardson security who has been calling our office to ask for officers to respond to people loitering for the feeding as early as 1:30pm. She said she believes the mediation is a last ditch effort and does not think it will convince Ted to move the program indoors, as he has said he will not. Lee asked about moving the program to West Hollywood's property in the BID. Thorne suggested donating money to the program to ask them to move out of the BID. Lee

also noted that he has parking available for rent at Sycamore and Romaine (the old Howard Hughes building).

**XIII. The meeting was adjourned.**



Hollywood Media District  
Board of Directors Meeting & Holiday Dinner  
December 16, 2009

Board Members Present: Anabel, Cassella, Chait, Howard, Lee, Loverro, Malick, Parker, Thorne.

Board Members Absent: Anenberg, Groeper, Jacoby, Mahoney, Maldonado, Mozes, Planting, Scane.

Staff and Guests Present: J. Estrada, B. Gellar, J. Irigoyen, V. Irigoyen, R. Oso, D. Strecker.

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – Bruce Gellar with JH Snyder attended in place of Drew Planting; Rena Oso and Joe Estrada represented HBT.
- III. **Public Comments** – Malick welcomed everyone to the annual holiday meeting and dinner.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Parker made a motion to accept the minutes from the previous board meeting. Chait seconded the motion. The motion carried unanimously.**
- V. **Slate of Nominees** – The board reviewed the slate of nominees, included in the meeting packet. Cassella advised that although the slate contains one more director than there were seats available, David Mozes has tendered his resignation; therefore there will still be 17 board members if the slate is approved. **Thorne motioned to approve the slate of nominees. Loverro seconded the motion. The motion carried unanimously.**
- VI. **Boys and Girls Club request for funding** – Malick spoke about the club and its work, saying that it helps keep kids active and in school, and also has music and art programs that are not part of regular school programming as well as a computer technology center for the children to use. He thanked the board for its years of support for the club and invited board members to stop by the club. Cassella stated that in the past the board had donated \$2,500 per year to the Boys and Girls Club. **Parker made a motion contribute \$2,500 to the Boys and Girls Club of Hollywood; Chait seconded the motion. The motion carried unanimously.**
- VII. **The meeting was adjourned for dinner; Susan Feniger stopped by to introduce herself and visit with board members.**

Hollywood Media District  
Board of Directors Meeting  
February 25, 2010

Board Members Present: Anabel, Anenberg, Cassella, M. Chait, Groeper, Lee, Mahoney, Maldonado, Malick, Moore, Parker, Scane, Thorne.

Board Members Absent: I. Chait, Howard, Loverro.

Staff and Guests Present: M. Culpepper, B. Geller, J. Irigoyen, B. Lepejian, S. Levi, S. Romano, D. Strecker, R. Weinstein.

- I. **Call To Order** – Cassella called the meeting to order.
- II. **Introductions** – Introductions were made around the table. Guests included Melba Culpepper from Boys and Girls Club of Hollywood and Bruce Geller with Snyder Associates who is Drew Planting’s recommendation for his replacement on the board; later guests to arrive were Baret Lepejian and Rex Weiner from A&I Photo.
- III. **Public Comments** – There were no public comments.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Scane made a motion to accept the minutes from the previous board meeting. M. Chait seconded the motion. The motion carried unanimously.**
- V. **Boys and Girls Club ACES program presentation** – Melba Culpepper addressed the board as Executive Director of the Boys and Girls Club of Hollywood, a non-profit organization within the BID. Culpepper said that the club has been in existence since 1937, and over the past few years since she has been there, many positive changes have taken place and she invited the board members to come see their facility. She discussed their new program, ACES, which stands for Achieving Career and Educational Success. The program is aimed at students who are at risk of dropping out before or during high school. By involving parents and focusing on education as a path out of poverty, ACES aims to put children in grades 6-8 on a path to success, and introducing the possibilities of college and careers. Currently there are 67 students in the program. Culpepper stated the importance of the club’s partnership with the community, and cited the Safety Team as a major advantage. Malick added that since Culpepper had become the Director of the club, they have built a technology center and an art studio that he said rivals any public schools, as it was donated by HGTV’s Extreme Makeover show. Cassella asked Culpepper what we could do for the club. Culpeppers asked board members to support the kids with education, saying that an hour of time per week to help tutor a child is invaluable; coming by to talk to the kids about the keys to success can help inspire them. Also, the club has events and fundraising efforts throughout the year to reach their \$1.3 Million annual budget and they always can use help with fundraising. They have an annual golf tournament, which is scheduled for Oct. 21<sup>st</sup> this year.

## VI. Board of Directors Term Lengths and Officer Election

- B. The 12 newly elected directors determined their term lengths by selecting pieces of paper from a box with either “1” or “2” written on them to determine whether they received a 1 year or 2 year term. There was a class of 9 directors elected to 2 year terms and a class of 3 directors elected to 1 year terms, as recommended by the Nominating Committee in order to ensure that only half of the board members would come up for re-election this year unlike last year when 2/3rds of the board came up for re-election. Levi drew for those officers who were absent. The terms drawn by officers were as follows: **Will Anabel – 2 years; Cassella – 2 years; I. Chait – 1 year; Groeper – 2 years; Howard – 1 year; Lee – 2 years; Loverro – 1 year; Mahoney – 2 years; Moore – 2 years; Parker – 2 years; Planting\* - 2 years; Thorne – 2 years.**  
\* Planting has resigned from the board but he has recommended that his associate, Bruce Geller, fill his seat.
- C. The board discussed the officers for 2010. **Malick made a motion that Mahoney be elected President; Cassella seconded the motion.** Mahoney had not yet arrived but Levi said she had spoken with him at the Annual Meeting at which time he said he would be happy to serve as president once again. **Chait made a motion to elect Ron Groeper as President.** Cassella stated that there was already a motion on the floor to elected Mahoney, but asked if Malick wanted to rescind his motion; Malick rescinded his motion and Chait then admended his motion. **Chait made a motion to call for a vote between Mahoney and Groeper for the position of President.** During the discussion, Mahoney arrived and stated that he thought Groeper would be the perfect candidate for the job. Parker asked Mahoney if he would have time to serve as President; Mahoney said probably not but that it had never stopped him in the past. Cassella went around the room and asked each board member to vote for one of the candidates; the majority of votes went to Groeper. As per tradition, Cassella (the past President) was selected as Vice President I. Levi asked Groeper if he would like to have a second Vice President as we have in the past; Groeper nominated Mahoney for Vice President II. Anabel said he could continue to serve as Secretary, and Cassella nominated Maldonado for Treasurer. **Thorne made a motion to accept the following slate of Officers for 2010: Groeper – President; Cassella – Vice President I; Mahoney – Vice President II; Anabel – Secretary; Maldonado – Treasurer. Moore seconded the motion. The motion carried unanimously.**
- D. **Election to fill vacant board position** – Cassella stated that Planting had resigned from the board but has asked that his associate, Geller, be elected to his vacant seat. Cassella asked for a vote; all board members voted in favor of electing Geller to fill Planting’s seat. **Cassella confirmed that Geller was unanimously elected to fill the board position vacated by D. Planting.**

## VII. Advocacy Committee Report

- B. **Proposed Meeting with CD4** – Levi stated that the Advocacy Committee and the Clean Committee had both discussed many of the same goals for 2010 which included street repair of Citrus Avenue north of Santa Monica Blvd;

Sycamore at the intersection of Willoughby; and the entire stretch of Santa Monica Blvd. in the BID with special attention between Highland and Las Palmas and at the bus stops where concrete pads are needed. Malick gave an update on Citrus and said that after numerous calls to Bureau of Street Services and LaBonge's office, some repairs have finally been made; about half of the potholes have been filled after two different trips by Street Services had been made. He said that he had stressed the potential safety hazards presented by the potholes and recommended using this approach in future requests. Levi said she has spoken with Jeannie Min in LaBonge's Office and will be setting up a meeting with him. Min told her that CALTRANS offered \$2 Million to the city for the relinquishment of Santa Monica Blvd.; however the city wants \$20 Million. Min asked Levi to have the BID prepare a wishlist for stimulus funds that the council office might be able to steer our way. Groeper pointed out that we had already delivered a wish list to LaBonge for the relinquishment funds; Levi said they want it submitted again but specifically for stimulus funds. She said that Min specified that the items on the list should be "real wishes" – not undergrounding the utilities. They had talked about repaving and adding the bus pads on Santa Monica Blvd. and that if this can be done through stimulus funds it would help relieve some of the burden from CALTRANS, in addition to providing them with work. Malick asked why undergrounding the utilities was out of the question; Levi said it is too cost prohibitive, Mahoney pointed out that it would also require a prop 218 election for property owners to cover the cost of the new hookup to each building. The financing would be for 30 years, though. Malick asked how West Hollywood was able to underground their utilities; Scane said that they were already redoing their storm drains so as long as the street was going to be torn up, they decided to also move the lines underground. Groeper asked why it just dawned on the CD4 people that we could tap into stimulus funds. Levi reiterated that the items on the BID's wishlist include repaving Citrus, repairing Sycamore/Willoughby (concrete), stop light at Seward/Santa Monica, repaving Santa Monica and installing bus pads, and left-turn arrows from Highland onto Santa Monica. Parker warned that the train tracks are still there underneath Santa Monica Blvd; Levi said she is aware and added that Street Services just paves over them but the required us to pay to remove them when we installed the medians on Santa Monica. Mahoney said another thing we had discussed was installing medians on Santa Monica Blvd. Levi said that DOT considers it too narrow for medians and would not approve them. Parker said there could be an opportunity in the distant future for medians if the city took the setbacks that the property owners have already granted them. M. Chait said that for years, Theatre Row had been making requests that were shelved in anticipation for the relinquishment and the undergrounding but now he is hearing that there will be no undergrounding or digging up of the sidewalks. Some of the things they had asked for included a crosswalk at Hudson, stamped crosswalks, and pedestrian lighting beyond just the bus stops. He said theatre row is developing an inferiority complex from Highland Avenue, which has gotten so many improvements. Mahoney agreed and said that we, the city, and all other parties involved have done a terrible

job on Santa Monica Blvd. and that we need to put more effort in to beautify the thoroughfare. He said we really should have two meetings – one for immediate action for us to force our short term projects through, and a second to focus on long-term projects to beautify Santa Monica Blvd. including repairing sidewalks and adding lighting. Malick said we need to involve our state assemblyperson and bring Suisman’s designs to the meeting. Mahoney said we have time to make a meaningful presentation but we also need to do the short term meeting for critical issues. Levi said we do need to grab for the stimulus money quickly or else it will go to other “dig ready” projects. Mahoney proposed April/May for the long term project meeting, but thinks the short term should happen as soon as next week to demand action on Citrus, Willoughby/Sycamore and Santa Monica where he added someone is going to lose a wheel due to the poor condition of the street between Highland and Las Palmas eastbound. He also asked why we can’t do the same as West Hollywood with the ingress parking; Levi said DOT does not want that and that they only care about moving traffic. Mahoney said perhaps they will listen to LaBonge and our Assemblyperson if the request comes from them. Groeper said that we have to let them know that these things are important to us and get them on board. Levi proposed that Groeper, Malick, Parker and Mahoney meet with LaBonge for the short term meeting. Mahoney also encouraged board members to send money to LaBonge’s campaign. Mahoney suggested that for the long term meeting they get Phyllis Caskey from the school on Citrus to attend; Malick said he may be able to get someone from the superintendent’s office as well. **Mahoney made a motion to set up a meeting with LaBonge for immediate issues, and schedule a follow-up meeting with him and our state assemblyperson to present our vision for Santa Monica Blvd. to utilize stimulus and/or relinquishment funds. Malick seconded the motion. The motion carried unanimously.**

- C. **HMD Book Presentation by Rex Weiner, A&I Books** – Weiner introduced himself and Baret Lepejian, one of the owners of A&I Photography. He said they were there to propose a book or calendar to raise the profile of the Media District, and had other ideas including a theatre row yearbook or a Media District cookbook which all could be used to help our advocacy efforts with politicians and the public. He said they were not here to ask for money, but rather to offer their services to help the BID, and the project could also be a fundraiser to benefit a non-profit organization such as Boys and Girls Club. Lepejian said that his family bought A&I on Highland about 6 years ago and gave some history of the building. He said they gutted the building and have improved them and now the fastest growing part of their business is the books division. They make short-run digital book in quantities as small as one, up to hundreds or even thousands although they really specialize in the smaller runs. They also have shows in their gallery every 5 to 6 weeks. Parker asked if they had done any projects for BIDs before; Lepejian said they had not. Groeper added that this is an idea that we have not completely fleshed out and are exploring possibilities. Lepejian said that in the 6 years they have been a member of the BID that there have been many improvements especially with Clean and Safe. He said A&I can help design the project and there are many

photographers in the District that can lend their talents. He said they would like to showcase what A&I does and what the BID does. Weiner added that to finance the projects, a sponsor could underwrite all or part of the project or the stakeholders could all chip in, they are looking at it from a marketing point of view. Parker said we are looking for exposure for our businesses and to show what is going on in the District. Weiner added that it could be done very artistically, and can also show the cleaning crews and the improvements such as the medians and the gateway sign, as well as a page with information about all the businesses in the BID. Lee said that two factors to consider are the constant change in the District and turnover of property owners, so maybe a calendar is better as it's a simple platform that can evolve, and that books sometimes sit on a shelf and collect dust. He said it's a neat idea but he's not sure how to implement it or how to use it to promote the BID. Weiner said that there could be an event tied in to the project as well as a press release and a party/exhibition/unveiling. Mahoney added that we have made our 10 year mark and this could be a good way to memorialize it; we could also do one for our 15<sup>th</sup> and continue the tradition. Getting LaBonge to participate in the project and the event would be very valuable. Groeper proposed that we send the project to the Advocacy Committee to move forward, as he believes this project could raise our profile within the entire city. **Malick made a motion to send the project to Advocacy Committee to look at timing, costs, participation and distribution and to express our interest in moving forward. Mahoney seconded the motion.** Levi asked for a general sense of cost; Lepejian said it's very flexible. Thorne recommended that if doing a calendar, we consider a 2 year calendar. **The motion carried unanimously.**

**VIII. Clean Committee Report** – Romano was in attendance to report on behalf of HBT. She thanked the board for inviting her. She said she had just gotten back from City Hall where she had a meeting regarding the bioswale project which is going to be implemented as part of the new tree planting on Santa Monica Blvd. in the District. She said they are ready to move forward with the planting and the water capture program and the device has been designed. Each well will cost about \$250 and she is looking to obtain the funding from DWP but if not she does have access to stimulus funds. The device allows water to run from the streets down into the tree well, and will also allow HBT to use the device when they are truck watering. The clean committee had asked her for a quote to plant trees on the sidestreets west of Highland and she was happy to announce that she can do these through a grant at no cost to the BID, and is working with her arborist on the watering schedule in order to keep the maintenance costs the same as before. Groeper said the bioswale is an interesting project. Mahoney asked about the possibility of pollution of the groundwater by someone dumping hazardous waste into the pipes. Romano said that it's a 4 1/2" pipe that goes down about 24", so it doesn't feed directly into the water table; the earth would filter the minimal amount of water that would make it to the water table. Levi asked if this project would also be used on the sidestreets for the new trees; Romano said currently it's just a pilot project for Santa Monica Blvd. but could be implemented in the future for other trees. She added that this would be a good thing for us to publicize in our newsletter. Parker said he was

concerned about the screens getting clogged with debris; Romano said they would have to constantly monitor for that.

- IX. Public Safety and Community Relations Report** – Irigoyen passed around a photo of a suspect at large that LAPD is looking for within the area. He said that so far, every time LAPD has come to the green shirts looking for a suspect they have been able to locate him; they are 6 out of 6 and this will hopefully be the 7<sup>th</sup>. He reported that Officer Washington will be out for 2 months and that someone will be taking his place during this time but he hasn't heard from him. Strecker interjected that the temporary officer is Jason Witt, who he has been in contact with often over the past couple of weeks, and that after Washington returns the plan is for Witt to remain an additional Senior Lead in the area. Lastly, Irigoyen said that they have been getting lots of calls from employees near the feeding program asking for escorts to their cars due to the harassment and threatening from the homeless people loitering at the site. He said the food truck has been arriving late. Parker said he is still involved with the arbitration and recently met with Girmala and the involved parties. He said there is a possibility that LAPD will be assigning 6 officers to the food line to make sure the rules are followed and that the 6pm-8pm time frame is strictly enforced. However, Girmala is waiting for permission on that and Parker said there's a good possibility the higher-ups will say no. Regardless, LAPD will be more visible there to ensure the 6-8 time frame is enforced. Irigoyen added that her has been making all reports of incidents or violence available to Girmala. He also said there have been 2 undercover detectives in the BID lately making arrests. Groeper said the team has been doing a fantastic job, but advised Irigoyen that the board members do worry about their safety and ask that they always be cautious. Parker added that Sharyn and HBT are also doing a great job.
- X. New business** – Thorne stated that tomorrow there is a hearing for the proposed development at Romaine/Seward which is a huge project. Mahoney added that they had presented this project to the board before and that it is not very desirable.
- XI. The meeting was adjourned.**

Hollywood Media District  
Board of Directors Meeting  
March 25, 2010

Board Members Present: Anabel, Anenberg, Geller, Groeper, Lee, Loverro, Malick, Moore, Parker.

Board Members Absent: Cassella, I. Chait, M. Chait, Howard, Mahoney, Maldonado, Scane, Thorne.

Staff and Guests Present: M. Culpepper, B. Geller, J. Irigoyen, B. Lepejian, S. Levi, S. Romano, D. Strecker, R. Weinstein.

- I. **Call To Order** – Groeper called the meeting to order at 3:13pm.
- II. **Introductions** – No introductions were necessary.
- III. **Public Comments** – Groeper noted this was his first meeting as president and said he was honored and happy to have been elected president. He thanked the board members, said this board of directors is a good group and he'd like to usher in a new era at the BID.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Parker made a motion to accept the minutes from the previous board meeting. Malick seconded the motion. The motion carried unanimously.**
- V. **Public Safety and Community Relations Report** – Captain Irigoyen reported that LAPD was looking for a suspect who may have been in the Media District area; however LAPD found the suspect before we could. Previously we had found 5 suspects for LAPD. The team is experiencing issues with heightened activity at Donut Time again, especially at night on Wednesdays through Saturdays; Irigoyen said he will be deploying more officers for those times. There was a robbery recently at the adult bookstore behind Donut Time so now we are trying to have more of a presence there. Irigoyen said he had lost a few officers but they are being replaced by officers from downtown who have BID experience. He then reported that he had purchased a small video camera which he can wear on his shirt collar. It holds up to 2 GB of video/audio and can be used anytime for training or even court use. The team will be archiving the footage onto a hard drive and can turn over to LAPD anytime it is requested. Levi said she had investigated the legality of the use of these cameras and it seems they are fine to use on public property. Irigoyen said that currently just the four top officers have these cameras, and they purchased them with their own money. Levi added that they can burn the videos on to DVDs. Parker asked if the officers turn the cameras on selectively; Irigoyen said they turn them on for any call. Parker said it might be a good idea to check with our attorney on this matter, and to find out if a person has a right to ask that he or she isn't filmed. He said we should make sure there is a procedure in place for the use of the cameras and to make sure we're following the rules. Groeper agrees that we should



seek advice from our counsel. Lee asked about the difficulties around Donut Time and Del Taco, wondering if the businesses closed at 2am if there would still be loiterers. Irigoyen said he thought people would still hang out at these locations even if the businesses were closed at night. Groeper said that we have previously asked Del Taco to consider closing at night but that they don't want to. Levi added that the Walgreens that might be coming in would probably help reduce the loitering.

**VI. Cleaning and Maintenance Committee Report** – Strecker stated that Romano is currently taking care of the large planter pots at the Highland/Melrose gateway after he had e-mailed her pictures of them. There are some problems with the plants in the pots but she is currently purchasing new plants to fill the pots with. Parker asked if HBT had started cutting the tree wells for the new planting; Levi said she thought they had started. They will be planting 30 new trees on Santa Monica blvd. west of Highland.

**VII. Advocacy Committee Report**

**B. Update on Meeting with CD4** – Levi said that at the meeting with Councilmember LaBonge he had asked for a letter detailing the items that had been discussed. Strecker and Levi wrote the letter and have sent it to LaBonge. They will also be writing a letter to Councilmember Koretz since the problem at Sycamore/Willoughby is actually in his district. Malick said there are some frustrations due to the many different jurisdictions and funding sources involved in making any improvements. He said we should take turns calling LaBonge to follow up. Groeper agreed and said we need to keep on it. Malick said he appreciated Jeanne Min's "can do" spirit and said he thought she would do her best for us. He noted that we also need to reach out to Assemblymember Mike Feuer. Levi said that when she follows up with LaBonge she will ask if he is going to coordinate a meeting with us and Koretz and Feuer or if we should.

**C. Initiative to fill vacant properties with with media-related businesses; purchase of LA 411 database** – Malick said that the Advocacy committee voted to approve purchasing a database of media companies which we can then target with available properties in the District in order to lure new businesses to the BID. The book is \$80 but he remembers years ago they also offered an electronic version. Strecker said he called LA 411 and they said the electronic version is all online; however it is not organized in a way that would be easy to use for our purposes. Groeper stated that there are a lot of vacant properties in the district and we should try to be filling them up with media related uses. He said it is an opportunity to get like-minded businesses in the District and anything we can do to facilitate this should be explored. Lee talked about Costar and Loopnet, two online services that offer search engines of available properties. He said we should take the lead in contacting the brokers. Geller added that showcase.com has much of the same information as Costar but it's free. Parker asked if we could get our logo on sites such as those, if we are subscribing to them. Lee said we could invite other brokers to add information and links to the Media District. Geller asked

how much outreach the BID has done to realtors and brokers to promote the BID as a resource, and Levi added to the question by asking how many brokers there are. Lee said he knows most of the brokers in the area. Moore noted that the Musician's Union is currently working on their website and she advised the group to make sure the site is up and working before promoting it to people. Anabel said that the properties are already being represented by brokers so we need to identify what benefit we hope to get by listing on various websites and at what cost. Lee added that there is more confidence in the market right now than there was in 2009. Parker added that we need to promote the BID more as being equidistant to all other industry related businesses. **Lee made a motion to update our website and utilize the available property features more by promoting it to brokers and industry-based business. Geller seconded the motion. The motion carried unanimously. Malick made a motion to purchase the LA 411 Database to use in said promotion. Moore seconded the motion. The motion carried unanimously.**

- D. **Santa Monica Blvd. Vision** – Groeper said that the committee had discussed contacting Doug Suisman to see if he might be able to update the Santa Monica Blvd. plan renderings. Groeper said we would not want to spend a ton of money but just to have updated renderings would be nice. He would like to pursue this more in the Advocacy Committee. Parker stated that we already worked on a general plan and zoning, but what is our vision for 20 years from now; will we want more of a live/work environment? And if so, is that a reason to spend money on renderings and put on our website? Malick said we could take our general plan and hire someone to create renderings with that, plus street improvements and other ideas. Parker said we should also try to get renderings from the developers who have already been working on projects in the area. Loverro said we could help those companies promote their projects. Malick said we should give Suisman some parameters and get a quote from him. Parker said this could stir up the “what if” juices. He said the theatre district could use revitalization as well as other areas and it would be wise for us to get planning for when the economy turns around. Groeper said they would send this item to Advocacy.

**VIII. Gateway Sign Repair** – Groeper said that a vehicle had somehow damaged the gateway sign. There is a dent on the front of it, and has been shifted slightly clockwise. We are in the process of getting a quote from Ultrasons for the repair.

**IX. New business** – Malick has volunteered to take the lead on the A&I Book Project, which is now looking more like it will be a calendar. He will report back to the Advocacy Committee. Parker asked about the sign ordinance, having noticed that Iron Mountain has removed their supergraphic. He said the W Hotel still has one so he wondered how why Iron Mountain couldn't get a permit, and wondered if it had anything do to with the Hollywood Sign Overlay Zone. He also noted that there has been a problem with the clients for the food line showing up early again. The program is supposed to start at 6pm so it's OK for people to arrive at 5:30, but right

now people are already there around 4:30 and this ongoing problem still has not been solved.

**X. The meeting was adjourned.**

Hollywood Media District  
Board of Directors Meeting  
April 22, 2010

Board Members Present: Anabel, Cassella, M. Chait, Geller, Groeper, Howard, Lee, Loverro, Mahoney, Parker, Scane, Thorne.

Board Members Absent: Anenberg, I. Chait, Maldonado, Malick, Moore.

Staff and Guests Present: J. Irigoyen, S. Levi, D. Strecker.

- I. **Call To Order** – Groeper called the meeting to order at 3:12pm.
- II. **Introductions** – Charles Pierose arrived later in the meeting and introduced himself. His business, Creative Space, is a real estate service for creative companies that just located on Orange Drive. He said they would eventually like to purchase a building in the BID. He voiced concern over the busses and campers that are parking near the intersections of Romaine with Sycamore and Orange Drive, in which people are living. He said some of them have been there a very long time. Scane advised him to call LAPD whenever he sees the vehicles. Groeper said it is illegal for people to live in their vehicles, and any vehicle on the street must be moved within 72 hours. Levi advised that the people living in the ‘big red bus’ are dangerous and should not be approached. Pierose said he is aware of the ‘big red bus’ and noted another new vehicle just showed up recently. Parker said that we needs some new blood and creative help with this ongoing issue. Groeper suggested the Business Watch meetings as a forum to speak directly with LAPD officers; Loverro added that the officers will pursue issues brought to them at Business Watch.
- III. **Public Comments** – Groeper said he intends to keep the board meetings moving by adhering to the 15 minute rule for each agenda item, and suggested the committees do the same.
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Thorne made a motion to accept the minutes from the previous board meeting. Loverro seconded the motion. The motion carried unanimously.**
- V. **Public Safety and Community Relations Report** – Captain Irigoyen reported that there had been a bomb threat at Del Taco on April 1, which turned out to be a hoax. All the streets were closed down and our officers were the first to respond. In other news, the team detained 8 teenagers who had been tagging. Three of them were taken by LAPD while the rest were ticketed and released. There have been a couple of fights involving transgenders but no one has been hurt; LAPD was called but they did not show. A window was broken at the Subway franchise on Highland and Santa Monica so one of our guards stood watch until the manager arrived in the morning. Loverro asked if there was a board-up service that we could call in those events; Irigoyen said they are not allowed to make decisions like that for the

property owners, but Levi noted that in her other BIDs she has emergency contact info for the property owners. Irigoyen reported that they will start recording any incidents at the Food Line to build a file. Scane asked if the LAPD cameras were still working; Strecker said they are and that Officer Witt has been training cadets to monitor them. Loverro added that Witt has been very proactive while filling in for Officer Washington; Strecker said that Washington is now back but Witt will still be in the area and may be promoted to Senior Lead soon. Chait said that Officer Nony has also been very helpful.

Regarding the legality of the cameras being used by the security team, Levi said that our attorney has been out of town so we are waiting to hear from him when he returns.

- VI. Cleaning and Maintenance Committee Report** – Strecker reported that the tree planting on Santa Monica Blvd. is scheduled to start tomorrow. The wells have already been prepared. Parker noted that the area in front of the post office, behind the bus bench, is overgrown with weeds again. Strecker said he would call them. Parker suggested working with HBT to do some sort of a planting there.

**VII. Advocacy Committee Report**

- B. Update on Meeting with Councilmember LaBonge** – Groeper said that it was a very quick meeting but that enough items were covered in the small amount of time. He said it was kind of a bad day to have the meeting since LaBonge had an emergency meeting right afterward, and was running late, but it did give us a chance to show LaBonge our issues first-hand, and he asked for a follow-up letter. Once we give him the notes, Levi can advise us how much to push. Groeper noted that he had e-mailed Stacy Marble to follow up on the Highland Parking Study he completed, but has yet to receive a response. Parker stated that there are a lot more people involved and aware of the street repairs needed at Sycamore and Willoughby now. After a recent bicycle accident there, some action was taken; then a Street Sweeper got stuck there and DWP had three leaks on Sycamore and discovered one of them was right there at the corner which was causing the puddles. DWP has been working there now on and off for the past two weeks, but he doesn't know if it will ever get permanently fixed. If we are able to get the engineering done first and everyone agrees on it, then we could approach Cemex about donating the cement. Parker said he believes the city is the most important part of the puzzle. He said he is backing off on it now that the city is aware; he said we should write a letter to LaBonge, then follow up, but then what? Levi said that LaBonge said he thinks Cemex should donate the concrete for repair. During the visit, LaBonge asked if we thought it would be beneficial to limit night time parking on Citrus in order to discourage people from living in their vehicles on the street. **Parker made a motion to direct Strecker to petition the property owners on Citrus for limited nighttime parking. Geller seconded the motion. The motion carried unanimously.**
- C. Request to increase Community Relations Budget** – At the last Advocacy Committee Meeting, grant applications were discussed and it was decided that all those who applied should receive funding, and due to the difficult

economic times and lack of funds many of the organizations are being faced with, the committee is requesting a temporary increase in the budget with which to award grants. Levi stated that the BID had nearly \$50,000 rolled over from the previous year which could be used for this. Chait noted that the Blank Theatre Company has already received a grant from us in the past, and he believes they are no longer planning to produce shows within the BID. Groeper asked him about the Living Room Series, which is what they are seeking funding for; Chait said those may still be at the Second Stage Theatre in the BID. After some discussion on the Hollywood Fringe Festival, Strecker noted that the amount of grants could be worked out at the committee level; Levi stated that this action item is just to increase the budget for grants. Mahoney stated that because of state and country cutbacks, The Boys and Girls Club, LACER and PAL could probably use more money now than in the past. Chait asked whether the Blank Theatre and Fringe Festival would also received additional funding; Mahoney said that the committee wanted to hear Chait's input, and talk to the Fringe Festival organizers, before deciding on an amount. Chait said that his theatre is part of the Fringe Festival, but he isn't sure what the organization is looking for funding for. He said there will be 28 productions at The Complex during the Festival, each of which are paying the \$200 registration fee to the festival, so he is not sure that they are in an economically needy place. Groeper pointed out that they listed the total cost of the Fringe Festival at \$140,000. Parker asked if the venues for the festival are mainly small theatres in the District; Chait said he believes so. Parker suggested looking into buying an ad, rather than giving a grant, and letting the stakeholders know about buying ads too as it would be nice if the BID community supported the festival – the small venues need our support. Thorne said she had heard that there would be street performers during the festival and asked if Chait had information on those; he did not. Groeper said he would like to hear more about the Fringe Festival in the advocacy committee, but reminded the board that the recommendation from the committee is to raise the budget to \$12,500 for Community Relations. He said even with keeping some of our surplus in reserve we can safely make this increase. **Parker made a motion to increase the community relations budget to \$12,500 for 2010. Thorne seconded the motion. The motion carried unanimously.** Anabel said he does not want to set a precedent of raising the budget any time more organizations apply for grants. Groeper said the committee felt the \$7,500 budget was small and hasn't been increased in many years. Mahoney said he would like to see this increase for 2011 also and that it isn't changing the budget, just reallocating.

- D. **Approval of Grant Awards (per budget increase)** – Levi recommended having the board approve the five applicants and sending the matter back to Advocacy Committee to determine the grant amounts. **Mahoney made a motion to approve the five organizations that had applied for grants, and to have the Advocacy Committee review the organizations and determine funding amounts, then come back to the board. Cassella seconded the motion. The motion carried unanimously.**

**VIII. Gateway Sign Repair** – Groeper said that the gateway sign has been damaged; there is a dent on the front of it, and has been shifted slightly clockwise. Parker asked if there was insurance on the sign; Levi said that our general liability insurance doesn't cover property damage. Parker asked if we should insure the sign since we own it, as well as the medians. Levi said that she has tried to get similar insurance for other BIDs but has not been able to. If the sign or medians are damaged, our only recourse is to go after the driver's insurance if there is a police report. Parker said we should do what we can to protect the medians. Groeper asked what would happen if the sign fell on someone; Levi replied that our insurance would cover that. Chait asked if it was worth installing a camera on the gateway sign. Mahoney asked if the gas station has a camera, and Strecker said he would check. Chait suggested also checking with Mozza since they have valets out front that might have seen something, we could interview them and investigate to find out what happened to the sign. Parker noted that we should have the sign checked out for structural damage. Levi said that Ultrasigns said they would have to remove the sign, take it to their shop in San Diego, and return it for a total of \$14,560. Strecker presented the board with an estimate from YESCO, a referral from Hollywood Entertainment District, for \$2,400. Groeper said that YESCO's quote sounds great. Chait said he would like a little more explanation of what they would do for \$2,400 and wants to make sure it's not a temporary fix. Levi said we would definitely have them go out and look before giving the final estimate; we could tell them the repair cannot exceed \$2,400 and must be structurally sound. Mahoney asked where the money would come from to cover the repair; Levi said it would come out of contingency. **Mahoney made a motion to approve YESCO for the Gateway Sign Repair at \$2,400 and assurance that the repair will be structurally sound. Loverro seconded the motion. The motion carried unanimously.**

**IX. New business** – Groeper stated that Big Sunday is coming up on May 2 and that there will be a volunteer event, planting trees on Highland Avenue and a cleanup at DeLongpre Part. The volunteers, who are mainly from the Hollywood Schoolhouse, have requested two of our guards to be present at DeLongpre Park from 9:30am-noon. He said he would have Capt. Irigoyen deploy the two guards there for the event if there were not objections.

Mahoney said there has been an issue on Romaine between Las Palmas and Seward lately with people living in their parked RV's. He wondered if restricting overnight parking on the street would solve the problem. He said he was afraid we created a monster when we opened up the parking on the south side because now the campers park there, as well as tractor trailers which take up all the parking. Loverro also noted that new signs have been put up on Las Palmas restricting parking to 1 hour, whereas before it was not limited. Now he said his employees have fewer parking options. Mahoney noted that is contrary to what we have requested from DOT in the past. Groeper said we should contact Jeanne Shen; Strecker said he would send her contact information to Loverro. Chait recommended we set up a meeting with her to establish consistent three or four hour time limits in the BID, saying he felt 4 hours was ideal.

**X. The meeting was adjourned.**



**Hollywood Media District /BID  
Board of Directors Meeting  
June 24, 2010**

Board Members Present: Anabel, Cassella, I. Chait, M. Chait, Geller, Groeper, Lee, Loverro, Maldonado, Moore, Parker, Thorne

Board Members Absent: Anenberg, Howard, Mahoney, Scane, Malick

Staff and Guests Present: Esparza, Irigoyen, Levi, Omahen, Romano, Strecker

- I. **Call To Order** – Groeper called the meeting to order at 3:35pm
- II. **Introductions** – Groeper welcomed and introduce Jim Omahen to the board. Omahen will be taking Strecker’s position as Operations Manager for the HMD. Strecker’s last day will be Friday, June 25<sup>th</sup>. Levi introduced Diana Esparza who works for her at her office.
- III. **Public Comments** – None
- IV. **Approval of Minutes** – The board reviewed the minutes of the previous meeting. **Parker made a motion to accept the minutes from the previous board meeting. Geller seconded the motion. The motion carried unanimously.**
- V. **Public Safety and Community Relations Report** – Captain Irigoyen distributed his monthly activity report. Irigoyen reported that summer is a very busy time. On June 22<sup>nd</sup> he was summoned to court for testimony regarding murder incident on Santa Monica Blvd. Murder suspect is in jail without bail. Irigoyen reported that a few nights ago two females told our bike patrol that a few LAPD Officers had sexually harassed them near the Arena. Bike patrol took their info, but story did not make sense. Irigoyen reported that there had been a man under the influence outside their office and he had taken his clothes off. Our security office call LAPD and they responded. PD had to subdue him with tazer and he was apprehended. Irigoyen reported that there had been a bike stolen in the Media District and he advised all to be on alert. He also mentioned that some time ago there had been other incidents of bikes being stolen. Irigoyen sent out an alert to local businesses regarding this. Levi asked Irigoyen to send alerts to Omahen and he can send out an alert to his contacts. Anabel suggested doing an email blast when something like this happens. Levi suggested getting Irigoyen a smart phone or Blackberry so he can send/receive emails. Discussion followed regarding setting up an eblast list of all the studios’ and businesses’ security offices/personnel within the HMD with our security office. This would allow for better and quicker communications when there is an incident or an alert. Levi suggested this matter could be taken up by the Public Safety Committee.
- VI. **Cleaning and Maintenance Committee Report** – Sharyn Romano apologized for not having a monthly report. She said they have been very busy and have been

involved with training new crews. Romano presented photos and information about a street gutter run-off water capture system for trees planted in tree wells. System involves coring out a hole in the curb level with gutter adjacent well and installing PVC piping into well. This will allow street run-off water to be directed into dirt around the tree. Cost for this system is \$700 per each tree well. Romano said that of the 38 new trees which have been planted, 8 have this system. She mentioned that this is a model program which is being monitored for effectiveness. Anabel asked if tree roots could be damaged when digging around a tree. Romano said that if tree is more mature and has shallow roots it could, but the additional water from system could allow for a fast recovery. Romano said that HBT currently uses a watering truck and they water trees twice a week in the summer and once a week in the winter. Romano reported that because of the City's cut-backs, they can no longer get free 24" boxed trees. Romano said HBT would like to use stimulus money for purchase of new trees and their maintenance. She said she would give a further report at next Cleaning and Maintenance Committee meeting. Strecker suggested discussing and making recommendations for future tree plantings and installing water capture systems at next Cleaning and Maintenance Committee meeting.

## **VII. Advocacy Committee Report**

- B. Update on petitioning for restricted night-time parking along Citrus and Romaine** – Strecker mentioned that copies of the two petitions were included in board packets and said that he and Omahen have begun mailing these out to property owners along these two streets. Groeper said we will need a majority of 51% signing in favor of restriction to qualify with the City for the request. Thor asked why there is not any City enforcement of illegal parking. Levi said that the City has made cut-backs and that many departments are not keeping up with current demands.
- C. Update on HMD promotional letter to 411 listings** – Levi mentioned that draft of promotional letter was included in board packets. Thor asked if a small map could be added to the letter or included in the mailing. All agreed with adding a map and staff will follow up with revision.
- D. Request to increase Community Relations Budget** – Groeper mentioned that Community Relations budget is perhaps low given the need. Discussion followed with agreement that this should be increased for next year grants. Loverro mentioned that a \$15,000 annual amount was recommended at Committee. Levi clarified that \$15,000 is higher and that it does allow for anything unexpected or unplanned. **Geller made a motion to increase the 2011-12 Community Relations budget to \$15,000. Thorne seconded the motion. The motion carried unanimously.** Thor mentioned that other area BIDs do not give money for the Fringe Festival. Strecker said there is only three more days of the Fringe Festival. Parker said the Festival did not have enough promotion in advance and that it may not be that successful. Thor asked if board could be given a post-mortem on the Festival. Parker said this is the first year for the Festival and mentioned that participants had to pay an entry fee. Levi said the organizers of Festival had asked the HMD for

support. All agreed that Committee should review grant money for Fringe Festival.

- E. **Grant award amounts for 2011-12 budget** – Question of increasing dollar amounts of grants, which HMD awards annually to certain recipients, was discussed. This matter will be considered for next year's 2011-12 grant applications. **Cassella made a motion to not change current individual grant award dollar amounts, and next year at Committee carefully consider Fringe Festival's application. Anabel seconded the motion. The motion carried unanimously.**

**VIII. Executive Committee Report** – There was no meeting of the Executive Committee in June. All agreed HMD is doing good and there are no financial shortfalls. There will be no CPI increase for next year. **Cassella made a motion to not increase BID assessments next year. Loverro seconded the motion. The motion carried unanimously.**

**IX. Gateway Sign Repair** – Strecker and Levi reported that the sign had been repaired. Dent had been pulled out and damaged area received a paint touch up. Strecker said that YESCO had inspected and confirmed that sign is structurally sound, although a very slight twist remains.

**X. New business** – Groeper mentioned that we need to start planning and organizing for the Annual Meeting/Party. He asked if a Committee needs to be formed. Levi said that was not necessary and that Omahen, as well as other boardmembers, can work with him to start organizing. This will be discussed at the next Advocacy Committee meeting.

Groeper asked board about the idea of producing an 18 month calender. Moore said that the Advocacy Committee should discuss and come back to the board with proposal.

Parker presented copy of email from Ted who is associated with Greater West Hollywood Food Coalition and GETTLOVE. These are service organizations helping the homeless population. Ted was asking for HMD board approval to support the use of a mobile toilet trailer at Sycamore and Romaine between the hours of 6pm and 8pm every day. In Ted's email he stated that they are about to begin contacting the studios in our BID and ask them, the studios, for the money to pay for the purchase and maintenance of this mobile toilet trailer. Ted wants to be able to say that the HMD supports this proposal. All agreed that the homeless population in the Media District creates unsanitary conditions. Cassella mentioned that there is not much we can do to solve this problem. She also asked if this would become permanent and emphasized this is something that may help the existing situation. Thor questioned the possibility of this. Cassella asked board to put their questions and concerns into writing and the matter could be further discussed. Levi said that a letter could be drafted as per the board's approval to support or not to support.

M. Chait mentioned that parking is an issue and that a parking structure at corner of Wilcox and Santa Monica had been proposed by the Honda dealer. Groeper asked M. Chait to inquire about this and to get back to the board with more information. Parker said that he allowed parking in his lot on Friday and Saturday nights. He also mentioned that this is helpful and makes for good relations with theaters in District. Cassella mentioned that the Television Center has plans to build a parking structure.

**XI. The meeting was adjourned at 4:55pm.**

**Hollywood Media District / BID**  
**Board of Directors Meeting Minutes (revised 08.26.10 and approved)**  
**Meeting held on July 22, 2010**

Board Members Present: Anabel, Cassella, Geller, Groeper, Howard, Lee,  
Loverro, Parker, Scane, Thorne

Board Members Absent: Anenberg, I. Chait, M. Chait, Mahoney,  
Maldonado, Malick, Moore

Staff and Guests Present: Irigoyen, Omahen

**CXLI. Call To Order** – Groeper called the meeting to order at 3:17pm

**CXLII. Introductions** – Groeper welcomed and introduced Jake Chait, son of I. Chait

**CXLIII. Public Comments** – none

**CXLIV. Approval of Minutes** – The board reviewed the minutes of the June 24th board meeting. **Lee made a motion to accept the minutes from the previous board meeting. Scane seconded motion. The motion carried unanimously.**

**CXLV. Safety & Public Relations Committee Report** – There has not been a recent Committee meeting. There was no Committee report.

Groeper brought up an issue regarding a men's sex club business called "The Zone" located at 1037 N. Sycamore Ave., which is within the BID. He said the issue has to do with a rather lengthy and detailed letter from Jim McQuiston stating there is late night sexual activity in the adjacent parking lot outside this club. Groeper said the letter had been faxed to HMD Operations Office and Omahen passed it on to him. He passed a copy of letter around. Irigoyen said that there is activity in and around the parking lot between 2am and 4am. Irigoyen said the club has late night hours and it is a private club. Groeper questioned the board about what to do about McQuiston's letter and the matter. Board members asked if there have been any reports from neighbors or LAPD. Irigoyen will follow up and report back to the board. Howard mentioned The Zone is a tenant and he knows the owner of the property. Her name is Margaret Fields. Omahen said he had checked with the County Assessor and confirmed that. Groeper asked Howard to mention this matter to the owner. Also, Groeper asked Howard to ask The Zone to clean their operation up. Lee mentioned that there is a school nearby and questioned if The Zone can legally operate where they are. It was brought up that the school is not within City of LA boundaries and may not affect this business's right to be where they are. Lee mentioned that there is a security camera very near by at the gas station and LAPD could use that to do surveillance. Scane said if the business has been operating there for some time and there have not been many complaints, there is not much anyone can do. Groeper asked the board what should the next step regarding this matter. Geller suggested talking to CD4 office about this matter. Anabel mentioned

this activity goes on all over the area, but if this is a problem concentrated around The Zone it needs to be addressed. Irigoyen said he would talk to LAPD about this situation and report back to board.

Loverro mentioned that he received a City of LA Planning Department notification letter stating that The Circus Disco has applied for a permit to open a kitchen and restaurant. Loverro is within the radius for notification. No board members knew anything about this. Lee said that if they are opening a restaurant, they will have to have required parking. Loverro said he will have more information concerning this and he will let the board know.

Irigoyen distributed his monthly Safety Services report. He also mentioned that the entry door to their office is broken. He was questioned about the problem. Irigoyen said one door has been coming apart for some time and the glass is very loose. Also, he said they cannot secure the door and that someone must be in the office at all times. Irigoyen said he and Omahen had contacted three glass and door companies and requested estimates to do repair. Quotes were passed around and shared with board. Two estimates were done to replace most of the door - one for \$1805.53 and the other for \$2525.00. One estimate was to repair it for a cost of \$547.50. Irigoyen and Omahen were confident that a repair would be best and recommended such. Board agreed and said the repair should be done as soon as possible. Omahen said tomorrow (Friday) he would contact the company and schedule the service. **Scane made a motion to authorize the repair work at the cost of \$547.50. Cassella seconded the motion. The motion carried unanimously.**

Irigoyen mentioned that there have been some late night problems at 7-11 near McCadden stemming from patrons of the Arena Disco. He mentioned to the board that some of the public drunkenness and rowdiness is just outside the boundaries of the BID. Groeper asked Irigoyen to keep a check on the location and report to LAPD if it's not within the BID. Groeper also asked Irigoyen to talk to Gene La Pietra, owner of the Arena Disco, about this matter. Irigoyen was asked to report back to the board concerning the situation.

**CXLVI. Cleaning & Maintenance Committee Report** – There has not been a recent Committee meeting. There was no Committee report.

Parker asked if Sharyn Romano from HBT had been notified of this meeting. Omahen said he had sent the meeting announcement to her. Groeper asked Omahen to follow up with her and make sure she knows about board meetings so that she can attend future meetings.

**CXLVII. Advocacy & Business Development Committee Report** – There was no Committee report.

Groeper reported that the Committee meeting scheduled for Tuesday, July 20<sup>th</sup>, did not have a quorum. He said they were one person short and that although Parker

did confirm attending, Parker was ill that day. Parker apologized and expressed his regrets. Groeper reported those who were in attendance did unofficially discuss details concerning the Annual Meeting and Party.

- a. Review of Grant award to Fringe Festival** – Groeper said this matter would be discussed at next Advocacy Committee meeting.
- b. Annual Meeting/Party** – Groeper handed out a “Check List of Items & Coordinators Needed for Annual Meeting” he had prepared. He also mentioned that Thursday evening, Sept. 23<sup>rd</sup> was a date that Councilmember LaBonge would have difficulty in scheduling to be at our Annual Meeting. The board said it was important to have Councilmember LaBonge attend and that another date should be chosen. Scane said that a Thursday would be the best day. Groeper mentioned that he would be out of town the week prior to Sept. 23<sup>rd</sup>. Scane suggested rescheduling the Annual Meeting to Thursday, Sept. 30<sup>th</sup>. Omahen added that he had already checked with Iron Mountain and that the 30<sup>th</sup> is available. All attending agreed that Thursday evening, Sept. 30<sup>th</sup> is preferred, and by consensus it was decided to tentatively schedule this date for the Annual Meeting and Party. Omahen was asked to check with the Councilmember’s office and ask if LaBonge would be available on the evening of the 30<sup>th</sup>. Omahen said he would do that tomorrow and let the board know. Groeper asked Jake Chait to ask his father (Izzy) if the 30<sup>th</sup> will work for his schedule. Jake said he would ask his father and let Ron know. Groeper mentioned that he would work with Parker on the lighting set up. Cassella said the projection on the wall needs to be improved. She asked if we would be renting a projector. Groeper responded and said that we would, and that he knows someone who could be at the event to operate the projector. It was also mentioned that the invitations need to be designed, printed and mailed. Cassella said there needs to be a designated crew for clean up. She also said the approach to the parking lot should be lighted. Cassella also suggested that sign in and name tags should include the name of the company or business someone is with. Groeper said that Levi staffs the sign in table. Cassella asked the board to consider doing a raffle at the party that could benefit one of the nonprofit youth organizations supported by the Media District.
- c. HMD/BID calendar proposal** – Groeper reviewed A & I’s proposal to do a calendar for the Media District. He reminded the board that the cost would be \$6000. Matt Chait mentioned that his company produces a calendar that costs \$4 each plus mailing postage. Loverro asked what is the Media District trying to or wanting to accomplish with producing a calendar. Discussion followed as to the purpose of doing a calendar. All agreed that there was no clear purpose and that the cost of having A & I doing it is too great. Lee said the economy is not that good and this may not be a good time to do something like this. Groeper asked the board if they want to pass on the calendar idea, and by consensus all agreed. Thorne mentioned that she was given a key ring light as a promotion, and that this could be something the Media District may consider doing.

**CXLVIII. New business** – Omahen asked the board to refer to “Proposed Board and Committee Meetings for remaining 2010” list included in their packets. Parker asked Omahen to change dates that are in conflict with holidays. Groeper said he would work with Omahen to revise the list.

Anabel asked Omahen to do a list of who is on each committee. Omahen said he would prepare a list based on what he has in files and from old meeting minutes. Omahen said he will email this to all board members.

Groeper mentioned that LA DOT has denied request for a traffic signal at the intersection of Santa Monica Blvd. and Seward St.

**CXLIX. The meeting was adjourned at 4:45pm**



## **Hollywood Media District / BID Board of Directors Meeting Minutes**

**Meeting held on August 26, 2010**

**Musicians Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Geller, Groeper, Howard, Lee, Loverro,  
Maldonado, Malick, Moore, Scane, Thorne

**Board Members Absent:** Anenberg, Cassella, I. Chait, M. Chait, Mahoney, Parker

**Staff and Guests Present:** Esparza, Irigoyen, Levi, Omahen,  
Jake Chait, Albert Massachi, and Jim McQuiston,  
[Romano, Rena Oso, HBT],  
[Debra Bordeaux, Ofelia Hovsepian,  
Richard Smith, The Private Bank of California]

**I. Call to Order** – Meeting called to order 3:10pm.

### **II. Introductions**

Sharyn Romano introduced Rena Oso, both from HBT.

Debra Bordeaux, formally with First Regional Bank, introduced Ofelia Hovsepian and Richard Smith, now all with The Private Bank of California.

Groeper welcomed and introduced Jake Chait, son of I. Chait

**III. Public Comments** – none

**IV. Approval of Minutes** – The board reviewed the minutes of the July 22<sup>nd</sup> board meeting. Malick asked about date of Annual Meeting. Groeper responded and said the date had to be changed to enable Councilmember LaBonge to attend. Groper asked for correction to minutes. **Geller made a motion to accept the corrected minutes from the previous board meeting. Scane seconded motion. The motion carried unanimously.**

### **V. Safety & Public Relations Committee**

**a. UPS Report** – Irigoyen asked all attending to refer to UPS report attached to back of board packet. He also passed around a flyer regarding a missing youth and asked all to contact him if youth is seen.

Irigoyen mentioned that a truck has been parked frequently between Seward and Mansfield with three individuals in it. He said they are keeping an eye on it and the individuals, but the truck moves frequently. Groeper asked if the individuals in the truck have a bucket to dump their human waste. Romano responded with yes.

Irigoyen said they had an incident near the adult bookstore of a female exposing herself and that they reported this to LAPD. He said PD often does not respond to such incidents because these are misdemeanors and the City will not prosecute. Groeper asked Irigoyen to get the names of officers next time who do respond to one of their reported incidents. Groeper also asked Irigoyen to ask SLO Washington for the names of the officers who eventually did respond to this incident. McQuiston mentioned that he has found very few PD reports of misdemeanor incidents.

Irigoyen reported that The Zone has not been a problem nor have there been many complaints regarding it. Loverro asked if the HMD "Permission to Come Onto Property" form can be put up on our website. Omahen said that he would do this. Maldonado mentioned that this form works very well for his business. Lee asked if this form could be given out at the Annual Meeting.

Maldonado mentioned that he had heard that a catalytic converter had been stolen from a vehicle parked along Cole. He said this had just very recently happened.

## **VI. Cleaning & Maintenance Committee**

**a. HBT Report** – Sharyn Romano introduced Rena Oso, also with HBT. Romano distributed the HBT monthly report. Oso passed around photos of 694 La Brea where there is quite a bit of graffiti and human waste on the sidewalk. Loverro asked about scaffolding and if it could be taken down to deter tagging. Lee said he may know the owner of 694 La Brea and his firm had once been involved with that property.

Oso also passed around photos of Dunn-Edwards Paint loading dock doors that have tagging on them. Oso said that Dunn-Edwards has declined to sign our HMD "Graffiti Paint Out Agreement" form. She said Omahen had asked them to sign the form as well. Irigoyen said that if tagging is gang related, the business may be afraid to have it painted out. Groeper asked if the right person at Dunn-Edwards had been contacted and that perhaps he or Levi should talk to someone there. Levi added that not painting out graffiti is in violation of City code.

Romano passed around a photo of a camper with a bucket next to it that contains human waste. Loverro said that he had heard of such being dumped in the street. McQuiston added that there are many cases with the City regarding this. It was mentioned that Hazmat reporting or a citizens arrest can be made for this type of dumping. Groeper suggested contacting SLO Washington regarding the issue. Irigoyen was asked if this type of thing is a problem in the District, and he responded with yes. Groeper asked Irigoyen to photograph instances like this in the future.

Romano reported that there is a foul odor at the southeast corner of Highland and Fountain. Levi asked if there was a hole there. Romano said no, but it may be coming up through the street storm drainage system. Levi said Omahen will contact Department of Street Services and report. Romano said the closest address to the problem is 1258 Highland Ave.

Oso reported there are three locations in the BID where paper/cardboard printed things are hanging from overhead wires. Romano said they can remove these, but it requires contacting the City for permission. Lee asked if these hanging things are advertisements and if so, they possibly could be identified as to who's they are.

Oso asked board if a HMD trash receptacle could be moved to 1120 N. Las Palmas as per Loverro's suggestion. All agreed with moving one to this location.

Romano said HBT wants to plant more trees along Highland but they need permits to do this. Levi asked Romano to send her addresses and she will follow up on this.

Romano mentioned that HBT would like to do a new schedule for tree watering, and she will be asking for board approval. She also asked if HBT can begin tree pruning. Levi asked if it's too early or too hot to do tree trimming. Romano responded saying that it would be fine and that she needs to keep HBT crews busy. Groeper asked the board if there were any objections. There were none.

**b. Status of Committees** – Groeper said there have not been many Committee meetings this year. He suggested combining Cleaning Committee and the Safety Committee into one Committee and meeting. Levi mentioned that this Committee and its meetings would be held on an as needed bases. Levi said to do this it is at the discretion of the board.

Anabel asked who was on each committee. Levi said Omahen emailed a list to the board after the last board meeting. Omahen mentioned that the list was only of those who he emailed committee meeting announcements to, and that these may not officially be on that committee. Anebel asked Omahen to check the last six months of committee notes and minutes to determine who is on which committees. **Thorne made a motion to combine both the Cleaning Committee and the Safety Committee into one Committee. Anabel seconded motion. The motion carried unanimously.**

## **VII. Advocacy & Business Development Committee**

**a. Annual Meeting/Party plan, budget** – Groeper said that the idea of having two caterers would be more costly than just having one. Levi mentioned that Street was twice as expense as The Corner, and that Grub gave us an estimate for about \$2500. The Corner's estimate was for about \$1800. Levi said that to have two caterers would greatly increase the cost. Groeper said The Corner gave us the lowest estimate, and they have sent samples to the board meeting for tasting. Lee asked if The Corner could provide salads. Groeper responded by saying salads would be difficult to eat at the event. **Moore made a motion to accept The Corner's estimate for catering the HMD Annual Meeting/Party. Thorne seconded motion. The motion carried unanimously.**

Groeper presented the invitation for the Annual Meeting. He said he had designed it. Loverro thanked Groeper for doing layout and design.

Groeper said Jake Chait's father, Izzy, and his group will be performing for the event. They are called the Izzy Chait Quartet. Jake mentioned that he has a bag for each board member with sample CDs of the Izzy Chait Quartet. Groeper thanked Jake and his father. Groeper added that there would be a cost for only the other members in the quartet.

Levi asked Maldonado if he could provide tables and chairs again this year. Groeper asked Maldonado if he had paid for these himself. Maldonado said he did. Groeper commented that the BID should pay for this. Maldonado was asked whom he had rented the tables and chairs from, and responded that he could not recall. Maldonado mentioned that he might have some chairs, but not tables at Milk Studio and that he will check.

Groeper presented a photo image of Iron Mountain rooftop west tower that he had taken when he and Omahen went up to rooftop. He said that he would like to use the side of the tower for mounting and tying off a projection screen. He also mentioned that Mike Parker, Mole-Richardson, will coordinate the projection screen. Groeper also mentioned he would like to cover up all the electrical conduits on the side of tower with a banner. He said that we would have to have a banner made which would be approximately 3' by 10' with Hollywood Media District, Business Improvement District and our logo printed on it. Groeper was asked about mounting and attachments for securely and safely hanging screen and banner. Groeper said the banner would have grommets for hanging, and the screen could be securely tied to the building. Loverro asked Groeper to follow up with him so they can coordinate on the banner.

**b. Promotional Video Proposal** – Geller had requested this be put on the agenda. He had a sample of one from Sacramento. Geller suggested this could be something HMD could do. Groeper said this is something that could be put on website. Moore mentioned that she does something similar to this each year. It was mentioned that there would be quite a bit of work involved and someone would have to actually do it. Geller said that a video would be a good tool for promotion. Malick added that although a good idea, this would have to be planned and produced, and a budget established for it. Loverro mentioned that he could take some stills for this. Groeper also mentioned that the person hired to run the video projector for Annual Meeting could be helpful. Lee suggested the Advocacy Committee should take up this matter.

**c. Funding request from Jackie Goldberg and Lacer** – This was put on agenda as per request of Cassella. Levi suggested tabling this item until board has more information concerning the item.

**VIII. Nominating (2011 Boardmembers) Committee Formation** – Groeper said we are approaching the end of the year and board elections. He also mentioned the need to form a Nominating Committee. Levi added that this needs to be done now and that any board member that is on this committee can not be up for reelection. Levi also added that one committee member needs to be a non-board member. Omahen suggested asking a former board members to be on this committee. Groeper referred to the annual elections process included in board members' packets and asked board if

anyone would be interested in serving on this committee. Groeper read from a board members list the following: Anenberg, I. Chait, M. Chait, Howard, Loverro, Maldonado, Mallick, and Scane are up for reelection at end of this year. Anabel, Cassella, Groeper, Lee, Mahoney, Moore, Parker, Geller and Thorne are not.

Lee and Thorne said they would be on this committee with Groeper.

- IX. Presentation by The Private Bank of California** – Levi mentioned that the HMD/BID banking is currently with First Citizens Bank, and that bank had just very recently been called the First Regional Bank. Levi also mentioned that Debra Bordeaux had been our main contact before the bank had changed. Bordeaux is now with The Private Bank of California. Bordeaux passed out to board members copies of The Private Bank's 2009 Annual Report. Smith said his bank is a Century City based bank with their main office at 10100 Santa Monica Blvd. Bordeaux added that the former location of the First Regional Bank on Hollywood Blvd. near La Brea will be their new Hollywood location for The Private Bank. She also said that this Hollywood location will be opening right after the Labor Day weekend. Smith said their bank and their assets are very solid. He also added that they work with many entertainment industry companies. Smith said further that The Private Bank can offer personal banking and they pride themselves in that they are a community bank with high standards of services. They give back to the community and would like our business. The board asked about The Private Banks interest rates. Smith responded that their rates are comparable to what we currently have with First Citizens Bank. **Scane made a motion to change the HMD/BID's banking to The Private Bank of California. Mallick seconded motion. The motion carried unanimously.**

- X. New Business** – McQuiston said the City of LA is planning a waste to energy program and that the Media District should know about this. This program would involve building incinerator plants to burn trash, and he said that one of these plants will be built in our area. McQuiston also mentioned that there is a Public Works meeting regarding this beginning at 6:30pm today at the Public Works Building. He suggested the board attends this meeting.

McQuiston mentioned that he had sent to the board information regarding The Zone. Groeper responded and said he had received it. Howard said that The Zone's permits are all in place. McQuiston said that the City just tries to get money out of businesses with complicated permit requirements which in many instances are illegal or invalid. He added that this issue is important and that the BID should take a position on this matter.

- XI. Next Board of Directors Meeting** – September 30<sup>th</sup> Annual Meeting, 5pm, Iron Mountain rooftop. There will be a very brief meeting called to order prior to the event. This should last for no more that 15 or 20 minutes.

- XII. Meeting adjourned 5:05pm.**

## **Hollywood Media District / BID Board of Directors Annual Meeting Minutes**

**Annual Meeting held on September 30, 2010  
Iron Mountain (rooftop), 1025 N. Highland Ave., Hollywood CA**

**Board Members Present:** Anabel, Cassella, I. Chait, Geller, Groeper, Howard, Lee, Loverro, Mahoney, Malick, Parker, Scane, Thorne.

**Board Members Absent:** Anenberg, M. Chait, Maldonado, Moore.

**Staff Present:** Esparza, Irigoyen, Levi, Omahen.

**Guests:** Approximately 135 people – including property and business owners, and their guests. Also, LA City Councilmember Tom LaBonge and Council President Eric Garcetti attended.

- I. Call to Order** – Meeting called to order 6:15pm.
- II. Introductions**  
Jim Omahen welcomed all for attending and introduced Ron Groeper, Board President. Groeper thanked all for attending and spoke of the importance and value of the Hollywood Media District BID. He acknowledged the BID’s Board of Directors, John Irigoyen and the BID’s Security Patrol, Sharyn Romano and The Hollywood Beautification Team, BID Executive Director Susan Levi, and many others.
- III. Public Comments** – Councilmember Tom LaBonge spoke and thanked all those involved with the BID for helping make the Media District a better place for all. Council President Eric Garcetti also spoke and said the Media District is a clean and safe place to do business due to the BID. Both LaBonge and Garcetti presented an official City of LA Certificate of Recognition to the Media District in celebration of eleven years of success.
- IV. Approval of Minutes** – N/A
- V. Reception** – There was a slideshow of photos compiled by President Ron Groeper featuring many shots of businesses and employees in the District, as well as vintage and current pictures of the area. Also, guests were entertained with live jazz performed by the Izzy Chait Quartet, and there was catered food done by The Hollywood Corner.
- VI. Meeting was adjourned at 9pm**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on November 18, 2010**

**Musicians Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Cassella, Geller, Groeper, Howard, Lee, Loverro, Malick, Parker, Scane, Thorne

**Board Members Absent:** Anenberg, I. Chait, M. Chait, Mahoney, Maldonado, Moore

**Staff and Guests Present:** Esparza, Irigoyen, Levi, Omahen  
S. Romano  
Ira Bershatsky (The Incentive Group)  
David Bass, Janine Cohen (David Bass and Associates, Inc.)

**I. Call to Order** – Meeting called to order 3:10pm

### **II. Introductions**

Groeper welcomed and introduced Ira Bershatsky who is with The Incentive Group. Lee mentioned that Bershatsky has spoken to the Hollywood Chamber and a number of other organizations and groups. A handout was given out to those attending. It was an introduction of The Incentive Group and a map showing the Hollywood portion of the Los Angeles Enterprise Zone.

### **III. Public Comments**

Bershatsky began his presentation by saying that there are tax incentives in the State of California for businesses located in certain designated zones, such as State Enterprise Zones and Federal Empowerment and Renewal Community Zones. Owners of businesses in these zones receive dollar for dollar tax credits against their State or Federal tax liabilities. Bershatsky continued by explaining that his business provides a service for businesses by determining which are located in an incentive zone. He mentioned that by working with his clients he can help them to secure the maximum amount of credits that they are allowed. He said that some credits might be retroactive for 3 or 4 previous tax years.

Bershatsky said that if equipment is purchased, there are tax credits available to the purchaser. Also, he added that eligible businesses might benefit from any loans that they may take out. Parker asked what is meant by eligible. Bershatsky responded by saying that eligibility is depending upon a minority status. Bershatsky added that the qualifying area zone will expire in 2021. Loverro asked if there are any benefits if you hire people that live in the zone. Bershatsky responded by saying anyone should call him if they have questions like this. He thanked the Board and handed out his business card.

David Bass and Jenine Cohen, from David Bass and Associates, Inc. arrived after meeting had begun. They introduced themselves and explained that they are a law firm representing the Producers Film Center, owners of a building located at 948

Sycamore Ave. Bass said that the Producers Film Center has initiated the process of legal proceedings against the Greater West Hollywood Food Coalition. He added that this is regarding the feeding program and the food truck that operates on the street near to the Producers Film Center. He said that the food truck is creating a significant nuisance by attracting many homeless individuals who loiter in the area and on the Producers Film Center's premises. He added that the homeless people attracted to this area by the food truck have also created a public safety and sanitation problem. He said the situation and conditions have become intolerable for the Producers Film Center. The Board asked if they or the Producers Film Center have talked to Ted Landreth about the feeding program. Bass responded by saying that Ted had only said that he has addressed the neighborhood's concerns. Bass asked the Board if this is the first time Landreth has been asked to move the feeding program and truck from the area. Levi responded by saying that some time ago the Board had voted to oppose the location. Cassella added that there are and have been other community groups discussing the many problems and issues regarding the feeding program at this location, and that they oppose it there as well. She also added that the BID does support a plan that would either partner the feeding program with another organization and/or move the feeding into a building somewhere. Bass asked why there has not been a lawsuit previous to this. Cassella said that it has been the Board's understanding and belief that the Greater West Hollywood Food Coalition's feeding program is within their rights to operate there. Bass said his law firm is taking a two-prong approach in this lawsuit. One is to revoke the Food Coalition's permit for the truck, and the other is to get a judicial decree for them to cease operation. Malick added that he questions whether any permit exists or even if one is required for the feeding truck. Bass said he did not know when the lawsuit would be filed, but most likely right after the first of the year. He said he would let the Omahen know when lawsuit moves forward. Scane asked what Bass wants from the Board. Bass said he would like the BID's support and perhaps participation. Bass also asked if there would be any property owners who would like to join in on their lawsuit or file one of their own. Bass continued by saying that he believes that any and all mediations that the BID is currently involved in and with should stop. Parker said the BID's position has been not to support the outdoor on the street feeding truck. He reiterated that the Board's position is such that they support feeding the homeless, but to move the feeding from the street into an indoor facility somewhere. Anabel agreed. Cassella said that perhaps it's time for the Board to reconvene about this issue. She asked Levi if there would be any liabilities for the BID if the BID supports the Film Center's lawsuit, or if a lawsuit would be filed by the BID. Lee added that the BID should be cautious regarding positions or any lawsuits. Parker mentioned that there is mediation meeting with Landreth scheduled for next week and that many of the things being discussed should be brought up at that meeting. Groeper said the BID should keep trying to negotiate with Landreth so as to resolve the problems. Parker said the BID does not want any PR such that the BID is fighting the homeless in this matter. Geller added that we need to be very cautious. Cassella asked the Board if they would support the feeding program on any other street within the BID. There was not much response to this other than most just do not support the



feeding program as it is now. Janine Cohen thanked the Board for inviting her and David Bass.

**IV. Approval of Minutes**

Minutes of October 28th regular monthly Board Meeting read and reviewed by Board. **Anabel made a motion to accept the minutes. Malick seconded the motion. The motion carried unanimously.**

**V. UPS Security Report**

Groeper showed the Board the City certificate that Councilmember LaBonge presented to the BID at the Sept. 30<sup>th</sup> Annual Meeting. He asked Capt. Irigoyen if there is a wall in the security office where it could be hung. Irigoyen said there is a place. Groeper asked Omahen if he could frame the certificate, and Omahen said that he would. Also, Groeper gave Levi and Omahen smaller copies of the certificate.

Capt. Irigoyen reported that on Oct. 29<sup>th</sup> at 8:30pm at the corner of Romaine and Seward there was a fight on the street between a male and a female. He said they called the PD and they responded. Also an ambulance came and took the woman from the location.

Irigoyen reported that on Oct. 9<sup>th</sup> a transvestite was raped in a hotel on Wilcox Ave. Irigoyen also mentioned that the rapist was HIV positive.

Irigoyen said that a handgun was found on Nov. 15<sup>th</sup>, and they called the PD. The gun was turned over to the PD for investigation.

Capt. Irigoyen reported that there have been a total of 27 arrests in the area since Nov. 11<sup>th</sup>.

Groeper asked the Board if anyone had any questions. There were none. Also, Groeper asked Irigoyen to stay for some of the meeting following his report.

**VI. HBT Report**

Sharyn Romano distributed the HBT report. She mentioned that 1649 bags of trash have been collected and 4500 sq/ft of graffiti has been painted out. Romano continued by saying there has been an increase of drug paraphernalia found in the BID and the surrounding areas. Also there has been an increase of bulky items dumped on streets in and around the BID.

Romano said that of the 64 green Media District trash receptacles, 35 are damaged and in need of repair. Levi asked if the damaged receptacles could be picked up by someone and taken somewhere for repair. Romano responded that they are heavy, but that they could. She added that a truck would be needed.

Romano mentioned that for replacing dead or damaged trees a 15 gal. tree would due, but a 24" box would be much better. Levi said the BID needs a count of trees needing replacement so that the cost is know. Levi asked Romano to email her the

number needed and what all the costs would be. Romano responded by saying she would do this as soon as possible.

**VII. Advocacy & Business Development Committee**

Levi said that the Wayfinding Project is moving along, but she is not quite ready yet to report on it.

**VIII. Nominating Committee**

Groeper reported to the Board that there has been no response from Jeff Anenberg, and that he doesn't believe Anenberg will continue as a Board member for next year. Groeper also reported that Jordan Kitaen from Quixote Studios was interviewed by the Committee and that he is on the slate of nominees.

**IX. Annual Holiday Board Dinner**

Parker asked if the date for the Board's annual holiday dinner meeting has been set for Dec. 9<sup>th</sup>. Levi responded and said that Dec. 9<sup>th</sup> would be good because it's the last day for late nominations, and if there were none then the Board could vote to approve the slate. She said although this date would be good, it's not set. She added that it would be a good idea to be after Dec. 9<sup>th</sup>. Groeper asked the Board what other date they would suggest. Cassalla mentioned that she is not available on Wednesdays. Groeper suggested the week following the 9<sup>th</sup>. The dates suggested were Tue./Dec. 14<sup>th</sup> or Thur./Dec. 16<sup>th</sup>. By consensus of the Board there was agreement that either one of these two dates are good. Levi said the Board should first decide on which restaurant they prefer. Omahen added that Hatfield's told him that they could not accommodate our group. Groeper said the remaining two choices are Xiomara and Marino's. By consensus the Board expressed they prefer Marino's. Groeper asked Omahen to check with Marino's if both dates are open. Omahen responded by saying that he would, and he would email the Board tomorrow with info.

**XII. Meeting was adjourned at 4:35pm**

## **Hollywood Media District BID Board of Directors Annual Holiday Dinner and Meeting Minutes**

**Annual Holiday Dinner/Meeting held on December 14, 2010  
Marino Ristorante, 6001 Melrose Ave., Hollywood CA**

**Board Members Present:** Anabel, Cassella, M. Chait , Geller, Groeper, Lee,  
Loverro, Maldonado, Malick, Parker, Thorne

**Board Members Absent:** Anenberg, I. Chait, Howard, Mahoney, Moore, Scane

**Staff Present:** Irigoyen, Omahen

**Guests:** Rena and Herb from HBT, and two Board Members' spouses

**I. Call to Order** – Meeting called to order 6:20pm.

**II. Introductions**

Groeper welcomed all for attending and introduced his guest, Karyn Cantor. He also asked Malick to introduce his spouse to the Board. Groeper continued by welcoming and introducing Rena and Herb from HBT.

Groeper thanked all for attending and spoke of the importance and value of the Hollywood Media District BID. He thanked the BID's Board of Directors for their continuing commitment, John Irigoyen and the BID's Security Patrol, Sharyn Romano and The Hollywood Beautification Team, BID Executive Director Susan Levi, and BID Operations Manager Jim Omahen.

**III. Approval of Minutes from 11.18.10 Board Meeting**

Minutes of November 18th regular monthly Board Meeting read and reviewed by Board. **Anabel made a motion to accept the minutes. Loverro seconded the motion. The motion carried unanimously.**

**IV. Public Comments** – none

**V. Slate of Nominees for 2011 Board of Directors**

Groeper asked Board to refer to list/slate of nominees on page six of Board packets. He mentioned that there are/where no other nominees. Groeper asked if there were any comments regarding the slate. All Board Members concurred that the slate was good and they should approve. **Thorne made a motion to accept and approve the 2011 slate as stated. Parker seconded the motion. The motion carried unanimously.**

**VI. Meeting was adjourned at 6:35pm. Dinner followed.**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on January 27, 2011**

**Musicians Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Cassella, Geller, Groeper, Howard, Kitaen, Lee, Malick, Mahoney, Maldonado, Moore, Parker, Scane, Thorne

**Board Members Absent:** I. Chait, M. Chait, Loverro

**Staff and Guests Present:** Esparza, Irigoyen and Terrones (UPS), Levi, Omahen S. Romano and Rena (HBT)  
David Ambroz (CHNC), Lydia Milars (area resident)

**VII. Call to Order** – Meeting called to order 3:10pm

### **VIII. Introductions**

Groeper introduced Jordan Kitaen and welcomed him to the Board of Directors.

Groeper introduced David Ambroz from the Central Hollywood Neighborhood Council (CHNC) and area resident Lydia Milars.

### **IX. Public Comments**

David Ambroz told the Board he is the Executive Director of the LACC Foundation, and also chair of the CHNC Beautification Committee. He said he lives in the area and there is a problem with trash and dog waste on sidewalks and parkways. He continued by saying that he would like our BID to partner with the CHNC in getting some more trashcans and some dog-waste stations. He suggested ten of each. Ambroz said the CHNC would buy the cans and stations if the BID would maintain them. Groeper asked if all these trashcans and dog-waste stations would be within the boundaries of the BID. Ambroz responded by saying that most would be. Levi mentioned that the BID can only maintain within the BID. Lydia Milars added that on Willoughby and some other residential streets there are no trashcans. She said the residential neighborhoods are impacted by those who work in the Media District BID. Ambroz was asked what is the time frame for his proposal. He responded by saying the CHNC meets on the third Monday in February and he would like to have an indication from the Board if this is possible. Groeper asked Romano if HBT could maintain additional trashcans and dog-waste stations. Romano said HBT had once before been asked about dog-waste stations but she never received anything as a proposal in writing. She emphasized that she would need a written proposal before she could comment. Levi asked about the City's adopt-a-basket program and if those trash cans would be acceptable. Omahen added that he had contacted Paul Racs and that the program still exists, but for a limited number of cans. Ambroz said the City's adopt-a-basket trashcans would be OK. Also, he asked if he could work with Omahen on this and all agreed.

**X. Approval of 12.14.10 Meeting Minutes**

Minutes of 12.14.10 Board of Directors meeting read and reviewed by Board. **Malick made a motion to accept the minutes. Mahoney seconded the motion. The motion carried unanimously.**

**XI. Selection of Board Officers for 2011**

Groper read list of current Officers of the Board – Groper, President; Carol Cassella, Vice Pres. I; Tim Mahoney, Vice Pres. II; Maldonado, Treasurer; Anabel, Secretary. He continued by asking if anyone was interested in any of these positions. Groeper said he would like to serve one more year as President, and added that he has enjoyed being President and wished to continue. Mahoney said he would be willing to step down as Vice President II and asked Malick if he would be interested in that position. Malick said he would and thanked Mahoney. **Parker made a motion to elect/accept Groeper as President and Malick as Vice President II, both for 2011 with all other Officers remaining unchanged for 2011. Lee seconded the motion. The motion carried unanimously.**

**VI. Cleaning & Safety Committee**

Groeper mentioned there has not been a Cleaning & Safety Committee meeting for over a year. He asked Board and Committee members if they would like to schedule a meeting and all agreed with yes. This topic was left with agreement that this Committee needs to have a meeting sometime soon.

**a. UPS Security Report**

Capt. Irigoyen distributed his Security Patrol report and commented on several incidents. He also mentioned that due to problems and illegal activities at the strip mall at the corner of Highland and Santa Monica where their office is located, the management has added more outdoor parking lot lighting. Also, he reported that by our recommendations the management has removed two short block walls dividing the parking lot from sidewalk on the Highland Ave. side and converted the old planter on Santa Monica Blvd. side into a handicap access ramp. Irigoyen mentioned this was all in response to numerous problems caused by prostitution and drug dealing by individuals hanging out and loitering with intent. Levi also mentioned that late last year the City Attorney's office had called an abatement meeting with the strip mall's manager and these things were mostly done in response to that. Irigoyen said since changes have been made there seems to be less loitering and individuals hanging out around there. Groeper asked if the LAPD has been patrolling that corner and Irigoyen responded by saying they have.

Irigoyen told group there had been some small arson fires set in public trashcans along Santa Monica Blvd. and Highland Ave. Rena added that there was evidence of a fire in the trashcan in front of 1151 Highland Ave.

Cassella asked if there have been any reported incidents associated with the recycling center in back of CVS on Vine St. She added that she knew of some fights, vagrant loitering, and other problems. Irigoyen said he was not aware of anything recently that had happened there, but in the past he had received calls of

complaints although personally not witnessing anything. Cassella said the recycling center in the back of the CVS parking lot has been a nuisance and asked the group if they new of any problems associated with it. Milars said the operators of the recycling center had once come to a CHNC meeting asking them for support on a permit. This was approved, and Milars added that the recycling center does have a security person there. Cassella finished by saying that the recycling center is very close to the Boys & Girls Club, and she has heard many of the youth avoid walking by or near it. Groeper asked Cassella if perhaps another location would be better. Cassella asked individuals in the group to write a letter describing their protest regarding the recycling center. She said to address it to LA's Department of City Planning but to just send it to her. She mentioned that she will pass these on to the appropriate person in City Planning.

**b. HBT Report**

Sharyn Romano distributed an HBT report and read it to group. She mentioned that the City's Trees For a Green LA program for giving away free trees is not in effect, but that hopefully that will change soon. She added that when it does and free trees are once again available, HBT will begin replacing dead and missing trees in the BID. She also said Omahen has agreed to walk with HBT staff and survey what and where replacement trees are needed. Parker said some of the side streets need trees and asked if that would be possible. Romano and Omahen agreed they would look at secondary side streets and they would let the Board know where trees possibly could be planted.

Parker asked who is responsible for removing graffiti from Solemn Building at corner of La Brea and Romaine. Romano said the owner of the building is responsible, but if the owner would sign one of our Media District/HBT Graffiti Paint Out Agreement forms then HBT could do this. Parker asked if HBT would paint out graffiti on the second story and Romano responded with yes. Lee mentioned he has contact information for the owner of the Solemn Building and if he could get a copy of this form he could possibly get it signed. He said once signed he would give the form to Omahen to pass on to HBT.

Rena said they have found used and unused hypodermic needles, and human waste in many alleys.

Romano told the group that many of the BID's green trashcans are damaged. She continued by saying these damages include broken door hinges and missing tops and inner containers. Romano asked if Omahen could work with HBT to survey and inspect the BID's trashcans, and do an inventory as to which ones need repairs. All agreed to this. She also mentioned that HBT would like to start buying trashcan liner bags from Home Depot. She said if HBT buys these from the City they cost 50 cents each, but they can get a bag comparable to this at Home Depot for only 20 cents each. All agreed.

Milars asked if some of the BID's green trashcans could be relocated to Citrus and to Lexington. Levi suggested getting new trashcans from City's Adopt-a Basket

program for these locations, and she said Omahen and HBT could work with her on that.

Malick said much of what is being discussed should be taken up at the next Cleaning & Safety Committee meeting.

**VII. Advocacy & Business Development Committee**

Malick mentioned the Advocacy & Business Development Committee had met on Monday, Jan. 17<sup>th</sup>. He said the minutes from that meeting are included in Board packets. Malick continued by telling group that Levi had informed him there was additional money available from our DWP annual holiday decorating grant. Levi added that this grant money is nearly twice as much as last year. This year it is approximately \$5000. She continued by saying that approximately \$2700 is left and available to spend on such things as public outreach or needed trash bags. Malick told the Board a proposal for a new brochure was heard by the Committee, but they chose to use the money to buy trash bags due to the City no longer providing these to our BID. All agreed this would be best. **Lee made a motion to use/spend any unused money from the BID's annual DWP holiday decorating grant money to purchase trash bags for our trashcans. Cassella seconded the motion. The motion carried unanimously.**

Malick said that the Committee had discussed replacing our Theater Row banners with medallions, as per Levi's recommendation. Levi added that the banners are quite faded and the permit for them has expired and cannot be renewed. Levi added that costs and proposed designs would be forthcoming. **Malick made a motion to approve moving forward with replacing current Theater Row banners with permanent medallions, although depending upon final design and costs. Anabel seconded the motion. The motion carried unanimously.**

**VIII. 2011 Annual HMD BID Planning Report Approval**

Groeper mentioned to the Board that last week Levi had emailed all of them the 2011 Annual Planning Report for the Hollywood Media District BID. He said the report was attached to her message. Levi added that this report is required each year and it is very similar to last year's report. Geller had a copy and passed it around for others to look at. Levi said there will be some rollover money from last year and clarified several budget items. **Malick made a motion to approve the 2011 Annual Planning Report for the Hollywood Media District BID as prepared by Susan Levi. Thorne seconded the motion. The motion carried unanimously.**

**IX. Susan Levi & Associates, Inc. Contract Renewal Approval**

Levi said this item was mistakenly put on the agenda. She said she does not have an annual contract with the BID, and it is on a month-by-month basis.

**X. Board Member Info and Reference Packets Handout**

Omahen handed out spiral bound information for the Board of Directors. It included general information about the Media District, the organization's bylaws, and reference and contact info.

**XI. New Business**

**a. Pending litigation regarding GWHFC feeding program**

Cassella told Board she had spoken with David Bass and he indicated to her that litigation regarding the GWHFC's feeding program at corner of Romaine and Sycamore is moving forward. Parker added that the LAPD is committed to continue working with our BID Security Patrol to address homeless issues. He added that it is very important that everyone keeps communicating with one another.

**XII. Meeting was adjourned at 4:50pm**



## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on February 24, 2011**

**Musicians Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Cassella, M. Chait, Geller, Groeper, Mahoney, Maldonado, Malick, Moore, Parker, Scane, Thorne

**Board Members Absent:** I. Chait, Howard, Kitaen, Lee, Loverro

**Staff and Guests Present:** Esparza, D. Reed (UPS), Levi, Omahen  
S. Romano and Rena Oso (HBT)  
Nessa Gordon-Fink (Quixote)

**XII. Call to Order** – Meeting called to order 3:15pm

**XIII. Introductions**

Groeper introduced Nessa Gordon-Fink from Quixote. She introduced herself and said that she was attending for Board Member Jordan Kitaen.

**XIV. Public Comments**

No public comments.

**XV. Approval of 01.27.11 Meeting Minutes**

Minutes of 01.27.11 Board of Directors meeting read and reviewed by Board and those attending. Romano asked for one correction as follows: She (Romano) also mentioned that HBT would like to start buying trashcan liner bags from ~~Home Depot~~ Costco. She said if HBT buys these from the City they cost 50 cents each, but they can get a bag comparable to this at ~~Home Depot~~ Costco for only 20 cents each. **Parker made a motion to accept the minutes with corrections. Thorne seconded the motion. The motion carried unanimously.**

**V. Cleaning & Safety Committee**

**c. Committee Report**

Groeper mentioned that the Cleaning & Safety Committee had met on Tuesday. He said most of this meeting's agenda concerns what was discussed at that Committee meeting.

**d. UPS Security Report**

Capt. John Irigoyen was not able to attend and sent Sergeant Damien Reed. Reporting for Irigoyen, Reed mentioned that their security report was included in the Board's packet. He continued by saying there has been ongoing problems associated with the Adult Book Store at the strip mall where the Security Office is located. Groeper asked if there had been any improvements to the corner and around Donut Time. Reed responded by saying that since changes have been made to the strip mall at the corner of Highland Ave. and Santa Monica Blvd. there has

been less suspicious activities around Donut Time. Levi added that the City's Attorney's office is still moving along with abatement proceedings regarding the strip mall. Also, Reed mentioned there continues to be problems associated with homeless coming to the feeding program at corner of Sycamore Ave. and Romaine St.

**e. Security Patrol office staff lockers**

Groeper asked Board to refer to information in their packets regarding lockers. He said on Tuesday the Cleaning & Safety Committee had discussed buying 16 single new lockers at a cost of \$1250. Malick asked why we need new lockers. Levi responded by saying that the lockers that are at the Security Office now have been there for a very long time and many of them are broken. M. Chait asked if used lockers would be less expensive. Levi said that used lockers are less available and that she had included in the Board's packets information about some new, slightly damaged lockers. It was mentioned that these lockers were all different sizes and would not work that well for the security staff. Levi asked group about the color and most agreed that gray was preferred but decided to let the security team decide. **Scane made a motion to buy the 16 new lockers as indicated in the handout, at a cost of \$1250. Malick seconded the motion. The motion carried unanimously.**

**f. HBT Report**

Sharyn Romano distributed an HBT report regarding number of bags of trash collected and amount of graffiti painted out.

**g. Purchase of new green metal trashcans and lids**

Romano had also handed out a survey report on the number of and the condition of our BID's green trashcans. She mentioned that this survey report had been discussed at the Committee meeting on Tuesday. Levi told group that we have trashcans with doors and without doors. She continued by saying that the trashcans with doors have created most of the problems because the hinges and latches on the doors break. Levi also said 13 trashcans are missing and 2 had been badly damaged from burning. She continued by mentioning that many lids and some inner plastic containers are missing. Levi asked Board to refer to the price quote for 15 new trashcans and 21 new lids included in their packets. Parker told group that he had thought that perhaps his company could make new lids, but after more consideration he said it may not be that much cheaper and it would be some time before this could be done. He recommended purchasing the new lids. Groeper and all thanked Parker for considering doing this. Levi reviewed quote from Keystone Ridge Designs, and said new trashcans without doors cost \$732.35 each and lids are \$90 each. She added that Keystone Ridge is offering free shipping during the month of February, which is a substantial cost savings. Scane asked about welding the doors on other trashcans permanently closed. It was mentioned that this would come later and that we would need to find a welding company that would have a portable welder to go weld the doors on the trashcan where they are on the street. Groeper mentioned Hollywood Welding may be a possibility and that we need to contact them. Mahoney asked if the welding company could attach cables or chains

to the lids so the lids would not be taken. Parker responded by saying this would be considered, but we will need to discuss this with the welding company. Levi added that she had asked HBT if they could bolt the trashcans to the ground, and referred to Romano's price quote of approximately \$2500 to do this. She also added that Romano said the new inner plastic trash containers could be purchased at Home Depot. Romano said for the 9 new replacement inner cans the cost would be about \$256. Mahoney asked about the BID's Adopt-A-Baskets and Levi said we could get 10 new ones at no cost. She asked Omahen to follow through on this.

**Mahoney made a motion to buy, as per Keystone Ridge Design's quote, 15 new trashcans and 21 new lids at a total cost of \$12,875.25. Also included in Mahoney's motion was to pay HBT, as per Romano's quote, \$2534.99 to bolt down trashcans, and to pay HBT \$256.77 to purchase new inner trashcan containers. Also included in Mahoney's motion was to further consider welding all trashcan doors permanently closed once a welding company is selected and a quote is given. Cassella seconded the motion. The motion carried unanimously.**

#### **h. Replacing dead, dying, missing street trees**

Romano mentioned there was a revised tree report and it was included with handouts to Board Members. She said that they have identified 31 locations where trees are missing, dead, or dying. Romano continued by telling group that the cost for replacing these 31 trees would be \$3834.82, and added that this includes everything needed. Romano was asked if this included leaning trees and she responded by saying no and the handouts have information concerning these. She said there are 13 leaning trees as per their report and these they recommend for replacements at a total cost of \$3299.10.

Regarding new tree locations, Romano said they have identified 9 locations east of Highland Ave. but they all would require concrete cuts at a total cost of \$3233.19. She continued by saying that they also identified 27 new locations for trees west of Highland Ave. and these too would require concrete cuts at a total cost of \$10,935.97. Romano mentioned that concrete cuts cost \$200 each. She also mentioned that there are 105 trees along Highland Ave. within the boundaries of the BID. Parker asked about other secondary street locations and Romano said that they have been included on the list. Groeper questioned Romano as to how they determined where the new locations would be, with Romano responding by saying that they had to consider many factors. Groeper continued by asking if City permits would be required and permissions are needed from property owners. Romano responded by saying that permits are required and if a property owner opposes a planting of a tree in front of their property then we may not be able to do so. She said that the final total number of new trees planted may be less than originally proposed as per the list. Levi said if we wait for grant money, which included concrete cuts, there would be substantial savings for the BID. Mahoney asked if the Brisbane Box tends to lean, with Romano responding yes if they are not staked correctly and maintained. Mahoney continued with asking if we should consider an alternative tree, and Romano said she would look for another comparable tree. Groeper mentioned that if soil conditions are not solid enough that might add to

trees leaning. Thorne asked about Crepe Myrtle trees and Romano said these trees are rather small and will not mature to provide shade. Parker mentioned that the City often plants the Crepe Myrtle because they do not get large, and many locations such as under overhead lines are a problem. Parker continued by asking about how types of trees are chosen to plant, and Romano responded by saying the tree is considered as when it is mature and whether it's trunk size and roots will damage sidewalks. Levi asked Romano about adding decomposed granite to the BID's tree wells, and it was mentioned that many wells are a trip hazard without this. Romano told those attending that decomposed granite will wash away in time even if stabilized. She added that decomposed granite is costly, and she referred to the list and said it would cost \$3622.50 to do 105 wells.

**Mahoney made a motion to accept HBT's quote for \$3834.82 for replacing missing/dead/dying trees, with consideration given to selections of alternative trees to the Brisbane Box. Malick seconded the motion. The motion carried unanimously.**

**Mahoney made a motion to accept HBT's quote for \$3299.10 for replacing leaning trees, as per HBT's report. Cassella seconded the motion. The motion carried unanimously.**

**Mahoney made a motion to further consider HBT's quotes for planting new trees, as per HBT's report, when grant monies become available. Malick seconded the motion. The motion carried unanimously.**

**Mahoney made a motion to further consider HBT's quote for \$3622.50 for adding decomposed granite to 105 tree wells, as per HBT's report. Malick seconded the motion. The motion carried unanimously.**

#### **VI. Advocacy & Business Development Committee**

Malick mentioned the Advocacy & Business Development Committee needs to hold a meeting. Mahoney asked who were the Committee members, and Omahen referred him to the list, which Mahoney read to group. Malick asked if Tuesday, March 15th, beginning at 11:30am would be good for this next Committee meeting with location to be determined. All agreed upon this. Omahen said he would follow up with confirming location and sending out Committee meeting announcement.

#### **VII. Tim Mahoney appointment as Assistant Treasurer**

Groeper mentioned that since Mahoney had given up his title as 2<sup>nd</sup> Vice President, Mahoney was not able to be a check signer. Groeper continued by saying that if Mahoney agrees, he could be appointed to be Assistant Treasurer and thus qualify as per Bylaws to be a check signer. Mahoney agreed and accepted. **Cassella made a motion to appoint Tim Mahoney as Assistant Treasurer of the Hollywood Media District BID. Malick seconded the motion. The motion carried unanimously.**

**VIII. New Business**

There was no new business.

**IX. Meeting was adjourned at 4:15pm**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on March 24, 2011**

**Boys & Girls Club of Hollywood, 850 N. Cahuenga Blvd., Hollywood CA**

**Board Members Present:** Anabel, Cassella, M. Chait, Geller, Groeper, Howard, Mahoney, Lee, Loverro, Maldonado, Malick, Parker, Scane, Thorne

**Board Members Absent:** I. Chait, Kitaen, Moore

**Staff and Guests Present:** Esparza, Irigoyen, Levi, Omahen  
David McKeever (Fringe Festival)

**I. Call to Order** – Meeting called to order 3:15pm

### **II. Introductions**

Groeper introduced David McKeever from the Fringe Festival. McKeever continued by saying that he is one of the producer of the Festival and here representing the event. He said the Festival is spread out throughout Hollywood and extends from Franklin to Melrose and from LaBrea to Gower. He mentioned that last year's Festival had 800 performances and included local theaters, cafés, and many other locations but they have no limitations or boundaries. Groeper asked where most of the venues were and how the Media District's Theater Row had been involved. McKeever responded by saying that all of the theaters along Theater Row had been venues and that they will be doing so again this year. McKeever said they have a website and that anyone interested in participating can go to the site to register a performance or venue. He continued by saying that their system for registering is self-help online and open to all. Also, he mentioned that they want to make the Fringe Festival as diverse as possible and without many guidelines or restrictions. Parker asked if there would be many participants from last year returning again this year. McKeever responded by saying that perhaps up to 75% of last year's participants will be returning and their hoping for even more. He added that the event is still a few months away and that the number of participants will certainly increase. McKeever went on by saying the event is adding more components this year and many will be family-friendly. Parker asked fellow Board Member Matt Chait what he had thought of last year's Festival. Chait responded by saying that he was very pleased with last year's Fringe and it was fun and very energizing. McKeever added that they intend to schedule more pre-performances this year to get a better buzz going prior to the Festival officially beginning in June. Groeper asked if publicity for last year's event was adequate. McKeever responded by saying that they did the best they could with what resources they had, and that for this year additional support would certainly help. Levi asked if all the theaters in the Media District's Theater Row would be participating again this year. McKeever answered that they all would be participating again. He said they are trying to build a community around the arts.

Parker asked McKeever what they want from the Media District. McKeever answered by saying he would like to see the event and the industries in the area connect better with each other. Parker said that his business and many other media businesses in the area do have connections with students and have interns. Chait mentioned there were no street performances last year and asked if there will be any this year. McKeever responded by saying that this year there will be an outdoor tent set up along Santa Monica Blvd. Also he added that from this tent they would be sending out people with a button identifying them as participants of the Fringe. He added that this button will also be offered to all participants and is good for discounts being offered by local participating businesses – mostly restaurants and cafés. Parker mentioned that his business and many other media businesses in the area hold an annual trade show during the month of June and asked if the Fringe would possibly be in conflict with this. The general responses from other Board Members was that it wouldn't. Groeper thanked McKeever for coming to the meeting and McKeever left. Levi said the Board needs to decide upon approving or not approving the Fringe Festival's 2010-11 grant application, but this was not an action item on the agenda. All agreed that this matter would be on the next Board meeting's agenda and that it would be addressed at that time.

### **III. Public Comments**

No public comments.

### **IV. Approval of 02.24.11 Meeting Minutes**

Minutes of 02.24.11 Board of Directors meeting read and reviewed by Board and those attending. **Parker made a motion to accept the minutes. Thorne seconded the motion. The motion carried unanimously.**

### **V. Security Report**

Capt. John Irigoyen reported that there had been a fight at the 7-11 and his officers were somewhat involved in detaining the instigator of the fight. He added that this was the first time his officers had to pull their batons, but fortunately the fight did not escalate to a point where they had to use them. Irigoyen said that no one was injured or

hurt, and that the PD was called and they quickly responded. Irigoyen also mentioned

that there was an incident at the X-Spot adult bookstore, and PD was called and they took the suspect away. Irigoyen told the Board that his new female officer is doing very well and she had helped apprehend a burglary suspect. He added that she was not hurt and that the PD came and took suspect away. Irigoyen said they have the new lockers for their office and that they are very good. He thanked the Board for approving their purchase.

### **VI. Cleaning & Safety Committee**

Levi informed the Board that the BID's new trashcans have been ordered and that they will be delivered in mid-May. She also mentioned that the new Adopt-A-Baskets from the City have been requested and they should be put out very soon. Omahen added that the door welding of the existing BID trashcans will be done at the around

the same time when the new trashcans are put out. Levi added that we have not selected a welding firm, but will have one soon and a cost estimate for the work.

## **VII. Advocacy & Business Development Committee**

### **a. Media District Grants Program**

Levi told Board Members that the current deadline for our 2012 grant applications is April 1<sup>st</sup>, and asked if that could be extended to June 1<sup>st</sup>. All agreed and by consensus the 2012 deadline was moved to June 1<sup>st</sup>. Levi continued by telling the Board that all the 2010-11 grant payments have been set out to those awarded grants. She added that the awarded and paid amounts were the same for 2010 and now again for 2011. Mahoney asked what grants were given. Levi responded by saying this year's grants were given out again to the Boys & Girls Club, LACERS Afterschool Programs, Hollywood Police Activities League, and the Blank Theater, all for \$2500 each, and LAPD Hollywood Division again received \$1000 for their annual National Night Out event. Mahoney asked about the budget for our grants and if there is a surplus of money. Levi responded by saying that there is, but we don't want to deplete all of it. Mahoney said if there is a surplus of money then the Board should consider increasing grant award amounts for 2012. Parker said if there is surplus money, then we should also see if there is anything the BID wants or needs. Levi responded by saying the Executive Committee may want to discuss this matter. Groeper asked if HBT should be considered for an increase to their contract. Levi answered by saying that HBT has not had an increase for some time and that an increase would be good and is due. Cassella mentioned that perhaps a bonus-type of payment to HBT could also be considered. Malick said that the Committee can discuss all this at their next meeting.

### **b. Media District letters of non-support regarding Social Recycling Center**

Cassella said that some time ago the recycling center had moved into the CVS back parking lot, and over the years it has become a nuisance for the entire area. She also mentioned that the operators of this center had once operated a similar center located on Cahuenga Blvd. near Melrose Ave. She added that they did not have City permits to do this and along with public protest they were forced to close. Cassella said that after they had closed down their operation on Cahuenga Blvd. they reopened their current operation in the parking lot of CVS. Cassella continued by saying that the gentleman who operates the recycling center has on many occasions given different people different information, and often he has given false information regarding their operation and their permits. She said that letters of opposition to the center are being accumulated, and she will be compiling these and submitting to Councilmember LaBonge's office. She added that the operator of the center had gone to the Central Hollywood Neighborhood Council and asked for their support. Geller added that we should also draft a letter to the CVS property owner concerning this matter. All Board Members agreed. Lee added that we need to be very tactful in this matter concerning one of our BID property owners. Maldonado said he just does not understand how this center can continue to operate given they have no valid permits and given all the problems they have created in the area. Cassella said the recycling center is not in compliance with the City and she is recommending the Board approve the letters of non-support. Omahen also



mentioned that he is gathering signatures from nearby businesses on a petition of non-support.

**Cassella made a motion to approve the letters of non-support of Social Recycling Center's application for a conditional use permit to City Planning Department, Councilmember LaBonge, the Central Hollywood Neighborhood Council, and the property owner. Scane seconded the motion. The motion carried unanimously.** Cassella said she would be submitting letters to Councilmember LaBonge's office.

- c. Media District letter of support regarding proposed shopping cart ordinance**  
Groeper distributed copies of information regarding the City's newly proposed shopping cart ordinance. Discussion followed pertaining to what the new proposed ordinance is and what businesses will it affect. It was mentioned that the new ordinance would only affect new businesses with six or more shopping carts. All existing businesses will not have to comply with new ordinance when/if it is approved by City Council. Levi mentioned that currently police cannot remove shopping carts from public streets and sidewalks that contain items belonging to homeless people. **Mahoney made a motion to approve the letter of support of the City's proposed shopping cart ordinance. Cassella seconded the motion. The motion carried unanimously.**

#### **VIII. Concept regarding a Theater Row Festival or Event**

Groeper mentioned he had asked this item to be on the agenda. He asked M. Chait why the BID doesn't have our own event or festival. Groeper added that a festival would help promote the Media District and we could possibly get grants to help finance it. Chait responded by saying that a festival is a major undertaking and takes a great deal of work and time to organize. Groeper said that most of the Fringe Festival's venues are outside our BID. Chait mentioned that this year's Fringe Central will be in a tent and it will be located within the Media District BID. Thorne added that the Fringe Festival is just the month of June, and our BID needs something that would be more all year around. Groeper said he is not necessarily referring to a festival, but perhaps a weekend-type of event. Malick said that the organizational logistics would all have to worked out, and he added this could be further discussed by the Advocacy Committee.

#### **IX. New Business**

Anabel mentioned that at last months Business Watch SLO Washington said that Ted Landreth and the Greater West Hollywood Food Coalition was considering buying and moving into the old Rubber Stamp building on Santa Monica Blvd. Cassella responded by saying that this was mostly a rumor stemming from discussions she and Parker had with Landreth during their mitigation meetings. She added that this was only mentioned at these meetings and was only a suggestion for Landreth to find a permanent location to operate his program out of. Parker agreed with Cassella by saying there was only some general discussion regarding the old Rubber Stamp building being taken over by Landreth's organization, but nothing ever became of the idea. Malick added that he had talked to the owner of the old Rubber Stamp building and there is no chance of anything becoming of this idea.

Mahoney said the Federal Secret Service raided the building two or three weeks ago. It was mentioned that possibly counterfeiting was being done there.

**X. Meeting was adjourned at 4:30pm**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on April 28, 2011**

**Musician's Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Cassella, M. Chait, Geller, Mahoney, Lee, Loverro,  
Malick, Moore, Parker, Scane, Thorne

**Board Members Absent:** Anabel, I. Chait, Groeper, Howard, Kitaen, Maldonado

**Staff and Guests Present:** Irigoyen, Levi, Omahen, Romano, Paul Lerner (Melrose Action),  
Nessa Gordon-Fink (Quixote), Michael Popwell (Crossroads Properties)

**I. Call to Order** – Mike Malick chairing, called to order 3:10pm.

### **II. Introductions**

Malick welcomed Nessa Gordon-Fink from Quixote and Michael Popwell from Crossroads Properties. Malick also welcomed and introduced Paul Lerner from Melrose community group.

### **III. Public Comments**

Lerner told those attending he is on the Board of the CHNC and Chair of their Public Safety Committee. He continued by saying that he is at this meeting because he's been involved with ongoing mediation with Ted Landreth and the GWHFC's feeding program located at the corner of Romaine and Sycamore. Lerner said he wanted to express to the BID's Board of Directors that he has become frustrated with the mediation and he does not believe it is going anywhere nor has anything really been achieved. He said it has been two years and the only progress is the hope of getting No Loitering signs up around the corner of Romaine and Sycamore. He continued by saying as a resident in the close-by area, the feeding program has affected his neighborhood negatively. Lerner mentioned that he has spoken to PATH asking them to provide their services, but many of the homeless individuals do not want help. He said that the situation has become worse and there have been a number of incidents stemming from individuals coming into the area for the feeding. Lerner said he, and speaking for all the residents, is fed up with the situation. He continued by saying that he was here to express his and his neighborhood's feelings. M. Chait asked what is the area Lerner is representing. Lerner explained that his neighborhood area is from La Brea to Fairfax and along Melrose.

### **IV. Approval of 03.24.11 Meeting Minutes**

Minutes of 03.24.11 Board of Directors meeting read and reviewed by Board and those attending. **Thorne made a motion to accept the minutes. Cassella seconded the motion. The motion carried unanimously.**

## V. UPS Security Report

Capt. Irigoyen reported that last night there was an incident involving a homeless man who was assaulted and beaten. Capt. Irigoyen said this occurred just across the street from their Security office, and his patrol officers saw the incident and went over and stopped it. LAPD was called and they responded. There were no serious injuries to the victim and those responsible were not arrested. Irigoyen mentioned that with the coming Summer and warmer weather, these incidents will increase. Levi asked if the victim was a transvestite. Irigoyen responded with yes. Capt. Irigoyen continued by saying that the X-Spot Adult Bookstore is the reason for many of these problems because it attracts transvestites to the corner of Santa Monica Blvd. and Highland. Irigoyen asked Board Members if they have security people, and if they could keep him informed of any problems in the area. Irigoyen mentioned that they have some new officers and they are being trained. Parker asked about the homeless and encampments near to his business and how much of the BID's security patrol time and attention is dedicated to this. Irigoyen responded by saying quite a bit. Parker told the group that the LAPD has been doing sting operations in his area on Mondays. Capt. Irigoyen mentioned that he has been subpoenaed and possibly another UPS officer for testimony in a murder case.

## VI. Security Office doors

Levi told Board Members that the front glass doors to the security patrol office at the corner of Santa Monica Blvd. and Highland are and have been falling apart. Also, she added that these doors are not locking properly and the glass might come loose and fall out. She continued by saying that the doors had been repaired last year, but at this time the doors just need to be replaced. Levi told the Board Members that because of the risk and need for urgency, she had asked Omahen to get several quotes for the replacements. She said that she had consulted with Groeper on this and it was decided to move ahead with accepting the lowest price quote of \$1775 from Commercial Doors for the replacement work. She mentioned that this quote was on page 7 of the Members' meeting packets. Levi added that a black-out window film for the new glass doors would also be needed, and Omahen had a quote of \$136 for that work. **Cassella made a motion to accept Commercial Doors price quote of \$1775 for the Security Office's new replacement doors and also for the \$136 for the film coating. Lee seconded the motion. The motion carried unanimously.**

Parker mentioned that the Security Office's outdoor signs on their building were badly faded and didn't look very good. Omahen said he would get some cost estimates for replacing the two signs and would bring that information to next Board meeting.

## VII. Security Cameras at Santa Monica and Highland shopping center

Mahoney explained to the Board that the idea of installing security surveillance

cameras at the shopping center where our Security Office is located had been discussed and considered. He continued by saying that 4 cameras would cover the outside parking lot and sidewalk areas. Mahoney continued by saying that he had one of his people from Hollywood Center Studios meet with the manager of the shopping center property, Steve Ladanyi, and they discussed the installation. He added that he would have his people install the cameras, but because his Studio is now very busy an installation could not happen for some time. Levi said the cameras would be tied into the existing camera system already in the Security Office. Parker asked where these new cameras would be pointed. Discussion followed regarding aiming the cameras to cover the entire parking lot and the area around Donut Time. Omahen mentioned that perhaps there could be some cost involved. Levi asked the Board if a \$1000 amount would cover any costs. Mahoney and others agreed that his would. **Geller made a motion to limit the costs for a four camera installation at shopping center to \$1000. Loverro seconded the motion. The motion carried unanimously.**

#### **VIII. HBT Report**

Romano told those attending that HBT has been very busy planting new trees. She added that they have purchased new plastic inner trash containers to replace ones that are damaged or missing. Romano continued by telling the Board that the BID's new green metal trashcans will be arriving in a few weeks and she will be working with Omahen to get them placed.

#### **IX. SoCal Recycling Center Update**

Cassella told those attending that the recycling center that was on Lillian Way next to Red Studios is gone. She said the City had denied the SoCal Recycling Center's application for a CUP to operate at that location. Cassella also thanked all for their efforts in helping close down this center. She continued by saying that in the short time since the center closed, the area is much better without the numerous individuals pushing shopping carts going to and coming from the recycling center. Chait asked if the reported public drunkenness and disorderly behavior in that area was by those who used the recycling center. Cassella responded by saying that now the area seems to have less of these individuals. Cassella continued by telling the Board that CVS had been very cooperative in the efforts to close down the recycling center. It was asked where did the recycling center go, but no one knew.

Parker asked if what was done regarding the recycling center might be applied to the feeding program. Cassella responded by saying that the recycling center was on private property and abatement was much easier, compared to the feeding program which is on public property.

#### **X. HMD New Trashcans**

Levi told the Board that she had gotten a quote from Hollywood Welding and one from Portable Welding out of Burbank. She said that the quote from Hollywood Welding was quite high compared to that from Portable Welding. Levi mentioned that Portable Welding's quote was included in the Board's packets. Parker mentioned that the green metal trashcans look very dirty, and he asked about cleaning them. Romano responded by saying that HBT does a cleaning of these trashcans once a month. Lee said that the

new trashcans should be put where it is most public. Mahoney said we should move forward with the welding and other work as per the quote from Portable Welding. Omahen mentioned that he did not have, and would not have a final dollar amount until the work is nearly completed. Levi added that after welding touchup aerosol paint would be also needed. She told the Board that Omahen had gotten a quote for the paint from Keystone Ridge for \$235. Malick said that from his additions from Portable Welding's quote, he thought the total costs would be around \$9000. **Moore made a motion to limit the costs for trashcan work and repairs to \$10,000. Geller seconded the motion. The motion carried unanimously.**

**XI. No Loitering Signage**

Levi told Board Members that at the last feeding program mediation meeting, Parker had given a personal check for \$500 to SLO Washington to pay for ten No Loitering signs for the vicinity of Romaine and Sycamore. She continued by saying this expense should be covered by the BID and recommended the Board reimburse Parker. Cassella added that she had spoken to the Producers Center and they would be willing to pay for three of the signs and would send an invoice to the BID. After some discussion of locations for the new signs and questions regarding potential graffiti on the signs, Romano said these types of signs usually come with a graffiti protective coating and can be easily cleaned. **Lee made a motion to reimburse Mike Parker the \$500 cost for the new No Loitering signs. Loverro seconded the motion. The motion carried unanimously.**

**XII. HMD Property Owners' Assessments**

Levi explained to the Board that it is the time of year to consider an increase or no increase to the BID's property owners' assessments. Levi was questioned as to the status of the BID's budget and finances. She responded by saying at this time all seems to be OK. The question was asked if a decrease would be considered. Levi responded by saying that this would not be a very good idea because of uncertain fiscal demands that may arise. Malick said we should not increase the assessments. **Thorne made a motion to not change or increase the BID's property owners' assessments for the next year. Loverro seconded the motion. The motion carried unanimously.**

**XIII. Fringe Festival's 2010-11 Grant Application**

Malick asked if all other 2010-11 grants have been approved and paid out. Levi explained that all have been and this is the last remaining one to be decided upon. Cassella mentioned that last year the HMD did not give any grant money to the Fringe Festival. Chait added that the Fringe Festival is an important event for Hollywood and much of it will be taking place within the BID's boundaries. Chait continued by saying that the Board had approved and given The Blank Theatre a \$2500 grant last year and again for this year. Thorne mentioned that The Blank Theatre's grant application was for The Living Room Series which is done at the theater within the BID. The question was asked if the HMD would be able to have a sponsorship ad in the Fringe Festival's program. Chait said the program is more of a booklet, and that he believes April 1<sup>st</sup> was the deadline to get an ad in it. Omahen added that the deadline may have been extended and he will check with the Fringe Festival organizers. Lee asked if the BID does get an ad in the booklet, that it emphasizes Theatre Row. **Chait made a motion**

**to approve a \$2500 grant to the Fringe Festival, with the condition of getting a sponsorship ad in their booklet, and if the BID does not get a sponsorship ad in the booklet, then approve a \$2000 amount for this grant. Mahoney seconded the motion. The motion carried unanimously.**

#### **XIV. New Business**

It was mentioned that the HMD's Security Office signs on the building at the corner of Santa Monica and Highland are badly faded and need to be replaced. Omahen responded by saying that he will get a few estimates for replacing the signs and bring them to the Board for consideration.

It was mentioned that the BID has a surveillance camera system in place and a very costly maintenance contract with Metro Video Systems to maintain the security cameras. It was also mentioned that we might consider moving some of these cameras to more needed locations such as the corner of Santa Monica and Highland. Mahoney asked if after five years we could review Metro's contract. Levi read from contract and confirmed that we could.

Malick asked Omahen if he would check with HBT about cleaning and possibly repainting our green metal trashcans.

Mahoney mentioned that the HMD needs some type of promotion and that an Advocacy Committee meeting should be called to discuss this.

Lee mentioned that the PAL's organization is looking for new board members. He asked the Board if anyone would be interested.

#### **XV. Meeting was adjourned at 4:30pm**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on May 26, 2011**

**Musician's Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, I. Chait, M. Chait, Geller, Groeper, Howard, Kitaen, Lee, Malick, Parker, Scane, Thorne

**Board Members Absent:** Cassella, Loverro, Mahoney, Maldonado

**Staff and Guests Present:** Irigoyen, Levi, Omahen, Sharyn Romano and Rena Oso (HBT), Nessa Gordon-Fink (Quixote), Michael Popwell (Crossroads)

**I. Call to Order** – Groeper called meeting to order at 3:15pm.

### **II. Introductions**

Groeper welcomed Michael Popwell from Crossroad of the World.

### **III. Public Comments**

There were no public comments.

### **IV. Approval of 04.28.11 Meeting Minutes**

Minutes of 04.28.11 Board of Directors meeting read and reviewed by Board and those attending. **Thorne made a motion to accept the minutes. M. Chait seconded the motion. The motion carried unanimously.**

### **V. UPS Security Report**

Irigoyen told those attending his security report was included with the packets. He said there have been some new people loitering and causing problems near the intersection of Highland and Santa Monica Blvd. He mentioned that some of these problems have been at the construction site of the new Walgreens. Irigoyen continued by saying that there is quite a bit of activity between 5:30pm and 8pm near the intersection of Sycamore and Romaine, and recently there was a fight. Irigoyen mentioned that UPS has offered and sent a few extra patrol officers to his office at no cost to the BID. He said that he will be training these new officers, and then they will be going elsewhere. Irigoyen also said that he has an extra officer on Friday and Saturday mornings. Levi added that the BID's budget currently does not allow for additional permanent officers or overtime. Lee mentioned that he saw a man near Lexington and Highland with something that looked like a shoeshine box. Irigoyen said that they are familiar with this man and that he has not caused any problems. Parker asked if there have been less problems in and around the area where the recycling center on Lillian Way had been. Irigoyen responded by saying the area has improved and there are fewer transients on the streets.



## **VI. HBT Report**

Romano told the Board that HBT has two tree planting projects for the BID, but they have not yet received the trees. She also mentioned that they have not gotten approvals from the City for the plantings, nor has the City yet approved their requests for concrete cuts. Romano said that Omahen and she had met at the intersection of Highland and Santa Monica to discuss possible locations to plant trees. She also said they discussed the poor condition of the plants in the BID's large concrete pots and the need to replant. Romano said that people sit on and even in the pots and this destroys the plants. M. Chait asked if some small barrier fencing could be put around the plants to protect them. Levi said that she was familiar with this type of problem, and that there is very little that can be done to prevent damage to the plants. Romano said many people are sitting on the pots because the Media District benches at bus stop in front of Donut Time were removed. Parker added that any type of fencing that might injure anyone could be a problem as well. Parker also suggested moving the plants to the center of the pots so that people just sitting on the edge of the pot will not crush them. Levi asked Romano to price out some small barrier fencing and report back to the Board. Romano reported that so far this month 1557 bags of trash have been collected and 3000 sq. ft. of graffiti has been painted out. Romano also mentioned that HBT has not had a cost of living increase for the past two years, and she would be bring this matter up at the next Committee meeting.

## **VII. Update on HMD trashcans**

Omahen reported that all 15 new trashcans and the 21 new top ring lids have been installed. Omahen mentioned that there are now a total of 73 Media District trashcans located throughout the BID. He also said that Burbank Portable Welding has completed welding all the old trashcan doors permanently closed, chaining the lids, and bolting all cans down. Omahen also said that the Media District's logo signs have been attached to all cans. He mentioned that the cost was below the Board approved \$10,000, with a final total cost of \$9,850 for all work done.

## **VIII. Security Office signs**

Groeper mentioned that at the last Board meeting Parker had brought to the Board's attention the poor condition of the Media District's Security Office signs on the front and side of the building they're in. He also mentioned that in the Board packets there were a few estimates for replacing these signs. Some comments were made regarding the need to replace the signs. Levi said that we must look at the budget for the rest of the year before making any decision on this matter. Omahen added that he would be receiving more cost estimates for replacing and possibly repairing the electrical lighting in the signs.

## **IX. HMD Annual Meeting/Party**

Groeper mentioned that there has been some thought and consideration given to moving this year's annual meeting and party from atop Iron Mountain to the Musician's Union auditorium. Scane asked if Iron Mountain would not be available. Groeper responded by saying Iron Mountain is available, but there is no handicap or wheel chair access to the roof. He also added that the logistics of having the party on the roof are very difficult. Groeper continued by saying that Amie Moore has left the Musician's

Union and also she has resigned from the Board, but she had offered the Musician's Union auditorium before she left. It was mentioned that this annual event had once been held at Red Studios and perhaps that, or another location, could be considered. Parker added that the Iron Mountain rooftop location has been very popular and successful in the past. Parkers also mentioned that he would check at Mole Richardson if a space could be made available for the event. Malick asked Omahen to look into the various possible locations and report back to the Board. Levi mentioned that the proposed dates for the event were Sept. 22<sup>nd</sup> and 29<sup>th</sup>. She added that Sept. 29<sup>th</sup> is Rosh Hashanah and may not be a good date. All agreed, and said that Thursday, Sept. 22<sup>nd</sup> would be better. Levi also added that Council Member LaBonge has confirmed his availability to attend on the 22<sup>nd</sup>. **Malick made a motion to tentatively schedule the BID's annual meeting and party for the evening of Thursday, Sept. 22<sup>nd</sup>. Malick also moved to instruct Omahen to look into any other possible locations for this event. Parker seconded the motion. The motion carried unanimously.**

#### **X. Parking Petition, Highland Ave.**

Groeper told the Board that he had attended a meeting with Ferris Wehbe and several others to discuss time limits on parking meters along Highland Ave. Groeper said Wehbe was very upset about how the City has set 1-hour time limits and that Wehbe wanted there to be 2-hour limits on the meters. Lee added that he agrees with Wehbe that there should be 2-hour limits, not 1-hour time limits. Groeper mentioned that petitioning the business owners along Highland would be necessary to change the time limits, and that Omahen could help with this. Parker asked if this would involve the proposed reverse parking lane along Highland for rush hour. Groeper responded by saying that he has talked to Council Member LaBonge and Jeannie Shen from the DOT about this proposal, and was told that traffic studies have been done that do not support this parking lane reversal idea. M. Chait mentioned that Santa Monica Blvd.'s Theatre Row area would benefit with a 2-hour or even a 3 or 4-hour limit. Groeper asked Omahen to follow up with Chait by getting information on how to go about changing parking meter time limits along Santa Monica Blvd. **Lee made a motion to support a 2-hour parking meter time limit for sections of Highland Ave. that are within the BID. Anabel seconded the motion. The motion carried unanimously.**

#### **XI. HMD Budget**

Levi asked the Board to refer to budget info included with their packets. She mentioned that the BID's security officers have not had an increase for some time and it would be time to do this. Levi also mentioned that HBT has asked about an increase, but she recommended deferring this until next year. Levi added that Omahen's salary was increased by 5%. Malick asked if the State is paying their assessments. Levi responded by saying they have not been paying for the past 3 to 4 years. Malick also asked about the Metro Video Systems contract and if that could be reduced. Levi said that the equipment is getting older and most likely will need more maintenance, not less. Although, Levi added that she has talked to Metro Video and they have agreed to reduce the BID's monthly maintenance fee. Chait said that if a camera is not working the public does not know this, and it still would be a deterrent. Parker told the group that they have not had much information about the cameras or their maintenance. Omahen said last year he had requested a report from Metro Video and there was quite

a bit of work done. It was mentioned that LAPD has never reported as to how effective the cameras are. Malick asked Levi if the Board needs to vote on the general budget for the rest of the year. Levi said that the Board does need to vote on the general budget and on staff increases. **Malick made a motion to approve the general budget for the rest of the year and approve the increases for security officers and Omahen. Thorne seconded the motion. The motion carried unanimously.**

**XII. Meeting was adjourned at 4:30pm**

# **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on June 23, 2011**

**Musician's Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Cassella, M. Chait, Geller, Groeper, Lee, Loverro,  
Maldonado, Malick, Parker

**Board Members Absent:** Anabel, I. Chait, Howard, Kitaen, Mahoney, Scane, Thorne

**Staff and Guests Present:** Irigoyen, Levi, Omahen, Rena Ozo and Jeff (HBT),  
Nessa Gordon-Fink (Quixote), Michael Ankney (Musicians  
Union)

**I. Call to Order** – Groeper called meeting to order at 3:12pm.

## **II. Introductions**

Groeper welcomed Michael Ankney from the Musicians Union and asked all attending to introduce themselves. Ankney told those attending that he is an assistant to the President of the Musicians Union and is involved with referral services and live performances. Groeper told the Board Members that due to Amie Moore's resignation there is a vacancy on the Board, and he thought it would be good to extend an invitation to the Musicians Union to fill it. Groeper asked Ankney if he had any questions, and he had none at this time. Omahen added that after the meeting he would give Ankney a Board Member's manual.

Parker asked if David Bass would be attending. Omahen responded by saying that Bass had phoned him and was delayed in San Francisco, and he will not be able to attend.

## **III. Public Comments**

There were no public comments.

## **IV. Approval of 05.26.11 Meeting Minutes**

Minutes of 05.26.11 Board of Directors meeting read and reviewed by Board and those attending. **Geller made a motion to accept the minutes. Malick seconded the motion. The motion carried unanimously.**

## **V. UPS Security Report**

Irigoyen told those attending that the operators of the recycling center that had been located on Lillian Way have now reopened another recycling center on the Arena's property. Cassella mentioned that this is Gene La Pietra's property and perhaps he is not aware of the history and problems with the operators of this center. Cassella also added that the center most probably still does not have the proper permits to operate. A brief discussion followed with agreement that La Pietra should be contacted. Levi asked if she should call La Pietra and all agreed. Chait added that he believes there is

not a connection between the feeding program and the recycling center, and he would not support any abatement attempt concerning this matter. Loverro mentioned that when the recycling center was on Lillian Way it was a nuisance and did create many problems for the area. Irigoyen continued by saying that summer will be busier and that the X-Spot Adult Bookstore continues to be a problem. He added that the employees of the bookstore are not very cooperative or helpful when there are problems with their customers hanging around outside. Irigoyen continued by telling the Board that there was an accident at the Television Center Studio when a window washer had fallen and he was killed. Capt. Irigoyen mentioned that he has been asked to be interviewed by David Bass in regard to the GWHFC's feeding program at the corner of Sycamore and Romaine. Levi added that the Advocacy Committee had discussed this matter and legal council was recommended. Parker asked if the new No Loitering signs that have been put up are making a difference. Irigoyen responded by saying that he is not certain about this. Parker asked about the BID's liability pertaining to our UPS security patrol officers going onto private property. Irigoyen mentioned that if the property owner has given them permission to do so and they are asked, the patrol officers will go onto or into a private property. Levi said that the liability goes back to our contractor, Universal Protection Services. Geller added that he would think the Media District would not be liable if there was an issue or incident.

#### **VI. HBT Report**

Jeff, the HBT arborist, told those attending that Sharyn Romano was not able to attend today's meeting. He continued by telling the Board that there had been some problems with the irrigation systems for the Highland Ave. medians. He said that because the control boxes were not locked, someone had gone onto the median and turned off the water. Jeff said that now the water has been turned back on and they have trimmed out the dried bushes. He mentioned that they would do a full report concerning this matter. Levi asked when the report is ready, to let her know so a Cleaning and Safety Committee meeting can be scheduled. Rena asked about getting paint for painting out graffiti on the fencing at corner of Romaine and Seward. Geller responded by saying that he is working on this and he will let Omahen know when he has the paint.

#### **VII. Advocacy and Business Development Committee Report**

Malick began by telling the Board Members that the Committee had reviewed and discussed all the 2012 grant applications. He mentioned that the application from Step Up On Second is for Michael's Village, and it is located outside the BID's boundaries. He said this application was not approved. Groeper added that sometime ago the Board had increased the total amount for grants to \$15,000, and the recommended and Committee approved grants do total \$15,000. Malick continued by mentioning that last year's grants were given to PALs, LACERs, the Fringe Festival, Boys and Girls Club, the Blank Theatre, and for LAPD's National Night Out. He added that there was one new application from the HeArt Program. Malick told the Board that the Committee recommends giving \$1000 to LAPD's National Night Out event, \$2000 to the Blank Theatre and to the Fringe Festival, and \$2500 each to the Boys and Girls Club, PALs, LACERs, and to the HeArt Program. **Parker made a motion to approve and give the Blank Theatre and the Fringe Festival \$2000 each; Boys and Girls Club, PALs,**

**LACERs, and the HeArt Program \$2500 each; and LAPD's National Night Out \$1000. Chait seconded the motion. The motion passed. Malick abstained.**

#### **VIII. Security Office Signs**

Groeper told those attending that our security office signs on the building are quite faded and look bad. He continued by saying that Omahen has gotten a number of price quotes to repair or replace them, and that the most reasonable one was from Ron's Signs. There was some confusion as to what was included in the quote. Geller asked asked Omahen to get more clarification as to what was included in pricing quote from Ron's Signs. Parker asked if the lighting in the signs ever did work, and Groeper said it had. Parker added that the lighting was important and he recommended it be repaired. Levi asked Omahen to contact Ron's Signs and get more information regarding the work that was quoted. **Parker made a motion to approve the price quote from Ron's Signs, and in addition, to accept a reasonable cost to have the electrical lighting repaired. Cassella seconded the motion. The motion carried unanimously.**

#### **IX. HMD Annual Meeting/Party**

Groeper told those attending that the Board needs to decide on a location for the BID's annual party. He mentioned that the Musicians Union is and tentatively booked for the Sept. 22<sup>nd</sup> event. Parker was asked if he had thought about hosting the event at Mole-Richardson. Parker responded by saying that the old Columbia College building could possibly work for this, but he needs to ask others in his company about it before he could give an answer. Parker was questioned about parking. He said there are a few places that he knows of that would work. Parker said he would let Omahen know next week about the possibility of hosting the annual party. Groeper asked Ankney if he could help with finding musical entertainment, and Akney said he would. Groeper also mentioned that Ferris Wehbe's new Next Door Lounge would hold about 150 people and asked if this location could be considered. It was asked if there is adequate parking, and the responses were that there is probably not but valet would be available. Geller added that he prefers an indoor-outdoor location for the event. Parker asked what were the major costs for last year's annual event. Levi responded by saying that it was the food and beverage, and the entertainment. Several of the Board Members mentioned that last year's food was not very good nor was it presented very well. All agreed that for this year's event it would be better to select a carterer. **Malick made a motion to hold the Media District's 2011 Annual Meeting/Party at Mole-Richardson, and if not available then hold the event at the Musicians Union. Cassella seconded the motion. The motion carried unanimously.**

#### **X. Replacing Board Member Amie Moore**

Groeper told the Board that he recommends Michael Akney be officially voted onto the BID's Board of Directors. All agreed. **Loverro made a motion to accept Michael Akney, designated representative of the Musician's Union at 817 N. Vine St., onto the Media District's Board of Directors for the remaining term of former Board Member Amie Moore. Lee seconded the motion. The motion carried unanimously.**

**XI. Theater Row Medallions**

Groeper told those attending that Levi had gotten two pricing estimates and asked all to look at them. He continued by tell the Board that the Advocacy Committee had went over these and they recommend the quote from Valerie Mitchell. Levi added that Mitchell is currently doing a proposal for medallions for the Arts District BID. **Malick made a motion to accept Valerie Mitchell's proposal to design the Media District's Theatre Row medallions. Groeper seconded the motion. The motion carried unanimously.**

**XII. Meeting was adjourned at 4:40pm.**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on July 28, 2011**

**Musician's Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Geller, Groeper, Howard, Lee, Loverro, Malick, Thorne

**Board Members Absent:** I. Chait, M. Chait, Kitaen, Mahoney, Maldonado, Parker, Scane

**Staff and Guests Present:** Irigoyen, Levi, Esparza, Omahen, Romano, Abraham Swaidan (Quixote)

**I. Call to Order** – Groeper called meeting to order at 3:10pm.

### **II. Introductions**

Groeper welcomed Abraham Swaidan from Quixote and asked him to introduce himself. Swaidan said he will be attending the Board meeting as Board Member Kitaen's representative, and mentioned that Nessa Gordon-Fink (Quixote) will longer be attending. Swaidan said that he is the Operations Manager for Quixote and Smash Box.

### **III. Public Comments**

There were no public comments.

### **IV. Approval of 06.23.11 Meeting Minutes**

Minutes of 06.23.11 Board of Directors meeting read and reviewed by Board and those attending. **Lee made a motion to accept the minutes. Loverro seconded the motion. The motion carried unanimously.**

### **V. UPS Security Report**

Irigoyen reported that officers on duty between 2pm and 11pm are having quite a bit of activity. He also mentioned that the LAPD Hollywood Division has been very responsive and are working well with our security patrol. Irigoyen continued by saying that David Bass had talked to him about incidents related to the feeding program, and that Bass may want to talk with him again. Howard asked what this was about, and Levi explained that there is a pending lawsuit that has been filed by David Bass representing The Producers Center. Levi explained that Bass was requesting incident reports from UPS that involved problems stemming from the GWHFC's feeding program. Levi mentioned that all information was given to Bass. Irigoyen continued by mentioning that the work has started on the replacement of their security office signs. Loverro asked about the helicopters that were circling overhead last week. Howard explained that there were four transients on top of one of their buildings trying to steal copper pipe, and that one of these people were apprehended while the other



three got away. Howard said there were several rumors regarding this incident, but the individuals were unarmed.

## **VI. HBT Report**

Romano told those attending that Rena Oso had fallen in the office and has a fractured arm bone, and she was out for a few days. Romano also said that Oso is now back, but she will not be working her regular schedule of driving their truck to pick up trash. Romano reassured the Board Members that the trash will continue to be picked up and any other service will continue uninterrupted. Groeper asked Romano to give Oso the Board's condolences. Romano reported that for the month of July HBT has collected 1216 bags of trash, removed 2838 graffiti tags, and removed 135 pieces of trash dumped on the streets in the BID. Romano told the Members that the 30 new street trees that were approved by the Board will be ordered, and the delivery should be next week. She said once the trees are received, they will begin planting and all will be in the ground by the end of August. Romano mentioned that the planting of these trees will not require concrete cuts, but the next 30 trees that will be purchased and that have been approved will, however the concrete cuts will be paid for through a grant. Romano asked about scheduling the next Cleaning and Safety Committee meeting, and Levi responded by saying they will have to talk.

Abraham Swaidan asked about cleaning up around the area, and mentioned that Quixote will be doing a clean-up very soon. He said if the BID needs any help anywhere to let him know. Romano said he could talk to her, and that HBT will also be working very soon with a local school on a clean-up. Swaidan said he would call her and follow up regarding this.

## **VII. HMD Annual Meeting/Party**

- a. Groeper mentioned that Omahen had met with Parker and toured location for annual event. Omahen told those attending that the event location is around the back of the building referred to as the old Columbia College building, and the party would be set up indoors and outdoors around to the back side of it. Omahen added that the building address is 925 N. La Brea Ave. Groeper continued by telling the Board that he had been to the Mole-Richardson building location on La Brea some time ago, and that we may need to do something to help attending guests find and identify it. Loverro added that in the front we could hang the welcome banner that he had made for last year's event. Groeper said that he would be meeting and talking to Parker about possible images that could be used for the invitation.
- b. Ankney reported that he has spoken to and would recommend Dean Mora with the Dean Mora Quartet to do the musical entertainment for the BID's annual event. Ankney said the Dean Mora Quartet plays jazz standards from the 1920s through the 1950s. Groeper mentioned that he has heard the music of the Dean Mora Quartet and said they are very good. Ankney continued by telling the Board that Dean Mora is available for the annual party on Sept. 22<sup>nd</sup> and the total cost would be \$1012.18, which includes a \$150 cost of providing a piano. **Loverro made a motion to use the Dean Mora Quartet for the musical entertainment for the BID's annual party, and the cost for this would be a total of \$1012.18. Cassella seconded the motion. The motion carried unanimously.**

- c. Groeper told the Board that Omahen has only gotten one cost estimate from Grub to cater the annual BID event, and questioned if more or others are needed before making a final decision. Levi said that other estimates from a few suggested eateries were given to us prior to last year's event and all but The Corner were very high. Levi also added that Grub had been selected to cater the BID's party three years ago and they were very good. Agreement from the Board was that The Corner, although their cost was reasonable, are not suited for catering such an event as the BID's. Groeper said reading from Grub's suggested menu, it seems a bit snackish and asked the Board if they think more meat selections are needed. Cassella mentioned that Grub does very good mini sliders and pulled pork sandwiches, said she believes the menu is OK. Omahen said the cost estimate from Grub was about the same amount as last year's cost from The Corner, and he will talk to Grub about perhaps having a few more meat items. Groeper referred to the meeting packet and read that Grub's quote is for \$2210.34, and that last year The Corner's cost was \$2436.00. Anabel added that Grub's quote has included the sales tax, but it looks as though the service charge and staffing are being taxed. Anabel asked Omahen to check on this and make sure we are not being incorrectly taxed. **Cassella made a motion to use Grub for catering the BID's annual party, and the cost for this would be a total of \$2210.34, with an adjustment in the correct tax charge. Malick seconded the motion. The motion carried unanimously.** Levi mentioned that the caterer does not provide a bartender and she will contact the one we had for last year's event.

#### **VIII. HMD Annual Board of Directors Elections**

Groeper said this is on the agenda now because there will possibly not be an August Board meeting. He continued by asking the Board to refer to the information in their packets regarding 2012 Board Member nominations and elections. Anabel asked about the committee and Levi read from packet info. Loverro asked about the duties of those on the Elections Committee, and Groeper responded by saying that mostly the committee would need to interview any new nominees. Loverro said he would volunteer to be on this committee. Malick added that he volunteers to be on this committee as well. Levi added that there needs to be one committee person that is not on the Board. Omahen mentioned that last year Jacques Massachi was the designated non-Member on the committee and that he will contact Massachi and ask him if is interested.

#### **IX. Meeting was adjourned at 3:45pm.**

## **Hollywood Media District BID Board of Directors Annual Meeting Minutes**

**Annual Meeting held on September 22, 2011  
Mole-Richardson Co., The Mole Stage, 925 N. La Brea Ave., West Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Geller, Groeper, Lee, Loverro, Maldonado, Malick, Parker, Scane, Thorne.

**Board Members Absent:** I. Chait, M. Chait, Howard, Kitaen, Mahoney.

**Staff Present:** Esparza, Irigoyen, Levi, Omahen.

**Guests:** Approximately 100 people – including property and business owners, and their guests. Also, LA City Council Member Tom LaBonge and LA County Supervisor Zev Yaroslavsky attended.

**I. Call to Order** – Meeting called to order 6:15pm.

**II. Introductions**

Board President Ron Groeper welcomed all for attending, also acknowledging BID's Board of Directors, John Irigoyen and the BID's Security Patrol, Sharyn Romano and the Hollywood Beautification Team, BID Executive Director Susan Levi and Operations Manager Jim Omahen, and others who generously support the BID. Groeper introduced host and fellow Board Member Mike Parker. Parker from the Mole-Richardson Co. thanked all for attending. Parker continued by acknowledging and thanking LA City Council Member Tom LaBonge for attending and for the Department of Street Service's work on repaving a very badly deteriorated Sycamore Ave. Parker displayed a before and after photo panel of the repaved street.

**III. Public Comments**

Council Member LaBonge spoke and thanked all those involved with the BID for helping make the Media District and Hollywood a better place for all. Larry Mole Parker was introduced, and he expressed that he was very pleased to host this year's Annual Meeting and Party at Mole Stage. Parker explained what they do at Mole Stage and demonstrated some lighting effects.

**IV. Approval of Minutes** – N/A

**V. Reception** – Guests were entertained with live music performed by the Dean Mora Quartet, and there was catered food done by As You Like It Catering.

**VI. Meeting was adjourned and reception ended at 9pm.**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on October 27, 2011**

**Musician's Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Geller, Groeper, Howard, Lee, Loverro, Mahoney, Thorne

**Board Members Absent:** I. Chait, Kitaen, Maldonado, Malick, Parker, Scane

**Staff and Guests Present:** Irigoyen, Levi, Esparza, Omahen, Romano, Abraham Swaidan (Quixote), David Ambroz (CHNC), Robert Campbell (The Sunshine Shack)

**I. Call to Order** – Groeper called meeting to order at 3:10pm.

### **II. Introductions**

Groeper welcomed Abraham Swaidan from Quixote and David Ambroz from the CHNC. Groeper also asked Robert Campbell to introduce himself.

### **III. Public Comments**

Robert Campbell introduced himself and said that he is with The Sunshine Shack, a private preschool at 1027 N. Cole Ave. and within the Media District BID. He mentioned that their preschool has been there since 2007. Campbell continued to tell the Board that he is here today because of the property adjacent their preschool. He said this property is the proposed building site for a new DWP customer service center. Campbell said it has been vacant for some time and it is not being maintained. He continued by saying that there is quite a bit of trash on the site and it is infested with rats. Campbell also said frequently there have been homeless transients there. Campbell said that there are basically two issues of concern he has. First is that he wants the site cleaned up, and second is that he wants to know what are the building plans for the site. Levi told Campbell to contact the office of Councilmember Tom LaBonge and speak with his planning people. She mentioned either Renee Weitzer or Doug Mensman. Groeper added that the BID Board could not take a position on this because it's not an agenda item. Groeper asked Campbell to keep the BID informed as to his progress, and to let the BID know what he may find out about the new DWP center.

David Ambroz told the Board that he is on the Board of the Central Hollywood Neighborhood Council and he is the Chair of the Beautification Committee. He mentioned that he had attended a BID Board meeting back in the spring and that he believed his proposal for partnering with the BID to install new dog-waste stations was approved. He mentioned that from a conversation with Omahen he was told that this proposal had not been approved and that he needed to attend today's meeting for further discussion regarding these. Ambroz said that the CHNC had already ordered

the stations and that Omahen had received them, and Omahen has them stored at his office. Ambroz added that these stations had cost \$3600. Omahen told those attending that he prepared a summary regarding this matter and it is included in the Board packets. Groeper asked Ambroz if he had any funding for the installations. Ambroz responded by saying that the Neighborhood Council had paid for them and he was hoping that the BID would partner with them and do the installations. Levi added that there might be a City permitting process and possibly fees involved. Ambroz said that he has talked to Councilmember LaBonge's office and they will help. He added that permit fees would not be substantial. Groeper asked Romano if HBT has found that dog-waste is currently being thrown into existing trashcans. Romano responded by saying Rena has checked and there is not that much. Thorne asked what areas have the most need for these stations. Ambroz said that the five locations that they have already suggested had been evaluated for this and are all within the BID. Geller added that he doesn't believe there would be much costs involved, and also he said the one location by Grub would help their property sidewalk parkways just across the street keep clean. Romano said their cleaning teams are already very busy and that this would be extra work for them to maintain and empty the stations. She added that the BID has not given HBT an increase for some time and this should be considered. Groeper said the Cleaning Committee would need to discuss all this and get more information regarding the installation costs before any recommendation is made to approve this. Levi added that the Cleaning Committee will be meeting before the next Board meeting and they will address this matter and any associated costs.

#### **IV. Approval of Meeting Minutes**

Minutes of 07.28.11 Board of Directors meeting, minutes of 07.28.11 Special Meeting, and minutes of 09.22.11 Annual Meeting read and reviewed by Board and those attending. **Thorne made a motion to accept all the minutes. Ankney seconded the motion. The motion carried unanimously.**

#### **V. UPS Security Report**

Irigoyen reported that UPS has been doing an internal investigation and they are replacing some of their officers. He said that the Board Members might see some new faces and those may just be here temporarily. Irigoyen continued by telling those attending that some teenagers have been hanging out around the Sycamore and Romaine area. He said their patrols have been able to discourage this and when seen, the teenagers are asked to leave. Irigoyen said that on Oct. 19<sup>th</sup> there was an attempted kidnapping, and the LAPD intervened and apprehended the suspects in the parking lot of 7-11. He continued by telling the Board that last week near to their office a vehicle had hit a gas line and there was gas on the ground. Irigoyen said that his patrol officers were immediately on the scene and got the driver to get out and to get safely away from the vehicle. He added that on the same night there was a hit-and-run accident near the corner of Santa Monica Blvd. and N. Highland Ave. Levi added that as a result of this accident, there was a streetlight knocked down. Levi mentioned that this has been the second streetlight knocked down due to a traffic accident in just one week! She mentioned that the BID's surveillance cameras will be very useful in the investigation of these accidents. Groeper mentioned that the BID's camera located on the corner of McCadden Pl. and Santa Monica Blvd. needs to be moved because of the construction.

Levi added that we are in the process of getting permission from Public Storage at corner of Santa Monica Blvd. and N. Highland Ave. as a relocation site. Lee asked Irigoyen if gangs have been a problem in the area. Irigoyen responded by saying that there has been only some tagging.

## **VI. HBT Report**

Romano told those attending HBT has collected 1366 bags of trash. She also mentioned that the bags are being stolen/taken from the trashcans. Romano continued by saying that they have been having some problems with homeless people being aggressive and confrontational with HBT's cleaning teams. She also mentioned that due to the new Walgreen's construction and a new gallery going in next-door along Santa Monica Blvd., the bus stop benches, trashcan, and planter there have been temporarily removed. Romano also said that this bus stop area along Santa Monica Blvd. is very dirty and will be cleaned up once construction is completed and the benches, trashcan, and planter are all put back. She continued by telling the Board there have been a few car accidents recently along Highland Ave. that have resulted in vehicles hitting the BID's trees. She said the trees were very badly damaged and they have been removed. Mahoney asked if anything could be done about some leaning trees along Seward Ave. by Hollywood Center Studios. He said these are more mature trees and they must not have been staked properly and maintained. Mahoney asked if these could be replaced. Romano responded by saying that a more mature and established tree cannot be straightened. Groeper said this matter could be discussed at the upcoming Cleaning & Safety Committee meeting. Abraham Swaidan told those attending that Quixote Studios had done a street and parkway cleanup around their studio and it was very successful. Levi mentioned to Omahen and those attending that this would be a good article for the BID's website and newsletter.

## **VII. Walgreen's intention to pursue a beer and wine license**

Groeper said he had looked into the new Walgreens and they have signage up for beer and wine. He continued by telling the Board he understood that they would not be applying for an ABC license for this type of alcohol sales. Groeper continued by saying he did not believe they have been granted a beer and wine license, and asked the Board to take a position to oppose issuing them this license. He said his property is very close to the new Walgreens, and because they will be open 24-hours this would create a problem in the area. Lee commented that the Board should proceed with caution regarding this matter and it might not be good for the Media District to take a position on this. Lee continued by saying there are other stores nearby that sell liquor and he doesn't believe Walgreen's sale of beer and wine would significantly change things in the area. Geller added that the Board doesn't have enough information regarding this and they don't know what are the conditions proposed for a Conditional Use Permit, CUP. Lee continued to explain that CUPs are such that vary and there is no information the Board has regarding this. Mahoney said he does not recommend taking a full opposition to Walgreen's sale of beer and wine, and that the Board needs to know more information what condition may be. Mahoney added that he believes Walgreens would be much better in their control of any problems that should stem from alcohol sales than most other stores selling such nearby. Thorne added that in the past and regarding similar issues, the BID has not taken a position. Thorne said if any

Board Member wishes to take a position regarding this they can, but as an individual and not representing the BID. Levi mentioned that she has spoken with Renee Weitzer from CD4, and Weitzer said Walgreens has not yet applied for any ABC license. Groeper said he would email all the Board Members and individually ask them for their opinions.

#### **VIII. HMD Annual Board of Directors Elections**

Loverro reported that all nine current Board Members that are up for re-election have now submitted their applications for re-election. He also said that there are three new applicants: Randy Paskal from Moviola, Jeffrey Luster from Major Properties Real Estate, and Jim McQuiston from McQuiston Associates. Loverro mentioned that there is a summery regarding all this in the Board packets. He said Omahen will be coordinating and scheduling interviews with the new applicants, and these should be taking place next week.

#### **IX. Board Annual Holiday Dinner and Meeting**

Groeper asked the Board about a date for the Board's annual holiday dinner and meeting. Cassella said it might be better to first start by selecting a place. Discussion followed and the following restaurants were suggested: Street, Ammo, Next Door Lounge, Xiomara, and Marino's. The Board directed Omahen to check with these restaurants and see what dates are available and what would be the costs. Groeper asked if the either the first or second week in December would be good for everyone. All agreed with this suggested time frame.

#### **X. Next Board of Directors Meeting**

Groeper mentioned that the next regularly scheduled Board meeting falls on Thanksgiving Day. He asked what would be a good day to hold this next meeting. Thursday, Nov. 17<sup>th</sup> was suggested and all agreed.

#### **XI. New Business**

##### **a. Request for restricted over-night parking along Seward St.**

Omahen told the Board he had been asked about restricted over-night parking along Seward St., similar to what the BID had requested for Romaine St. He mentioned that included in the Board's packet there are copies of two of these inquiries. Omahen continued by asking the Board if this is something they would support and should he pursue. Lee asked the Board if this restricted parking should be continued all the way down to Melrose Ave. Discussion followed and all agreed. **Geller made a motion to instruct staff to begin process of petitioning for 10pm to 6am restricted over-night parking along Seward St., from Romaine Ave. south to Melrose Ave. Mahoney seconded the motion. The motion carried unanimously.**

##### **b. Hollywood Center Studios new building projects**

Mahoney presented three panels with design drawings of Hollywood Center Studio's three new proposed building projects. He said the projects include two new parking structures, one on Seward St. and the other on Barton Ave. and a combination office building with parking at corner of Romaine Ave. and Seward St. Mahoney explained details of the designs and added that the parking is very much needed. He continued by

telling the Board that the project designs have been presented to the CHNC and CD4. Mahoney said that there were design change recommendation from both the CHNC and CD4, and that these have been made. Questions and discussion followed, and he asked for the Board's support. Mahoney said the City's Planning Department hearing for these projects is scheduled for Nov. 16<sup>th</sup>. **Cassella made a motion to support the three new building projects and to write a letter of support for them. Loverro seconded the motion. The motion carried unanimously.**

c. Loverro told those attending that the recycling center located on Gene La Pietra's property, in back of the Arena, has closed and moved out.

**XII. Meeting was adjourned at 5pm.**



## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on November 17, 2011**

**Musician's Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Geller, Groeper, Howard, Lee, Loverro, Malick, Parker, Thorne

**Board Members Absent:** I. Chait, Kitaen, Mahoney, Maldonado, Scane

**Staff and Guests Present:** Irigoyen and Officer Asavato, Levi, Esparza, Omahen, Jacques Massachi (Election Committee member), Greg Figueroa and George Garcia (Walgreens)

**I. Call to Order** – Groeper called meeting to order at 3:15pm.

### **II. Introductions**

Groeper welcomed Greg Figueroa and George Garcia from the new Walgreens at corner of Santa Monica Blvd. and N. Highland Ave. Figueroa and Garcia proceeded to hand out a box of candy to all those attending as a good will gesture. Figueroa went on to explain that the new Walgreens store is now open and he is the manager. He mentioned that he does live in the area. Figueroa said they are very happy to be in the Media District and if the BID needs any help with community projects to please let him know. Figueroa continued to explain that Walgreens has donated such things as backpacks to school groups and they have participated in food drives, walks, and other community activities. Groeper introduced Capt. Irigoyen and said the BID's security patrol is available to him if needed. Figueroa mentioned that the new Walgreens will have a security guard starting on Monday, and the guard will be there daily from 10pm to 6am. He said the new store is open 24 hours and 7 days a week. Jacques Massachi asked if the new store will be selling beer and wine. Figueroa responded saying he was not sure, but currently they are not. Groeper asked Figueroa if it would be possible to get another light in the back along the alley. Figueroa said he would talk to their corporate office about that.

### **III. Public Comments**

None

### **IV. Approval of Meeting Minutes**

Minutes of 10.27.11 Board of Directors meeting read and reviewed by Board and those attending. **Geller made a motion to accept all the minutes. Thorne seconded the motion. The motion carried unanimously.**

### **V. UPS Security Report**

Irigoyen introduced Officer Asavato and said that he has been with UPS for some time. Irigoyen said that there may be times that he is not able to attend the Board meetings and that Asavato would be his back up. Irigoyen continued by saying that Halloween was very busy and a number of fights occurred. He said one fight erupted close by along Santa Monica Blvd. and they were able to get it under control. Another fight he mentioned started at the X-Spot adult store with the suspect being pursued up to a nearby rooftop by LAPD. He said that the suspect was apprehended. Irigoyen continued by telling the Board that they suspect transgenders for setting recent fires in two of the BID's trashcans, but have not yet been able to identify any one responsible. Irigoyen reported that there was a large party inside the old Solomon Building and it was very organized and orderly. Parker added that the entire Solomon Building was turning into a nightclub for one night with valet parking, bars, lighting, and music. Irigoyen said the party was sponsored by T-Mobile. Parker said the party was peaceful and did not cause any trouble for his business.

## **VI. Cleaning & Safety Committee Report**

### **a. Security cameras / Metro Video Systems contract**

Groeper explained that the Committee had met and discussed this matter. Groeper continued by asking all to refer to handout regarding Metro Video Systems. Levi said that there would be about a \$600 per month savings if the BID chooses to make this change in the service agreement. She continued by explaining the only change would be that parts to the equipment will no longer be stored and it could take a bit longer to make repairs when needed. Levi added that currently the BID pays \$1995 per month, and a \$600 monthly reduction is a substantial savings. Anabel mentioned that this matter had once before come up, and he expressed concern about the repeater going down and not getting repaired for a long time. Groeper responded by saying that would be a worst-case scenario and it is unlikely. Levi added that she will look into the costs of having a backup repeater and will report back to the Board on this. Loverro said by revising the contract the savings would add up to be almost \$8000 a year and that is very significant. **Loverro made a motion to accept the new Service Agreement as proposed by Metro Video Systems, Inc. Cassella seconded the motion. The motion carried unanimously.**

### **b. Repair of security patrol vehicle rooftop lightbar**

Groeper explained that the Committee had made the recommendation to have the security vehicle's roof-top lightbar repaired. He said it has not worked for quite some time, and this would cost about \$375. This matter was questioned as to why this has come to the Board. Levi responded by saying the question of keeping the security vehicle or not had come up in the past and she wanted all to be aware of sending money on the vehicle. **Parker made a motion to have the security vehicle's lightbar repaired at a cost estimate from CommLine Inc. for \$375. Cassella seconded the motion. The motion carried unanimously.**

### **c. Dog-waste stations, recommendations**

Groeper explained to the Board that the Committee had seen one of the stations that Omahen had brought to their meeting. He continued by saying the Committee did not like the stations because they were very large, and it was mentioned that they might be vandalized and misused for other trash. Groeper also added that Romano was at the Committee meeting and did not like the station, and said HBT does not believe there is a need for any of these in the BID. Levi mentioned that HBT is and will be asking for an increase for their cleaning and maintenance fees, and the stations would be additional work for them. She said the BID's budget is going to be very tight next year and more work for HBT would mean more costs for the BID. Groeper continued by saying the Committee had recommended exchanging the large stations for smaller ones. He added that a station without a container could be placed near to existing trashcans to save money. Parker questioned whether the BID needs or even wants any type of dog-waste stations. Thorne commented that there are several animal related businesses in the BID and the stations would accommodate them. Cassella added that she believes most people that are using these businesses and have their dogs with them, are responsible and are prepared to pick up after their animals. Geller asked who would be responsible to repair and possibly replace a station if stolen or damaged. Levi said these matter have not ever been worked out. Lee continued by saying costs involving the stations could become an issue. Levi mentioned that the Board has never had a motion or an action item on their agendas pertaining to participation in this program. Ankney added that only responsible dog owners will use these stations, and he believes the stations would be vandalized and the bags stolen. Cassella suggested a pole of the Board Members as to whether the BID wants to continue and participate in this program. Groeper asked for a show of hands, and there were more not in favor than there were for it. **Cassella made a motion to have staff draft a letter to the CHNC informing them that the Media District's budget is and will be very tight next year, and therefore the BID can not incur any additional maintenance costs by participating in a dog-waste station program. Included in motion was the recommendation that the BID would pay for the station's return shipping and/or any return fees. Lee seconded the motion. The motion carried unanimously.**

## **VII. HMD Annual Election of 2012 Board Members and Replacements**

### **a. Nominations/Election Committee Report**

Malick told the Board that the Committee had interviewed the four new applicants for the 2012 Board of Directors, and a summery is in the Board packets. He continued by saying the number one and number two choices were Randy Paskal and Jeffrey Luster. Malick added that Sharon Bastomski was very good and recommended her for future considerations. Malick also said that Jim McQuiston came in as their fourth choice. Discussion followed regarding Matt Chait's vacant seat and whether or not to just appoint one of the new candidates to that seat or include on the slate with the nine current Board Members up for re-election. Levi added that an appointment to Matt Chait's seat would be for one year, as Matt had only one more year in his term. It was mentioned that if Matt Chait's seat was included into the election slate that would make for 10 Members whose terms would be for two years, and that would be a bit out of balance considering approximately half of the Board should come up for re-election each year. It was the consensus of the Board Members to appoint the number one ranking new candidate to Matt Chait's Board seat. **Loverro made a motion to**

**appoint Randy Paskal to take the HMD Board of Directors seat vacated by Matt Chait. Lee seconded the motion. The motion carried unanimously.**

**b. Excessive absences and possible replacement of Board Members**

Groeper asked the Board to refer to a Board Member attendance record included in their packets. It was noted that Isador Chait had missed most meetings. Groeper said that he had contacted Isador Chait to discuss these repeated unexcused absences, and Isador continued to be absent without prior notices or explanations. The consensus of the Board Members was to remove Isador Chait from the Board due to excessive and unexcused absences, and replace by appointment the next highest-ranking new candidate. **Cassella made a motion to remove Isador Chait from the HMD Board of Directors due to excessive and unexcused absences. Lee seconded the motion. The motion carried unanimously.** Continuing as a new and separate motion, **Lee made a motion to appoint Jeffrey Luster to take the HMD Board of Directors seat now vacant as by Isador Chait's removal. Cassella seconded the motion. The motion carried unanimously.**

**c. Approval of 2012 Slate of Nominees**

Groeper said this now leaves the nine current Board Members that are up for re-election as the 2012 slate. All agreed and **Parker made a motion to accept and approve Will Anabel, Carol Cassella, Ron Groeper, Thor Lee, Tim Mahoney, Michael Ankney, Mike Parker, Bruce Geller, and Eliza Thorne as the slate of nominees/candidates for the Media District's 2012 Board of Directors. Cassella seconded the motion. The motion carried unanimously.**

**d. Jordan Kitaen's request to have Abraham Swaidan assume his Board seat as his designated representative**

Groeper told the Board Members that he has spoken with Jordan Kitaen and discussed his absences from monthly Board meetings. He continued by saying that Jordan has regularly been sending a representative, Abraham Swaidan, to the Board meetings and suggested to Jordan to just appoint him as Jordan's representative. Groeper said Kitaen thought this was a good idea and agreed. All Board Members also agreed with Kitaen resigning and his representative appointment. **Cassella made a motion to accept Jordan Kitaen's resignation and accept Abraham Swaidan as his designated representative on the HMD Board of Directors. Loverro seconded the motion. The motion carried unanimously.**

**VIII. Media District Annual Planning Report**

Levi said the report is included with the Board Member packets and to look it over. She also said that the report is the same as last year's report, but it has been updated. Levi continued by saying the BID has \$187,000 in the bank and that has to last for the remaining part of this year. She mentioned that the BID's average costs are approximately \$85,000 per month, and given the amount of time remaining in this year we should have enough money. Levi added that in past years there was more money to roll over to the next year, and the budget for next year will be very tight. Anabel and Geller asked for more details and clarification regarding the BID's budget and related costs. Levi responded by saying she will work something up and bring it back for the

Board to review. Levi also added that she recommends convening an Executive Committee meeting in January to discuss the coming year's budget and HBT's possible increase in the BID's costs. **Cassella made a motion to accept and approve the 2012 Annual Planning Report as submitted by Levi. Thorne seconded the motion. The motion carried unanimously.**

#### **IX. Board Annual Holiday Dinner and Meeting**

Groeper asked the Board to refer to the information in their packets. Groeper also asked the Board if they still would like to continue with having an annual dinner. The consensus of the Members was that they wish to continue with their annual dinner. Levi mentioned that the price quotes did not include tax, gratuity, and did not include drinks. Levi continued by reading to the Board some food selections from a few proposed menus. Discussion followed regarding the selection of a restaurant. Parker proposed holding the annual dinner at Ammo. **A vote as to selecting the restaurant followed with a show of hands. There were six (6) in favor, three (3) opposed, and one (1) abstention. By a majority of votes, the decision was made to have the Board's annual dinner at Ammo.** Discussion followed regarding which date to hold dinner. By consensus, the Members decided on either Tuesday, Dec. 6<sup>th</sup> or Thursday, Dec. 8<sup>th</sup>. Omahen was instructed to contact Ammo and to find out which of the two dates would be best for making the reservation. Omahen said he would do this tomorrow and let all the Members know.

#### **X. New Business**

##### **a. HMD \$250 donation to Thanksgiving event at Boys & Girls Club**

Levi mentioned that the BID had been asked to make a donation to the annual Thanksgiving event at the Boy's and Girl's Club of Hollywood. She added that some past sponsors of this event had not been able to help with this year's event. Levi said the money was needed earlier this week because the event would be held this Saturday the 19<sup>th</sup>. Groeper said he recommended making a donation of \$250 to the Thanksgiving event and approved this. Levi said the amount was less than \$500 and the President can approve these lesser amounts. Groper said a check was written and given to them. All Members agreed and thought this all was in order.

b. Malick mentioned that there is a part of Los Angeles just south of Romaine St. and adjacent to West Hollywood, as well as our BID, which is an industrial zone. He said that this small area is somewhat forgotten and suggested the possibility of the Media District BID expanding its boundaries to include it. Levi said this could be discussed at the next Advocacy Committee meeting after the first of the year. Parker mentioned that this area would become residential in the future.

#### **XI. Meeting was adjourned at 4:50pm**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on December 6, 2011  
AMMO, 1155 N. Highland Ave., Hollywood CA**

**Board Members Present:** Ankney, Cassella, Geller, Howard,  
Loverro, Malick, Parker, Paskal, Thorne

**Board Members Absent:** Anabel, Groeper, Lee, Luster, Mahoney,  
Maldonado, Scane, Swaidan

**Staff and Guests Present:** Irigoyen, Omahen, Herb Sims (HBT), Lily Malick

**I. Call to Order** – Malick called meeting to order at 7pm

### **II. Introductions**

Malick welcomed Herb Sims from HBT and new Board Member Randy Paskal.

### **III. Approval of 11.17.11 Meeting Minutes**

Minutes of 11.17.11 Board of Directors meeting read and reviewed by Board and those attending. **Thorne made a motion to accept the minutes. Parker seconded the motion. The motion carried unanimously.**

### **IV. Public Comments**

None

### **V. 2012 Slate of Board Nominees**

Malick asked the Board Members to refer to the slate of nominees as listed in their packets. He asked if this was all in order. All Members agreed with the slate for 2012. **Cassella made a motion to accept the slate of nominees for 2012 for Board Member positions. Loverro seconded the motion. The motion carried unanimously.**

**VI. Meeting was adjourned for dinner at 7:10pm**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on January 26, 2012**

**Musician's Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Geller, Groeper, Howard, Lee, Luster, Mahoney, Malick, Paskal, Swaidan, Thorne

**Board Members Absent:** Loverro, Maldonado, Parker, Scane

**Staff and Guests Present:** Irigoyen, Levi, Esparza, Omahen, Rena Oso (HBT)

**I. Call to Order** – Groeper called meeting to order at 3:08pm

### **II. Introductions**

Groeper welcomed new Board Members Randy Paskal and Jeff Luster.

### **III. Public Comments**

None

### **IV. Approval of Meeting Minutes**

Minutes of 12.06.11 Board of Directors meeting read and reviewed by Board and those attending. **Malick made a motion to accept all the minutes. Swaidan seconded the motion. The motion carried unanimously.**

### **V. Selection of 2012 Board Officers**

Groeper told those attending that he has enjoyed his terms as President and that it has been a great experience. He continued by asking the Members to refer to the list of current Board Officers included in the Members packets. All current Officers were present with the exception of Treasurer Willie Maldonado. Omahen was asked if he had spoken to Maldonado about continuing as Treasurer. Omahen said he had not, but mentioned that Maldonado has been very responsive as a check signer. Anabel was asked if would like to continue as Secretary. He responded that he would. Groeper said he would like to nominate Malick to become the President. **Groeper made a motion to nominate and seat Malick as the Board's 2012 President. Thorne seconded the motion. The motion carried unanimously.** Malick thanked Groper and the Board, and he said that Groeper can continue as chair for this meeting. **Malick made a motion to nominate Groeper as Vice President. Lee seconded the motion. The motion carried unanimously.** Groeper asked the other attending Officers if they wish to continue as Officers. Mahoney, Cassella, and Anabel indicated that they would. **Cassella made a motion to keep all these other Officers (herself as Vice President I, Mahoney as Assistant Treasurer, and Anabel as Secretary) the same for 2012. Thorne seconded the motion. The motion carried unanimously.**

### **VI. Security and UPS Patrol Report**

Malick mentioned that there was a homeless man creating a nuisance at one of his buildings and he called Capt. Irigoyen. Malick continued by thanking and complimenting Irigoyen and the UPS Security Patrols for quickly responding and taking care of this matter.

Irigoyen reported that there is a new medical marijuana dispensary called "Pot Luck" in the strip mall where UPS has their security office. He mentioned that he has gone into this new store and talked with them. Irigoyen was questioned if this new medical marijuana business was legal. Irigoyen responded that he has notified the LAPD Hollywood Division and that the City will investigate. Thorne asked if the sushi restaurant in that strip mall was leaving. Irigoyen responded that the restaurant has not been very happy about the adult bookstore, nor now about the medical marijuana store, but he does not know if the sushi restaurant will be leaving.

Irigoyen reported that within the BID recently we have had much less crime than the areas to the north along Sunset and Hollywood Blvds. Groeper mentioned that now the Sunset & Vine BID boundaries extend along Vine St. all the way south to our BID boundaries. Groeper continued by asking Irigoyen if he has noticed homeless people being pushed south from their BID into ours. Irigoyen responded by saying that he has not noticed an increase in homeless people along Vine St. in our BID, and that they are working with the Sunset & Vine BID's security force.

Irigoyen said that homeless issues and problems still continue to be a challenge for them. He mentioned that they are working with the LAPD to address many of these problems, but these matters take quite a bit of their time and manpower.

Paskal mentioned that near his business along Citrus Ave. there was an incident involving a man with a rifle. He said the police had closed the entire area, and the man was apprehended and taken into custody. Paskal added that no shots were fired and no one was hurt.

## **VII. HBT Report**

Groeper welcomed Rena Oso and asked if Jeff Miele would be attending. Oso said something had come up and Miele would not be there. Groeper also said he was glad to see Oso back to work and asked how she is doing. Oso responded by saying that she's glad to be back and doing well.

Oso said that from the time she was off to now, she has noticed that trash on the streets and in alleys has become worse than before she was off. She brought to the meeting examples of the types of things HBT have been finding on the streets and in alleyways. These things included hypodermic needles that Oso had safely put into a container. She mentioned they have found other various drug paraphernalia, used condoms, and just an abundance of discarded trash. Oso added that she has noticed an increase in the number of RVs in the BID, and she said they are dumping and leaving trash on the streets. She mentioned that HBT has had to add extra hours to their cleaning crews to handle all this. Lee asked Oso if she knew of any reasons why this all is escalating. Oso responded by saying that there seems to be more homeless in the BID area, and she



added that many other areas are pushing them out. Groeper asked if there are any hotspots. Oso said that most alleyways are becoming worse. Oso added that there is also a mental health clinic on Cole Ave. and it has become an attraction to many of these homeless people. Groeper said we should contact SLO Washington about all this. Geller suggested asking our BID Security Patrols if they could help in some way. Omahen said he would speak with Capt. Irigoyen, as well as SLO Washington about helping. Cassella added that the BID's charter says no one single area should receive any more or any less service. Cassella also said that if there is an area or company or business that requires more service, then they should be contacted and this should be addressed with them. Cassella mentioned the feeding program as an example.

### **VIII. New Business**

**Business Watch** – Omahen reported the BID's monthly Business Watch meetings have not been well attended. He continued by saying that SLO John Washington and he have discussed this, and at January's meeting they asked the group if meeting every other month would be better. Omahen said that those attending January's meeting, which included a few Board Members and only three others, agreed with meeting bi-monthly. Omahen was asked about how he invites and notifies people of these meetings. Omahen responded by saying that he sends out an e-blast. Mahoney asked if we should ask the other BIDs if we could partner with them and have cooperative meetings. Mahoney continued by asking Malick if he could talk to Kerry Morrison about this. Groeper asked Omahen to talk with SLO Washington about this as well.

Groeper mentioned that he received a letter from the City regarding the Brown Act. He said that someone from the City will attend a monthly Board meeting scheduled between March to May, and they will give a presentation to the Board pertaining to the Brown Act.

Levi mentioned that Valerie, the person designing the Theatre Row medallions, has designs. Levi said Valerie was not able to attend today's meeting, and that perhaps calling a meeting together of the Theatre Row Committee would be in order. Malick suggested combining this with the next Advocacy Committee meeting. All agreed with combining the review of the new medallion designs with the next Advocacy Committee meeting. Discussion followed about selecting a date, time, and location for the Advocacy Committee meeting. It was decided to hold this meeting on Tuesday, February 7<sup>th</sup>, beginning at 11am. Ankney was asked if this meeting could be held at the Musicians Union, and he said he would check. Omahen said he would notify all and confirm.

Thorne mentioned that more Board Members should and need to go to the productions put on by the theatres along Theatre Row. She added that former Board Member Matt Chait was very disappointed with Board Member participation and attendance at these productions.

Malick mentioned that there is a 4000 sq. ft. storage building for lease located next to Time-Warner at the corner of Willoughby Ave. and Lillian Way. He said it is owned

by the Boys & Girls Club. He asked those attending if anyone was interested or knew of anyone who may be interested to please contact him.

Levi mentioned that Romano has not yet given her the info or proposal for an HBT increase, and when she does an Executive Committee meeting would need to be called in order to review and discuss.

**IX. Meeting was adjourned at 4:10pm**

**Hollywood Media District BID**  
**Board of Directors Meeting Minutes**  
**Meeting held on February 23, 2012**  
**Musician's Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Geller, Groeper, Howard, Lee, Loverro, Luster, Mahoney, Malick, Paskal, Parker, Scane, Swaidan, Thorne

**Board Members Absent:** Maldonado

**Staff and Guests Present:** Irigoyen, Levi, Omahen, Sharyn Romano, Rena Oso and four youths from HBT, Matt Chait, Ed Murphy, Anthony Gatti and Brian Niehaus from Jones Lang LaSalle

**I. Call to Order** – Malick called meeting to order at 3:05pm

**II. Introductions**

Malick went around the table and had everyone introduce themselves. Malick also welcomed Anthony Gatti and Brian Niehaus from Jones Lang LaSalle.

**III. Public Comments**

Omahen mentioned that he had invited Attorney David Bass to speak to the Board about the GWHFC's feeding program, but did not know if Bass would be attending. Levi added that the lawsuit regarding the abatement of the feeding program has been dropped.

Matt Chait told those attending that he was disappointed and frustrated with the BID. He continued by saying that the theatres have been and are struggling. Chait continued by saying the original Theatre Row banners were made and installed at a cost of slightly less than \$20,000, with an agreement that they would be replaced every two years. He said the replacements have never happened and the BID somewhat owes Theatre Row for never doing so. Chait said from the meeting with designer Valerie Mitchell regarding the new medallions, the costs for producing enough of these would be very high. He said that \$20,000, as Levi has indicated, would not be adequate to do enough new medallions for all the theatres along Theatre Row. Chait also suggested including the several theatres along Santa Monica Blvd. east of Vine St. Chait left the meeting. Ed Murphy continued by saying he would like the Board to find a way to help Theatre Row and complete the medallions. Levi mentioned that she is looking into the possibilities of finding additional money to do the medallions. Levi also said, to her understanding, there was not an agreement to replace the banners every two years. Omahen added that he has checked all file documents and information and has found nothing agreeing or committing to replacing the banners every two years.

**IV. Approval of Meeting Minutes**

Minutes of 01.26.12 Board of Directors meeting read and reviewed by Board and those attending. Malick asked that the minutes be corrected, page 4, the 4000 sq. ft. storage building is not being listed by Malick's realtor firm. Also, Groeper asked that the minutes be corrected,

page 3, spelling error. Omahen said he would make the two corrections. **Geller made a motion to accept the corrected minutes. Groeper seconded the motion. The motion carried unanimously.**

#### **V. Presentation by Jones Lang LaSalle on 959 Seward St. property**

Geller told the Board that Jerry Snyder has hired the architectural firm of Jones Lang LaSalle to develop proposed plans for the 959 Seward St. property. Anthony Gatti and Brian Niehaus began their presentation by displaying panels with renderings of a proposed building. They continued by explaining that the building would be a multi-story entertainment center complex approximately 235,000 sq. ft. in size, with leased creative space as well as an abundance of open space. They added that there would be 1255 aboveground parking spaces. Malick asked what are the projected leasing rates. They responded by saying rates would vary. They also said if they could get just one 50,000 sq. ft. tenant, that would kickoff the project and building would begin. Lee asked if there would be any public parking offered. They responded by saying that could be a possibility.

#### **VI. HBT Report**

Romano reported that in January 1137 bags of trash have been collected, and over 3200 sq. ft. of graffiti had been either painted over or removed.

Romano introduced four youth that have been working with HBT. Romano said HBT has a grant from the State of CA and that it involves the study of trees. She also said there will be as many as 40 youth involved. The youth explained that they are measuring moisture and environmental conditions of the street trees in the Hollywood area. They showed and explained some very small devices for this measuring. Romano added that this is a research project and data will be collected. Loverro asked how many trees would be measured. Romano responded by saying there would be about 300 trees involved in the research. Parker mentioned that on the west side of Highland Ave. the trees are doing poorly. Romano said the Highland Ave. corridor has somewhat of a wind tunnel effect and that has possibly compromised those trees. She added that HBT is aware of this. Geller suggested using the grant and the youth as a way to do some promotion and PR for the BID.

#### **VII. Security and UPS Patrol Report**

Capt. Irigoyen said on Tuesday he attended an LAPD meeting regarding our area and issues. He continued by saying once a month our security will be doing a sweep with the PD through the BID, to address homeless encampments and other problems. Irigoyen mentioned that the X-Spot adult bookstore and the Honey Pot medical marijuana dispensary have been given a 90 day notice to leave, and Donut Time now has limited hours. Also mentioned, Irigoyen said many of the transgenders have migrated now to Maggie's Donuts at on Las Palmas Ave. Loverro added that the location of the old FedEx building is also becoming an attraction for problems. Loverro also mentioned that the Arena nightclub has honored his request to move their dumpsters away from his wall. Geller mentioned that along Seward St. next to his firm's property, a sweep was done with LAPD, our security, HBT, and PATH all participating. Geller said a few homeless and an encampment was cleared, and he thanked Irigoyen. Mahoney asked why it was such that a 2-hour parking time limit along Romaine St. was petitioned for, and said he would have preferred just no over-night parking at all. Omahen responded by saying that he believed the LADOT recommended the 2-hour limit and not a

total prohibition over-night. Malick said parking issues need to be addressed by the Advocacy Committee, and Parker added that a DOT representative should be asked to attend the Committee meeting.

### **VIII. Advocacy & Business Development Committee Report**

Malick reported that he last Advocacy Committee meeting mostly concerned the Theatre Row medallions and their designs. He said that unfortunately today Matt Chait did not address the proposed designs as was anticipated. Levi added that she would look into reallocating some of the Way Finding grant money so as to allow for more medallions to be made. Malick said the minutes from the last Advocacy Committee are in the Board Members meeting packets, and that the next Committee meeting needs to be scheduled in March.

### **IX. Redistricting**

Malick told Board Members there was a map showing proposed new City Council District boundaries included with their meeting packets. It was mentioned that CD13 has more area now in the BID, and CD4 would now have the feeding program location. Also mentioned was that CD5 would only have a very small portion west of Highland Ave. and south of Willoughby Ave. Mahoney said that now with CD13 having more of the Theatre Row district, we should ask them for more money to do the medallions.

### **X. HMD Committees**

**a. Confirmation of HMD Committees** – Omahen said the matter of Committees and their members had come up when scheduling that last Theatre Row Committee meeting. He mentioned that if that meeting were to have been an official BID committee meeting, all the same rules as to holding our other BID meetings would have applied. Omahen added that he had neither documentation nor records as to who were Theatre Row Committee members other than Cassella, Thorne, and Matt Chait. Omahen also said the Theatre Row Committee is an ad hoc committee and that it could be disbanded. All agreed that due to the inactivity of the Theatre Row Committee it could be disbanded until resurrected at a later time and if needed. Malick said any future meetings concerning the Theatre Row medallions with the theatre people would just be considered working group meetings. Levi added that these meeting of the Theatre Row people should be considered their meetings, which would exempt the BID from having to impose our official rules. **Mahoney made a motion to disband the ad hoc Theatre Row Committee, and to consider any future meetings with the theatres as working group meetings at which the BID is only a participant. Geller seconded the motion. The motion carried unanimously.**

**b. Selection of/confirmation of HMD Committees' members** – Malick asked the Board Members to refer to the listing of committees and their members included with their packets. Levi mentioned that Isador Chait should be removed from the Advocacy Committee. All agreed. **Loverro made a motion to remove Isador Chait from the Advocacy & Business Development Committee. Thorne seconded the motion. The motion carried unanimously.** Malick continued by asking the Members if they want to continue or not as members as listed, and if there is anyone who would like to change or join. Lee said he would like to change his membership from the Advocacy Committee to the Cleaning Committee. Swaidan said he would like to join the Cleaning Committee. **Groeper made a motion to accept Lee's request to move from the Advocacy Committee to the Cleaning Committee,**

**and to accept Swaidan as a member of the Cleaning Committee. Scane seconded the motion. The motion carried unanimously.**

**XI. New Business**

none

**XII. Meeting was adjourned at 4:50pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on March 22, 2012**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Geller, Groeper, Howard, Lee, Loverro, Luster, Malick, Parker, Scane, Swaidan, Thorne

**Board Members Absent:** Mahoney, Maldonado, Paskal

**Staff and Guests Present:** Levi, Omahen, Esparza, Ken Basham (McCadden Place)

**I. Call to Order** – Malick called meeting to order at 3:23pm

#### **II. Introductions**

Ken Basham, McCadden Place Theatre

#### **III. Public Comments**

None

#### **IV. Approval of Meeting Minutes**

Minutes of 02.23.12 Board of Directors meeting read and reviewed by Board. Geller asked that the minutes be corrected, page 3, section V., Jones Lang LaSalle is a real estate brokerage firm, not an architectural firm. Omahen said he would make the correction. **Groeper made a motion to accept the corrected minutes. Cassella seconded the motion. The motion carried unanimously.**

#### **V. HBT Report**

Levi told those attending that Sharyn Romano would be arriving later, and with her she would have a group of youth that are working on their tree research project.

#### **VI. Security and UPS Patrol Report**

Levi told those attending that Capt. Irigoyen had called and said the security vehicle had a flat tire, and he would not be able to attend the meeting.

#### **VII. Advocacy & Business Development Committee Report**

Malick went over and reviewed what was discussed at the Advocacy Committee meeting. For those that were not at the Committee meeting he said the meeting concerned the Theatre Row medallions and their designs, and recommendations.

Levi told the Board that at the last Theatre Row working group meeting, they had agreed upon a curtain design concept for the new medallions. Levi added that the new medallions would replace the banners only along Santa Monica Blvd. and not any located elsewhere. She said those banners located elsewhere throughout the BID would remain up. She continued by explaining details and dollar amounts of the original Wayfinding Grant award, and she mentioned there were four components: 1) banners, 2) two gateway signs, 3) directional signs, and 4) street name signs. Levi added that she had emailed this information to the Board

Members. Levi continued by saying the originally proposed street name signs that would say Hollywood Media District above the existing City's street name signs would not work when the City puts up their new signs. She said because the City's new signs would have the City seal on top, the BID's signs would have to be removed. She did not know when the City might put their new signs up, but commented the new signs have already been installed in areas downtown around City Hall. Levi recommended re-allocating the money that was originally earmarked for the new Media District street signs toward paying for additional Theatre Row medallions. She said this amount would be approximately \$40,800 and this would be enough to pay for 24 medallions as Matt Chait and the working group had recommended. Levi added this involves BID I money. Levi also added that this was approved and the recommendation by the Advocacy Committee.

Levi continued by saying if this would be approved, then there would be approximately \$27,000 left over that could be applied towards the proposed monument sign on the Highland Ave. median at Fountain Ave.

Levi told the Board that designer Valerie Mitchell sent her a proposal to continue with and complete the new medallion project. Levi mentioned there is a copy of this proposal in the Board's packets and asked them to read it over. She pointed out that each medallion would cost \$1700 and includes designs, fabrications, and installations. Levi said this proposal would also need to be approved by the Board, and that it was approved and recommended by the Advocacy Committee.

Levi showed curtain concept designs for the new medallions that Mitchell had rendered. She mentioned that such things as colors and final details would be forthcoming.

**Cassella made a motion to approve re-allocating Wayfinding grant money from BID I not to exceed \$41,000, that was originally intended for new Media District street signs, towards paying for 24 new Theatre Row medallions. Also, if any of this grant money would be left over after the completion of the 24 new medallions, then that money would be applied towards the proposed new monument sign on the Highland Ave. median at Fountain Ave. Also, Cassella's motion included accepting and approving designer Valerie Mitchell's initial proposal as written, and to accept and approve initial design concept of a curtain design style for the new medallions. Parker seconded the motion. The motion carried unanimously.**

### **VIII. New Business**

Malick told the Board he had attended the City's presentation for BIDs regarding the Brown Act. He said from what he heard and learned, he believes our BID is in compliance. Malick also mentioned that we might want to limit the time for Public Comments at meetings, and if that is not already written into the Media District's Bylaws perhaps it should be. It was also mentioned that if requested, there should be a copying fee for any meeting minutes or BID documents. It was said that the City does this and charges \$1 per page. Levi added, according to Brown Act rules, if there is an Action Item on a meeting agenda the Members can not discuss it with other Members outside of a meeting.



Groeper asked if anyone knows what the current status is of relinquishing Santa Monica Blvd. Levi responded by saying the State had offered the City only about a quarter of what the City would want, and that the City did not accept the offer from the State.

Parker asked about the new gallery that is under construction at the corner of Santa Monica Blvd. and McCadden Pl. He wondered why there is no set-back from the sidewalk. It was explained that the building is only being renovated and the existing footprint is exempt from modification. It was also mentioned that because there will be no change in use, parking requirements for the building will remain unchanged.

Levi told those attending that there had been a shooting in front of the Dragon Fly nightclub. She said our security responded as well as the PD. Levi said no one was injured and that just three cars out front were hit by gunfire.

Levi told those attending that Sharyn Romano and the youth would not be able to make it to the meeting in time, and she recommending adjourning.

**IX. Meeting was adjourned at 3:45pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on April 26, 2012**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Geller, Groeper, Howard, Luster, Mahoney, Maldonado, Malick, Parker, Scane, Swaidan

**Board Members Absent:** Cassella, Lee, Loverro, Paskal, Thorne

**Staff and Guests Present:** Omahen; Sharyn Romano and Rena Oso, HBT; Ken Basham, McCadden Place; Emily Yen, UCLA graduate student

**I. Call to Order** – Malick called meeting to order at 3:05pm

#### **II. Introductions**

Emily Yen introduced herself and said she is a graduate student at UCLA. She mentioned that she is working on a paper about Hollywood and doing research. She was attending to listen and observe.

#### **III. Public Comments**

None

#### **IV. Approval of Meeting Minutes**

Minutes of 03.22.12 Board of Directors meeting read and reviewed by Board. **Parker made a motion to accept the minutes. Geller seconded the motion. The motion carried unanimously.**

#### **V. Security and UPS Patrol Report**

Capt. Irigoyen reported that he had been told by strip mall manager Steve Ladanyi that the X-Spot adult bookstore, the Honey Pot medical marijuana dispensary, and Donut Time all had been given notices to leave their store locations and they all should be closed and gone by mid-May. Irigoyen also reported that the X-Spot is now closed between the hours of 12 midnight and 4am, and Donut Time is now closed between the hours of 12 midnight and 3am. Irigoyen mentioned that recently there has been less transgender activities around the strip mall.

Capt. Irigoyen continued by telling those attending that his security patrol team had been involved with the identification of a smash-and-grab car break-in suspect in the area. He said they had responded to a call about a suspicious man in the area and were able to get the license plate number of the car he was driving. Irigoyen said they reported this to the Hollywood PD and the suspect was identified, found, and taken into custody. Omahen mentioned he did a posting about all this on the BID’s website.

Capt. Irigoyen mentioned that the area near to and around the feeding program has been a bit calmer. Irigoyen also mentioned there has been a homeless man hanging out and around the location of the new Step Up On Vine homeless housing that is currently under construction.

## **VI. HBT Report**

Sharyn Romano told those attending that the group of 39 youth working with HBT on a tree research project were not able to make this afternoon's meeting. Romano said the youth are mostly from Hollywood High and could not be excused early enough to attend. Romano apologized for not being able to make the last Board meeting as well, because the transportation for the youth was running late. Mahoney suggested moving the next Board meeting start time back which would give them more time to get here. Malick suggested starting the May Board meeting at 3:30pm. He also suggested that perhaps an Executive Committee meeting then could be held starting at 3pm. By consensus all agreed with starting the May's Board of Directors meeting at 3:30pm.

Romano reported that last month there were 1050 bags of trash collected from 450 locations throughout the BID. Rena Oso passed around photos of hypodermic needles and other various trashed items that were thrown away on the streets and sidewalks in the BID.

Mahoney asked Romano if HBT has any plans to address street trees that are severely leaning. Romano responded by saying that if the BID makes a request to remove and replace leaning trees, then they will do so.

Parker asked about trimming of trees on the westerly side of the BID in his area. He was concerned that this area was receiving less attention than other areas in the BID. Romano said that HBT has no preferred areas in the BID that receives any more or any less attention than any other.

## **VII. Theatre Row medallions and Valerie Mitchell's contract**

Malick told the Board that this agenda item will be tabled due to Levi's absents and until more information is available. Ken Basham asked if he could get a copy of the budget for the proposed new medallion. Omahen responded by saying we are only now developing the overall budget for this project, but we do know that there is a total of \$41,000 for it. Omahen added that when the budget details are worked out, this would be shared with the Theatre Row Working Group.

## **VIII. New Business**

**a. Madame Tussaud's banners in HMD** – Malick told the Board he did not have much information about this. He added that Levi had emailed to the Board information concerning this, and asked Omahen to further explain details. Omahen responded by saying he believes the banners would be hung on street light poles along Highland Ave. and along Vine St. Omahen was asked if the banners would go along Santa Monica Blvd. or anywhere else. Omahen said he did not know and was not certain, but any of the banners with our Media District logo on them would be hung only within our BID. It was mentioned that this would be at no cost to the BID, and it would be a good opportunity for the Media District to have our logo on the banners. Omahen added that this is a matter that needs to be decided very soon and approved by the Board. **Swaidan made a motion to approve the use of the Media District's logo for Madame Tussaud's street banners that would be hung within the boundaries of the Media District. Groeper seconded the motion. The motion carried unanimously.**

**b. BID trashcan work and cleaning** – Malick mentioned there was information concerning this on page 8 in the meeting packets and asked Omahen to explain. Omahen said he had been contacted and asked by Leslie Fritz from The Producers Film Center to remove our BID green metal trashcan from the corner of Romaine St. and Sycamore Ave. He said that Fritz told him the trashcan was attracting garbage pickers and the area around the trashcan was always filthy, as well as the trashcan being in very bad condition. Omahen also said he had been asked by Ken Basham from The McCadden Theatre if a trashcan could be put on the southeast corner of McCadden Pl. and Lexington Ave. Basham added that at one time there had been a BID trashcan at this location, but it is no longer there. Mahoney added that there is one of the BID's green metal trashcans at Hollywood Studio's audience entrance along Romaine St., and that this one could be move to the McCadden Pl. and Lexington Ave. location. **Parker made a motion to approve HBT's estimate of three hours of work at \$50 an hour to remove BID trashcan from corner of Romaine St. and Sycamore Ave., and to move BID trashcan from Hollywood Center Studio's Romaine St. location to the southeast corner of McCadden Pl. and Lexington Ave. Mahoney seconded the motion. The motion carried unanimously.**

**c.** Parker mentioned that the area around Mole-Richardson is now quickly changing. He said the old Solomon Building is now undergoing construction, and that the old KCET building just across La Brea Ave. from his business has been demolished making way for a large new housing project. Parker added that also there is a large housing construction project underway along La Brea Ave. at Fountain Ave. and also one at the corner of Santa Monica Blvd. and La Brea Ave. Parker said that he thinks perhaps expanding the BID boundaries westwardly in the future may be a good idea. Parker also mentioned that the Mole-Richardson Co. will be celebrating their 85<sup>th</sup> Anniversary in June with an event, and he will be sending out invitations to the Board Members.

**IX. Meeting was adjourned at 3:55pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on May 24, 2012**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Geller, Groeper, Howard, Lee, Malick, Parker, Swaidan, Thorne

**Board Members Absent:** Cassella, Loverro, Luster, Mahoney, Maldonado, Paskal, Scane

**Staff and Guests Present:** Omahen; Esparza, Rena Oso, HBT, and 14 youth; Capt. Irigoyen; Ken Basham, McCadden Place; Laurie Goldman, CHNC; Meera Manek and Sarah Hyland, Hollywood Homeless Youth Partnership; Emily Yen, UCLA graduate student

**I. Call to Order** – Malick called meeting to order at 3:35pm

#### **II. Introductions**

Malick introduced Laurie Goldman from the CHNC and told those attending he had invited her to the Board meeting to address and discuss matters regarding the proposed new Hollywood Community Plan. Malick also introduced Meera Manek and Sarah Hyland from the Hollywood Homeless Youth Partnership.

#### **III. Approval of Meeting Minutes**

Minutes of 04.26.12 Board of Directors meeting read and reviewed by Board. Parker said in the minutes, VIII.c, second line where “old KCET building” appears, it should be ‘old KCOP building.’ **Groeper made a motion to make this correction and to accept the minutes. Thorne seconded the motion. The motion carried unanimously.**

Geller mentioned that he must leave early, and if he does the meeting may not have a quorum to continue. Malick said the meeting will be conducted out of the order as on the Agenda to allow for this. All agreed.

#### **IV. New Hollywood Community Plan**

Malick said some time ago he and President of the CHNC Scott Campbell had co-chaired a committee to review and to make recommendations for the proposed new Hollywood Community Plan. Malick added that the BID Board approved the recommendations made by the joint BID and CHNC committee that called for increased density within the BID and CHNC boundaries. Laurie Goldman thanked the Board for inviting her to the meeting, and said she has been involved with working on the New Hollywood Community Plan since 1988. Goldman also mentioned that she is on the Board of the Hollywood Chamber of Commerce and various other Boards. She explained that the new Plan is very extensive and quite long. Goldman handed out copies of the CHNC’s comments regarding the new Plan, and added that these are specific to the CHNC area. Goldman said all the comments that the CHNC had submitted were incorporated into the proposed and newly revised Hollywood Community Plan. She continued by saying that their issues of concern were involving density and infrastructure, as well as a few lesser matters. Goldman said that 77% of the changes in the newly revised Plan are in the CHNC area. Parker asked if there was any discussion of increasing the FAR (Floor Area Ratio). Goldman did not know, but said she would find out and let Parker know. Malick added that for the BID area the FAR is of great concern. Malick continued by saying

specifics on FAR and zone changes are very significant and the Board should know these specific changes before voting on this Agenda Item. Malick also asked about any changes in zoning as MR1 to any other. Goldman did not know and will let Malick know. Malick mentioned that he has concerns regarding industrial zoned areas residential areas, and commercial areas. Groeper added that he is concerned about zoning along Santa Monica Blvd. and mostly regarding development on the northern side of Santa Monica Blvd. Goldman did not have that information, but said she will look at the newly revised Plan map and let him know. Malick said that he will let the Board know when he has more specific information concerning the newly revised Plan, as well as when either the City's PLUM Committee or City Council will vote on the new Plan.

#### **V. HMD Property Owners' Annual Assessments/HMD Annual Budget**

Levi told the Board that up to a 5% annual assessment increase is at the Board's discretion. Levi also told the Board that included in their meeting packets is the annual HMD budget. She mentioned that the only budget increase is for HBT. Also Levi said the BID did have a roll over amount, and that happens every year. She added that his roll over money is necessary every year to have enough money for the first few months of the new year to cover expenses and operating costs. Groeper asked if the Executive Committee should discuss the budget prior to voting on an assessment increase. Levi responded by saying that the hand out regarding budget is for this current year, and the assessment increase would be for the upcoming 2013 year. Levi mentioned that the BID needs to make a decision regarding an assessment increase or not by June 1<sup>st</sup>. She added that for the BID's upcoming renewal a consultant will need to be hired. **Geller made a motion to not increase the Property Owners' Annual Assessments for 2013. Howard seconded the motion. The motion carried unanimously.**

#### **VI. Public Comments**

Meera Manek from the Hollywood Homeless Youth Partnership introduced herself and Sarah Hyland from the Gay & Lesbian Center's Youth at Risk Program. Meera told those attending she and Hyland have given presentations to the other Hollywood BIDs, and she thanked the Board for having them here. She continued by saying they are looking for opportunities, either paid or unpaid, for their youth at risk. Hyland added that she handles employment matters with the Gay & Lesbian Center, and she explained what she and the Center does. Hyland said she works with local businesses to place their youth, and asked if anyone attending might have any openings or opportunities for the youth. She handed out her business card.

#### **VII. HBT Report**

Rena Oso from HBT passed around a stats sheet of their monthly work. She told those attending that they had collected 1012 bags of trash and painted out 2721 sq. ft. of graffiti. Oso introduced the group of 14 youth with her. She explained that they are working on a project with urban trees, which involves measuring the amounts of water and fertilizer to determine the benefits by doing so. Oso continued by explaining that their project lasted for one month and is now completed.

#### **VIII. UPS Patrol Report**

Capt. Irigoyen reported that the X-Spot Adult Bookstore and Donut Time have not yet closed, but to his knowledge both are to close and move from their location in the strip mall at corner of Highland Ave. and Santa Monica Blvd. Irigoyen added that the X-Spot may be contesting the termination of their lease, and it may be another month before they close and leave.

Irigoyen also said that the new Step Up On Vine homeless housing facility near corner of Santa Monica Blvd. and Vine St. may possibly become a location of concern in the future. Groeper mentioned that the illegal street activities going on at the corner of Highland Ave. and Santa Monica Blvd. have been migrating north up Highland Ave. Basham said that near to his theatre at corner of McCadden Pl. and Lexington Ave. there has been quite a bit of suspicious street activity, both in the day and as well at night. Irigoyen said he will have more patrols in that area and to call the BID Security Office when Basham see anything suspicious. Irigoyen mentioned that several City street lights were out and they reported this, and now they have been repaired and are back on.

#### **IX. Theatre Row Medallions, Valerie Mitchell Contract**

Levi asked the Board to refer to the draft copy of Valerie Mitchell's contract included in the meeting packets. She explained that there were some things in the contract that Mitchell requested, as in Item 13.c which involves ownership and copyrights to the original artwork. Levi also added that Mitchell was somewhat confused as to the BID being a City agency or not. Levi said she has now clarified this matter with Mitchell. Levi continued by explaining that included in the total budgeted amount of \$41,000 for the project, a 10% contingency amount would be paid to Mitchell if the project is completed on or before scheduled completion and if on budget, provided there is any of the 10% contingency money remaining. Levi added that there will be permit fees and the BID would be responsible for those. Thorne mentioned that there may be a few theatres outside the BID boundaries that would be interested in having medallions near to them. Levi said that if these theatres wanted a medallion on a street light pole along the public street, they could not apply for the appropriate permits because they are not a public-benefit organization. Levi continued by saying that if these few theatres did want medallions, they would have to let us know right now so we could negotiate the costs and add this into Mitchell's contract. There were questions and concerns regarding rights to the medallion image. Parker advised that the BID should check with an attorney about these rights and to be sure about the language as stated in the draft contract. Parker continued by saying that before the Board approves the draft contract, he believes the entire contract needs to be reviewed by an attorney. There was a general consensus by the Board Members agreeing with Parker. **Parker made a motion to have an attorney read and look over the drafted Valerie Mitchell contract, and to have that attorney advise the BID accordingly before the Board approves it. Anabel seconded the motion. The motion passed with nine yes votes. There was one no vote by Thorne.**

#### **X. New Business**

**a. HMD Annual Meeting/Party** – Omahen told the Members of the Board he has spoken to Willie Maldonado about hosting this year's annual party at MILK. Omahen said Maldonado was somewhat open to this, but could not say for sure if Maldonado would agree to host. Malick asked the Members attending to think more about a location for the party, and he said this matter needs to be discussed at the next Board meeting.

**b. BID Expansion** – Parker asked about the status of a proposed expansion of BID boundaries for when the BID renews. Levi responded that this is a one-square block area west of La Brea Ave. and adjacent to West Hollywood. It was mentioned that this area includes a new mixed-use large housing project now under construction at corner of La Brea Ave. and Willoughby Ave.

#### **XI. Meeting was adjourned at 5:15pm.**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on June 28, 2012**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Geller, Groeper, Lee, Loverro, Luster, Maldonado, Malick, Parker,

**Board Members Absent:** Howard, Mahoney, Paskal, Scane, Thorne

**Staff and Guests Present:** Esparza; Irigoyen; Levi; Omahen; Romano; David Goldberg, Quixote Studios; Ken Basham, McCadden Theatre

**I. Call to Order** – Malick called meeting to order at 3:40pm

#### **II. Introductions**

Malick introduced Ken Basham from the McCadden Theater and David Goldberg from Quixote Studios.

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 05.24.12 Board of Directors meeting read and reviewed by Board. **Lee made a motion to accept the minutes. Groeper seconded the motion. The motion carried unanimously.**

#### **IV. President’s Report, Hollywood Community Plan Update**

Malick said at the last board meeting and in the short time following that meeting, he realized that the BID’s recommendations that had been made and submitted to the Planning Department some time ago, might not be included in the final draft soon coming up for Council approval. He continued by saying that with the help from Levi, he was able to meet with Council District 4 office and staff from the Planning Department, and he was able to get two very important items added into the final draft that were not [previously included](#). Malick referred to and briefly explained information included in the Board’s packets: items 17 and 18 of Community Plan Revisions updated June 19, 2012, and letter dated June 15, 2005 addressed to Mary Richardson in the City’s Planning Department. Malick continued by saying that he and Lee had attended the City Council session when the updated Plan was voted on and spoke in support of it. He added that the Updated Plan was approved by Council. Parker thanked Malick and Lee for attending Council session to advocate on the BID’s behalf. Parker asked Malick if he had gotten these things added as new items. Malick responded by saying that these items were in the Plan at one time, but somehow they had been removed from it. Malick said that moving forward, he will be calling an Advocacy Committee meeting to discuss [planning for](#) the future [direction](#) of the BID.

#### **VI. Jordan Kitaen’s (Quixote Studio) Representative on Board, Appointment**

Malick told the Board that Jordan Kitaen’s representative on the Board, Abraham Swaidan, has left the company and Kitaen wishes to replace him with David Goldberg. Levi explained the process and mentioned that this is permitted. Omahen added that he had contacted Kitaen to confirm this. **Groeper made a motion to accept and approve David Goldberg to assume**



**the Board seat that was held by Jordan Kitaen's former representative, Abraham Swaidan. Loverro seconded the motion. The motion carried unanimously.**

#### **VII. UPS Patrol Report**

Capt. Irigoyen told those attending that the LAPD Hollywood Division has stepped up patrols at the corner of Santa Monica Blvd. and Highland Ave. He continued by saying that during the summer time there is more activity at this location. Irigoyen reported that a woman was robbed at gunpoint at a location on Lillian Way near to Santa Monica Blvd. He also reported that another incident occurred similar to this within the District, and the robber was apprehended. Irigoyen told the Board he and Corp. Rodriguez have received an award for service from UPS. The Board thanked and congratulated him, and Rodriguez as well. Irigoyen said that the corners of Romaine and Seward, and Romaine and Sycamore have been hot spots for RVs and homeless activity. Ken Basham said with more patrols at his corner of Lexington and McCadden, things are better. Loverro asked about the recycling center and if there has been any problems with people coming and going near to its entrance off Las Palmas. Irigoyen said he was not aware of any problems with the center or near the entrance. Loverro also mentioned that he has spoken to the operators of that center and was told by them if anyone using their center creates any problems they will be turned away and asked to not come back. Malick mentioned that he has noticed quite a number of homeless people sleeping near to his building on Willoughby.

#### **VIII. HBT Report**

Romano thanked the Board for welcoming at the last Board meeting the youth working on a tree research project with HBT. Romano reported that for the past month 941 bags of trash were collected, 4200 sq. ft. of graffiti removed from private property, and 234 sq. ft. removed from public property. Malick mentioned that some of the BID's trees on the median of Highland Ave. and along Santa Monica Blvd. near to La Brea Ave. need to be trimmed, and a few are leaning. Romano said HBT has done some trimming there and a few trees have been restaked. Malick said his concerns will be further addressed when the Board discusses the budget. Groeper added that in the BID there are a number of trees leaning.

#### **IX. Theatre Row Medallions, Valerie Mitchell Contract**

Levi asked the Board to refer to the draft copy of Valerie Mitchell's contract included in the meeting packets. She also added that she had an attorney read it over, and he made some suggestions that have been incorporated in the draft. Levi also added that Mitchell made some suggestions that have been added, and all are now in agreement with this final version. Malick asked Levi what were the changes and edits. Levi said these had to do with ownership and copyrights. Groeper added that all seems to be in order. Levi told the Board there may not be any charge by the attorney for his help because there was very little involved. Basham asked about the process regarding design, and how budget and number of medallions was determined. Levi answered by saying that the preliminary design concept has already been determined by meeting with the Theatre Row working group, and the final design is yet to come. Levi continued by saying that the budget was determined by the amount of money available in the grant, and the 24 medallions was Matt Chait's suggestion and it was acceptable by the working group. Basham suggested doing a greater number of medallions by lessening the cost for each individual one. Malick said this process has taken quite a long time and there has been much input from Theatre Row, and he recommends no further delays by changing the contract at this point. He added that Mitchell will be consulted on this. **Geller made a motion**

**to accept and approve the contract as presented, between the BID and Valerie Mitchell, for Theatre Row medallions. Groeper seconded the motion. The motion carried unanimously.**

**X. New Business, HMD Annual Meeting/Party**

Malick asked the Board if Thursday, Sept. 27<sup>th</sup>, was a date good for the Members. All agreed that this date would be acceptable. Levi asked Omahen if he had checked with the Council offices and the Chamber if this date was good, or if there are any conflicts with other events. Omahen responded by saying he had heard back from the Chamber and this date was OK. He added that he has not yet heard back from the Council offices, and he knew of no other conflicting events scheduled for the 27<sup>th</sup>. Malick continued by asking the Board what would be a good location for the BID's annual party. Maldonado said that Milk Studios could host it this year. Omahen said he would be sending out a save the date announcement, and he will follow up with Maldonado regarding details.

**XI. Executive Session, Maintenance Contract/2012 Budget**

Malick told the Members of the Board that he had asked Levi to get some other bids for cleaning and maintenance in the BID. He said Levi had gotten three. Levi mentioned that the deadline for the bids was on June 22<sup>nd</sup>, and the bids were for cleaning and for tree maintenance as separate contracts. Malick continued by saying the Executive Committee had discussed and compared all these, and he added that the Committee thought all the bids were very high. Malick said HBT's contract costs has been and is the best deal. He continued by saying although HBT's contract is the best deal, and to keep the contract at the same amount, there would have to be some cuts and changes with HBT's contract. Malick added that Romano had told the Committee what these cuts in services were, and he said they would not be that significant for the remaining part of this year. Levi added that HBT's contract includes cleaning and tree maintenance, and she added and agreed that HBT's cost is much better than the bids that she had for the same services. Also, Malick told the Board the Committee had discussed and recommends eliminating all bus stop planters to save money. Loverro commented that quite a bit of money was spent last year on trashcans, and those costs should not come up again for some time. Malick said that for the upcoming year, the BID needs to be very careful with the budget. He and Levi added that monies from state property assessments are never paid, and this affects the overall budget. Levi continued by telling the Members that later this year they will need to meet and discuss next year's budget. **Anabel made a motion to continue with contracting HBT for the rest of this year (2012) to do cleaning and tree maintenance for the BID. Loverro seconded the motion. The motion carried unanimously. Groeper made a motion to remove all the concrete bus stop planters from bus stops in the BID. Lee seconded the motion. The motion carried unanimously.**

**XII. Meeting was adjourned at 4:35pm.**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on July 26, 2012**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Geller, Goldberg, Groeper, Howard, Lee, Loverro, Luster, Maldonado, Malick, Thorne

**Board Members Absent:** Cassella, Mahoney, Parker, Paskal, Scane

**Staff and Guests Present:** Esparza, Irigoyen, Levi, Omahen, Romano, Ken Basham, McCadden Theatre

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

none

#### **III. Public Comments**

Ken Basham asked if there was any update on the Theatre Row medallion project, and also asked if the BID could put together a subcommittee to oversee the medallion project. Levi responded by saying the BID now does have a signed contract with Valerie Mitchell to do the project and a meeting with the Theatre Row group would be scheduled in September. Also, Levi said that at this meeting Mitchell will be presenting her designs and the group would be able to have input.

#### **IV. Approval of Meeting Minutes**

Minutes of 06.28.12 Board of Directors meeting read and reviewed by Board. **Loverro made a motion to accept the minutes. Lee seconded the motion. The motion carried unanimously.**

#### **V. UPS Patrol Report**

Capt. Irigoyen told those attending that the X-Spot Adult Bookstore will be closed by July 31<sup>st</sup>, and he said that he had a confirmation of this from the LAPD Hollywood Division. Irigoyen continued by saying that the Hollywood PD will be taking photos of known offenders and they are starting a data base of these for future reference and use. Irigoyen mentioned that a copy of their Security Patrol stat sheets is included in the Members packets, and explained the various categories. He said the PD does their own monthly report and the two lists are different. The PD list has arrests. Irigoyen continued by telling those attending that one of their former Patrol Officer’s, Miguel Garcia, is back. Levi added that Garcia had been one of the BID’s Patrol Officers for some time, and she said we are happy to have him back. Groeper asked if there was any more or new information regarding the possibility of the BID’s Security Office moving into the old X-Spot Adult Bookstore space. Levi and Irigoyen responded by saying there was not.

#### **VI. HBT Report**

Romano apologized for not bringing their HBT monthly cleaning report due to some copying problems. She passed around photos of trees that are stressed and leaning. Romano continued by saying that the Hong Kong Orchid tree tends to grow unevenly and that will cause the tree to lean. She added that these leaning trees have not been trimmed for a few years, but once trimmed they may straighten. Also mentioned was that many of the more mature Hong Kong

Orchids in the BID have seedpods on them. Romano said that when HBT purchased these trees they were suppose to be sterile and have no seedpods. She said these trees do need to be trimmed and shaped. Groeper asked if this trimming and shaping is in the BID's budget. Levi answered by saying it is not. Groeper said we need to schedule a Cleaning Committee meeting and address this. Groeper continued by asking Romano about the changes in their cleaning schedules to adjust to the BID's budget. Romano responded by saying the BID tells HBT how much cleaning to do and that all depends on the budget. She said she will have Rena Oso write up their current cleaning schedule and it will be emailed to Groeper and Malick.

### **VII. HMD Annual Meeting/Party**

Levi thanked Maldonado for offering to host the BID's Annual Party at Milk Studios. She also mentioned that the budget for the party is \$4000. Maldonado said Milk Studios will be covering some of the costs of this event if the costs go over the \$4000. Levi continued by saying that at last month's Board meeting it was decided to hold the Annual Party on Thursday, Sept. 27<sup>th</sup>. She told the Members that since that time, we found out that Councilmember LaBonge would not be available to attend on the 27<sup>th</sup>. Levi continued by saying that after contacting CM LaBonge's office, we were told that the CM would be available on either Tuesday, Sept. 18<sup>th</sup>, or Wednesday, Sept. 19<sup>th</sup>. She also mentioned that the CM would be available on Thursday, Sept. 20<sup>th</sup>, but this is the date of the Hollywood PALs organization's annual fundraising event. Malick asked about Rosh Hashanah and how this would possibly conflict with either the 18<sup>th</sup> or 19<sup>th</sup>. Goldberg responded by saying if the date for the party was on the 19<sup>th</sup> there would be no conflict with Rosh Hashanah. **Thorne made a motion to hold the HMD's Annual Meeting/Party on the evening of Wednesday, Sept. 19<sup>th</sup>. Anabel seconded the motion. The motion carried unanimously.** The discussion continued with Levi asking Maldonado what times would he suggest for the BID's event at Milk. Maldonado responded by saying he would like the starting time to be as late as possible to allow for his business and clients not to be effected. Maldonado mentioned a start time at 7pm, and Levi asked if a bit early at 6:30pm would be acceptable. Maldonado said this would be OK. The discussion continued as to what would be the ending time for the party, and 9pm was suggested and Maldonado concurred. All Board Members agreed the BID's Annual Meeting/Party would be scheduled beginning at 6:30pm and ending at 9pm. Groeper asked about parking. Maldonado said Milk has two lots. Omahen added that he has asked The Television Center if they would have any parking available, and was told that due to their upcoming construction they would not. Getting musicians for the party was mentioned. Groeper said that one year at Iron Mountain they had taken care of the costs for musicians. Maldonado mentioned that he would like to have some type of classical music as just background ambience. Ankney added that the Musicians Union has musicians that perform classical and chamber music. Maldonado said he will follow up with Ankney on this.

### **VIII. The BID's Concrete Planters**

Levi mentioned that at the last Board meeting it was decided to eliminate the BID's concrete planters that are at bus stops. She continued by saying that she had asked Tim Mahoney if Hollywood Center Studios could help with this. Levi said that Mahoney told her that they are very busy at the Studio and they did not have the manpower to help the BID pickup and move the planters and bring them to the Studio, however he would be able to store them. Also, Levi mentioned that she has talked to HBT about moving the planters, but did not have a cost for them to do this. Malick said it was discussed at the last Board meeting to advertise the planters on eBay and sell them. Anabel said it would be better to advertise them on CraigsList, and

Levi added that we could advertise to the BID Consortium as well. Malick asked Omahen to look up in the files what the original prices were for the planters, and it was suggested to sell them for one half of that price or for best offer. Omahen said he would follow up on all this. **Groeper made a motion to advertise the BID's bus stop planters for sale to the BID Consortium and on CraigsList. Goldberg seconded the motion. The motion carried unanimously.**

## **IX. New Business**

### **a. August Board Meeting**

Levi said that in the past the Board has not met in August. She also said that because the Annual Meeting/Party will be on the 19<sup>th</sup> of September, the Board could have their regular monthly meeting on the 27<sup>th</sup> of September which is the regularly scheduled 4<sup>th</sup> Thursday of the month. Levi mentioned that she would have more info regarding the overall BID budget at that time. Malick added that it would be good to hold a regular Board meeting in September because now as we get later in the year, there are some things that need to be addressed and discussed by the Board. All Members agreed to hold a regular monthly Board of Directors meeting on Thursday, Sept. 27<sup>th</sup>, and not to meet in August.

### **b. Proposed Seward St. Parking Restriction**

Geller asked Omahen about the status of proposed over-night parking restriction along Seward St. Omahen responded by saying that when he was doing the petitioning, he found a number of businesses along Seward St. did not agree nor want an over-night restriction. Omahen continued by explaining that the Hollywood Division PD would need to give their support for any restriction to be approved, and that Capt. Girmala said she would only and has given support for a restriction only in the 900 block of Seward St. adjacent the vacant Snyder property. Omahen said this all has been completed and that the request for a 2-hour over-night restriction along Steward St. just from Romaine St. south to Barton Ave. has been submitted and approved. Now, we are just waiting for the signs to be installed, but have not been told when that would be.

## **X. Meeting was adjourned at 4:35pm.**

## **Hollywood Media District BID Board of Directors Annual Meeting Minutes**

**Annual Meeting held on September 19, 2012  
Milk Studios, 855 N. Cahuenga Blvd., Hollywood 90038**

**Board Members Present:** Ankney, Geller, Groeper, Howard, Lee, Loverro,  
Luster, Malick, Parker, Scane, Thorne

**Board Members Absent:** Anabel, Cassella, Goldberg, Mahoney,  
Maldonado, Paskal

**Staff Present:** Esparza, Irigoyen, Levi, Omahen

**Guests:** Approximately 90 people – including property and business owners,  
and their guests. Also, LA City Council Member Tom LaBonge attended.

- I. Call to Order** – Meeting and reception began at 6:30pm.
- II. Introductions**  
Board President Mike Malick welcomed all for attending, also acknowledging BID's Board of Directors, John Irigoyen and the BID's Security Patrol, the Hollywood Beautification Team, BID Executive Director Susan Levi and Operations Manager Jim Omahen, and others who generously support the BID. Malick introduced host Shaun Murdock from Milk Studios, and congratulated fellow Board Member, Willie Maldonado, on arrival of new baby. Murdock thanked all for attending. Malick continued by acknowledging and thanking LA City Council Member Tom LaBonge for attending.
- III. Public Comments**  
Council Member LaBonge spoke and thanked all those involved with the BID for helping make the Media District and Hollywood a better place for all. Shaun Murdock expressed that Milk Studios was very pleased to host this year's Annual Meeting and Reception.
- IV. Approval of Minutes** – N/A
- V. President's Message** – BID President of the Board, Mike Malick, thanked all for attending and he gave a summery and a review of the past year.
- VI. Reception** – Guests were entertained with live music, and there was food and drinks served.
- VII. Meeting and Reception ended at 9pm.**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on Oct. 25, 2012**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Geller, Goldberg, Groeper, Howard, Lee, Loverro, Luster, Mahoney, Parker, Paskal, Scane, Thorne

**Board Members Absent:** Cassella, Maldonado

**Staff and Guests Present:** Irigoyen, Levi, Omahen, Ken Basham (McCadden Theatre), Laurie Goldman

**I. Call to Order** – Malick called meeting to order at 3:15pm

#### **II. Introductions**

Malick introduced Laurie Goldman, and he mentioned to the Board that she had attended one of the Board meetings some time ago and gave an update on the proposed Hollywood Community Plan. Malick also mentioned that Goldman had alerted the BID Board as to some important things the BID wanted incorporated into the revised Plan, but had not been. Goldman told the Board she is and has been involved with a proposal to build a park over the 101 Freeway.

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 09.27.12 Board of Directors meeting read and reviewed by Board. **Groeper made a motion to accept the minutes. Anabel seconded the motion. The motion carried unanimously.**

#### **V. Security Report**

Capt. Irigoyen reported that fencing has been put up around the old Texaco Station at corner of Highland Ave. and Willoughby Ave. He added that this will greatly help to keep the homeless off the property. Malick added that Hollywood Center Studios had voluntarily done the board-up and he thanked Mahoney. Mahoney said his crews did a good job in securing the building and he mentioned that HBT was also there to cleanup the location. Irigoyen mentioned that SLO Julie Nony has been working with them to address the increase of the motor homeless along Lillian Way. Irigoyen also said that because the Security Office is moving from the corner of Highland Ave. and Santa Monica Blvd., the businesses at that strip mall are disappointed and concerned about the corner reverting back to having problems. Irigoyen said that Donut Time has been staying open late at night and that attracts people loitering about, dealing drugs, and involved with prostitution.

#### **VI. Advocacy & Business Development Committee Report**

##### **a. Theatre Row Medallions**

Levi mentioned that the next Theatre Row working group meeting will be held on Nov. 14<sup>th</sup>, and Omahen will be sending out an announcement for that meeting.

### **b. BID Renewal**

Levi told the Board that the proposed State Assembly Bill 2265 is currently on hold and there is no certainty whether this Bill will move forward. She added that it is a bit early in our BID's renewal process to select a consultant to do the Media District's renewal. Ankney mentioned that the area just south of the Musician's Union is outside the boundaries of the BID and suggested it be considered when renewing. Ankney said there are motor homeless that park along Waring Ave. between Vine St. and Lillian Way just across the street from the Union and just outside the BID, and there is a hotel at the corner of Vine St. and Waring Ave. which occasionally has problems associated with it. Malick suggested possibly the renewal could expand to include this area and the Pavillions adjacent to the hotel.

## **VII. Cleaning & Safety Committee Report**

### **a. Tree Trimming**

Malick mentioned that HBT is having their Grand Opening this evening and Romano would not be able to attend the Board meeting. Malick also said that Romano has not yet given the BID the estimated costs for tree trimming and this matter would be discussed at the next Board meeting. Malick asked Levi what the costs have been in the past. Levi responded by saying Romano had come up with an amount of \$9000 annually for tree trimming.

### **b. Planters**

Groeper reported on the Committee meeting and asked Levi about the planters. Levi mentioned that there have been no follow up contacts yet expressing serious interest in them. Groeper suggested that possibly some of the businesses in the area might want the planters. Malick said that we may not want to just give them away and that if a business would take them, the planter should be put on their property and not the public sidewalk. Malick added that if the planters would be put back onto the sidewalks the problems in maintaining them would just continue.

### **c. Security Office Move**

Malick explained that the BID's Security Office will be moving from the corner of Highland Ave. and Santa Monica Blvd. to the Film Producers Center on Romaine St. Parker asked if the BID really wants to do this. Malick responded by saying that he and Levi have been talking with David Bass and Leslie Fritz, and he added that all the details are being worked out. Parker asked if there is going to be a lease. Malick responded by saying there will be a lease agreement between the Film Producers Center and the BID, and added that this is currently being drafted. Groeper said he is concerned about problems at the corner of Highland Ave. and Santa Monica Blvd. after our Security Office leaves that location, and added that the patrols will need to watch that corner closely. Levi mentioned that the two large Security Office signs on the building at the current location will be left up for now. Levi said the move will be done on Sunday, Nov. 4<sup>th</sup>.

## **VIII. Clean Needles Now Program**

Malick told the Board that he had just heard that the Needle Exchange Program, that locates itself in front of the Record Plant, will be leaving. Malick added that the BID had considered doing an article in the BID's newsletter, but now as for the BID taking a position regarding the needle exchange program may not be necessary. Levi said she had heard the program will be leaving by the first of next month, but mentioned this is not yet confirmed. Levi also suggested



preparing two versions of the newsletter that would either be a thank you if the program is gone, and a different one if it is not. **Groeper made a motion to include an article in the next BID Newsletter about the Clean Needles Now program located along Sycamore Ave., and it is to be factual and communicate how the program impacts/impacted our BID and businesses in the area . Goldberg seconded the motion. The motion carried unanimously.**

#### **IX. Bruce Geller resignation**

Malick said he had spoken with Geller last week, and Geller said is no longer working with the JH Snyder Co. and he is now out looking for a new job. Malick also added that Geller mentioned to him that he believes JH Snyder still wants to stay involved with the BID. Malick told those attending that Geller had done a great job with the North Hollywood project, and that it is to bad that Geller will not continue with the proposed project on Seward St.

#### **X. November Board meeting**

Malick told the Board that the date of the November Board meeting falls on Thanksgiving Day, and he asked if the week before would be good for everyone to hold the meeting. The date of Thursday, Nov. 15<sup>th</sup> was mentioned as the date, and Omahen asked Ankney if he could check if the Musicians Union Auditorium is available. Ankney confirmed that Thursday, Nov. 15<sup>th</sup>, 3-5pm is available. By consensus the Board decided to hold the November Board of Directors meeting on Thursday, Nov. 15<sup>th</sup>, 3-5pm.

#### **XI. Nominations Committee**

Malick said due to Gellers resignation he had spoken to Ankney as Geller's replacement on the Nominations Committee. Ankney agreed that he could be on this committee. Levi added that the Nominations Committee interviews would need to be before or on the second Thursday of November. Omahen added that he will send out an email to the Committee to schedule, and he will include all the names of nominees.

#### **XII. December Board meeting**

There was discussion as to when and where to hold the Board's December meeting and annual holiday dinner. Malick asked the Board if they still would like to continue having the dinner. The consensus was that the Board wishes to continue having the annual dinner after a brief meeting. Malick asked the Board what would be a good date. All agreed that Thursday, Dec. 13<sup>th</sup>, 5pm arrival, 5:30pm meeting, and 6pm for dinner would be good. Ammo was suggested, and all agreed. Omahen said he would check and confirm depending upon Ammo's availability. Mahoney said we should invite Geller to the dinner, and all agreed.

#### **XIII. Meeting was adjourned at 4:45pm.**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on November 15, 2012**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Goldberg, Groeper, Howard, Lee, Loverro, Luster, Maldonado, Parker, Scane, Thorne

**Board Members Absent:** Dujovne, Mahoney, Paskal

**Staff and Guests Present:** Irigoyen, Osvaro, Omahen, Levi via phone, Romano, Olga Petrakova (Artworks Theatre), Ken Basham (McCadden Theatre), Laurie Goldman

**I. Call to Order** – Malick called meeting to order at 3:05pm

#### **II. Introductions**

none

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 10.25.12 Board of Directors meeting read and reviewed by Board. Malick asked for the following to be added to V. Security Report: Malick said the BID’s security officers will continue to patrol the corner of Santa Monica Blvd. and Highland Ave. **Groeper made a motion to accept the minutes with Malick’s addition. Thorne seconded the motion. The motion carried unanimously.**

#### **V. Security Report**

Capt. Irigoyen introduced Lt. Cesar Osvaro and said he has been with the BID’s patrol for over a year. Irigoyen continued by saying that they have settled into the new office location and every thing is good. Irigoyen told those attending that Walgreen’s is now having a problem with transvestites, and there was a fight there involving one of their security guards. Irigoyen said the guards at Walgreen’s do not seem very well trained in handling these situations, and he will be talking to them about how to appropriately deal with the transvestites when there may be a problem with them. Irigoyen also mentioned that the entire corner of Santa Monica Blvd. and Highland Ave. has been more problematic since their Security Office has left that location. Groeper asked if they have had any calls about problems in the alley behind Walgreen’s. Irigoyen answered by saying they recently have not, but Walgreen’s security and the new Regen Gallery may be watching that location and discouraging any loitering there. Irigoyen also did mention that his officers do regularly patrol that alley. Howard asked if they have been seeing as many needles disposed of and lying around on the streets. Irigoyen responded by saying they have not seen as many and this is most like to the needle exchange program leaving. He also added that the feeding program has been rather calm, but the alley behind 941 N. Highland Ave. is becoming a problem. Loverro said along his block of Las Palmas Ave. they have been seeing needles on the ground, and added this has been so ever since the recycling center has been there. Malick asked Romano about needles along Las Palmas Ave. and she agreed they have seen them there. Loverro mentioned he has a meeting schedule next

week with SLO John Washington regarding this. Irigoyen finished by telling the Board the Patrol Officers have new green shirts and they are a bit different in color from the old ones.

## **VI. Budget**

Malick told the Board the Executive Committee met early this week and they went over and discussed the budget for next year. He said that the BID needs to make some cut backs and the Committee recommends cuts with UPS and HBT. Malick told the Board the State has not been paying their assessments and that LAUSD has only paid half of their annual assessments. He said they delinquencies create our short-falls and that these delinquencies are anticipated to happen again next year. Malick added that due to these delinquencies the BID has to plan for having less roll-over money at the end of the year, and he also said the BID does not want to increase assessments going into our renewal. He added that if the Board decides to increase assessments, it should not be until after the renewal and that increase would not come in until 2017. Goldman mentioned that she would be interested in working on collecting delinquencies when on the Board. Malick said that HBT's tree watering budget was recommended for reduction. Romano explained HBT's water schedule. Malick continued by saying the reductions would be with HBT's landscaping program and not the cleaning. Groeper asked about tree trimming and said he did not see a line item for this in the budget. Malick said there still is money in the budget for tree trimming and that it is included in the Contingency money. Anabel asked about a few differences in the amounts as discussed by the Committee and as printed in the 2013 Budget handout. Anabel said the Security Services amount is different by \$400 and the Community Relations Program amount is off by \$3000 in the variance column. Also Cassella asked about the reduction in the Grants Program and how that came about. Malick responded by saying that he and Levi had discussed this deduction. Malick called Levi and she told him as he relayed to the Board, the difference of the \$400 will be adjusted it will be moved into Contingency, and the Community Relations Program amount will be corrected to be \$12,000 for the 2013 Budget. Malick said the Board needs to make cuts now and recommended approving the 2013 Budget as presented. **Anabel made a motion to accept and approve the 2013 Budget with adjustments and corrects as discussed. Groeper seconded the motion. The motion carried unanimously.** Malick also added that the Budget needs to be included in the BID's Annual Planning Report and that it is due very soon. **Lee made a motion to approve the 2013 Planning Report with adjustments and corrections in the Budget as discussed. Thorne seconded the motion. The motion carried unanimously.**

## **VII. BID Renewal**

Malick said he had asked Levi for a timeline regarding the BID's renewal and it is included in the Board's packets.

## **VIII. Theatre Row Medallions**

Malick passed out copies of proposed medallion design by Valerie Mitchell. Ankney said the Theatre Row working group meeting was very good and the prototype Mitchell did helped everyone to envision what the medallions will look like. Thorne added that a vote was taken at the meeting and the design was approved by the group. Groeper mentioned there was some discussion as to making some modifications to the design, and said Mitchell will be following up on a few suggestions made. Groeper referred to the photo of the prototype and said the group decided the colors would be burgundy for the curtain and a lighter color for the screen. Malick thanked the working group for their efforts and said we are all looking forward to the

medallions being completed and hung. Basham added that Omahen still needs to identify all the pole locations for the medallions. **Anabel made a motion to accept and approve the presented Theatre Row medallion design by Valerie Mitchell. Groeper seconded the motion. The motion carried unanimously.**

#### **IX. Number of Board Members and Nominations Committee**

Groeper told the Board to refer to the Nominations Committee's report in their packets. He continued by saying the 2013 Slate of Nominees included returning Board Members and two new nominees, Laurie Goldman and Ken Basham. Groeper said because of the number of accepted nominations the Committee recommends increasing the maximum number of Members to eighteen. **Groeper made a motion to increase the maximum number of positions on the BID's Board of Directors to eighteen (18). Cassella seconded the motion. The motion carried unanimously.** Omahen mentioned that only Members that are not on the Slate should vote on approving the Slate due to conflict of interests. **Groeper made a motion to accept and approve the 2013 Slate of Nominees for positions on the BID's Board of Directors. Cassella seconded the motion. The motion carried unanimously by those Members attending and that are not included on the 2013 Slate of Nominees.**

#### **X. December Board Meeting/Annual Dinner**

Malick asked the Board Members if they wish to continue with their annual dinners in December. He did mention that the Board does need to hold a meeting in December to approve nominees on the slate for next year's Board of Directors. There was discussion and the consensus was to once again hold a December Board meeting and followed by a dinner as already scheduled for December 13<sup>th</sup> at Ammo.

#### **XI. New Business**

Malick mentioned there is a copy of an article regarding the needle exchange program in the Board's packets. Malick also told those attending there is a pop-up store with furniture now at 936 N. Highland Ave.

#### **XII. Meeting was adjourned at 4:15pm.**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on January 24, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Basham, Cassella, Goldberg, Goldman, Groeper, Howard, Lee, Luster, Maldonado, Parker, Scane, Thorne

**Board Members Absent:** Dujovne, Loverro, Mahoney

**Staff and Guests Present:** Irigoyen, Omahen, Fred Taylor, Josh Taylor, and Jonathan Lanner

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

none

#### **III. Public Comments**

none

#### **IV. 2013 Slate of Board Nominees**

Malick said the agenda would go out of order, and the 2013 Slate and Selection of Officers needed to be first. He asked the Members attending to refer to the list of nominees in their packets. Omahen mentioned that only Members not on the Slate can participate in this Action Item and vote. **Cassella made a motion to accept and approve the 2013 Slate of Board Member nominees. Lee seconded the motion. The motion carried unanimously by Members not on the Slate.**

#### **V. 2013 Board Officers**

Malick asked Omahen to read of the list of 2012 Board Officers. Omahen said: Mike Malick, President; Ron Groeper, Vice President; Carol Cassella, Vice President I; Willie Maldonado, Treasurer; Tim Mahoney, Assistant Treasurer; Will Anabel, Secretary. Malick asked the 2012 Officers attending if they wish to continue as 2013 Officers. All agreed that they wish to continue. Malick asked if anyone else would be interested, and no one responded. **Goldman made a motion to accept and approve the 2012 Officers of the Board as stated, to be the 2013 Officers of the Board. Thorne seconded the motion. The motion carried unanimously.**

#### **VI. Josh Taylor/9 Dots, 931 N. Highland Ave.**

Malick mentioned that he has interest in working with and helping youth and youth at risk. Malick introduced Fred Taylor, Josh Taylor, and Jonathan Lanner. Josh Taylor told those attending he currently runs a youth program located at Selma Elementary School. Josh explained that the program involves helping youth to do better in school and to improve their overall attitudes. He said that his current program has increased the youth participant’s test scores and their attendance. Josh continued by saying that he and his father now own the building located at 931 N. Highland Ave. and they are planning to open a youth tutoring program there called 9 Dots. He said they plan on opening in September 2014. Josh and his father continued by explaining that they plan to redo the building by making the front more

pedestrian friendly and safe. Lee mentioned that he had an opportunity to see some of the results of their program's success with youth. Malick added that he had invited Josh and his father to this meeting to present their plans for 9 Dots, and give them an opportunity to ask for the Board's support. **Groeper made a motion to support 9 Dots by providing Josh Taylor with a Media District letter of support. Goldman seconded the motion. The motion carried unanimously.** Malick asked Omahen to draft this letter of support for his signing.

#### **VII . Approval of Meeting Minutes**

Minutes of 11.15.12 Board of Directors meeting read and reviewed by Board. **Anabel made a motion to accept and approve the minutes. Thorne seconded the motion. The motion carried unanimously.**

#### **VIII. Security Report**

Capt. Irigoyen reported that over the holidays there was an increase in graffiti tagging. He said HBT has been very responsive to painting these tags out. Irigoyen said due to recent incidents of violence in some schools in other parts of the country, the BID Patrol as well as the LAPD have been monitoring our schools in the BID. He continued by telling those attending there was an incident at Santa Monica Blvd. and Highland Ave. involving a man attacking a bus driver. Irigoyen added that the transvestite loitering and illegal activity at the corner of Santa Monica Blvd. and Highland Ave. has increased. Irigoyen told the Members that the female Patrol Officer they hired and that was introduced to the Board is no longer with them.

#### **IX. HMD Planters**

Malick asked Omahen what is the status of eliminating our HMD bus stop concrete planters. Omahen reported that he had several times posted a for sale ad on CraigsList last year and received just a few responses. Omahen said all the responses were by people looking for planters at a much lower price than what the BID wanted for them, and the challenges of the weight and the moving of the planters also discouraged these potential buyers. Omahen added that he and Levi had sent out a notice to the LA BID Consortium regarding the sale of the planters. Omahen told the Members that Levi had a few interested parties contact her, but there were no serious takers. Omahen said that our BID contract with HBT no longer includes the watering and maintenance of these planters and advised removing them before plants die and planters become receptacles for trash.

#### **X. Budget**

Malick said he and Levi have talked regarding budget reductions, and a reduction of \$500 a month is proposed for HBT. He also mentioned that a \$500 a month deduction has been offered by Levi in her monthly fees. Malick said that this would total a \$12,000 a year savings, and if the BID would eliminate one security patrol shift for six months of the year, the savings would be very significant. Lee mentioned that he is aware of the BID's budget challenges and said there has been quite a bit of work done to address this. Malick added that due to the significant delinquent assessments the budget has been affected and we need to do something now. Goldman asked about the delinquent assessments, and Malick said they are mostly LAUSD. Goldman asked how much money was delinquent and if any action has been taken to collect these delinquencies. Omahen said most of the delinquencies are State and LAUSD, and perhaps a few private property assessments that are delinquent. Goldman asked Omahen to check into these and to let her know, and she mentioned she can help with these collections.

**Goldman made a motion to approve a \$500 a month reduction in/for HBT services. Parker seconded the motion. The motion carried unanimously.** Following this motion, **Groeper made a motion to approve the elimination of one BID security patrol shift for six months of the year, January through June. Goldman seconded the motion. The motion carried unanimously.**

#### **XI. BID Renewal**

Malick explained to the Board the process involving the BID's renewal. He said that the renewal would be handled by a consultant and passed around a few copies of proposals from Edward Henning & Associates and New City America, Inc., as well as a copy of an older estimate from PUMA. Malick added that the proposal from Edward Henning & Associates was the best at a reasonable cost. Goldman asked if the BID had done an RFP for the renewal. Malick said Levi had received the two proposals and the other estimate was considerably higher. Goldman mentioned that the BID as a quasi-governmental organization would need to put the renewal out for bids and that three proposals are required. Malick asked Omahen if an RFP was done and if the BID had to have three proposals. Omahen said Levi was handling this and did not know. Malick called Levi to ask and left her a message. Malick said the Board would come back to this agenda item when Levi called him back. Near to the end of the meeting Levi returned Malick's call. Malick told the Board Levi said the BID was not required to have three proposals, and that she had two and the estimate from the consultant from the last renewal. **Groeper made a motion to approve and accept the Edward Henning & Associates proposal for the BID's renewal, subject to if our BID is required to put out an RFP and to have three proposals. Parker seconded the motion. The motion carried with eleven (11) Members voting in favor and two (2) Members opposing.**

#### **XII. Theatre Row Medallions**

Malick asked Omahen what is the status of the Theatre Row medallion project and BSL approval process. Omahen reported that he and designer Valerie Mitchell had met yesterday with the City's Bureau of Street Lighting (BSL) and presented the prototype Mitchell had created. Omahen added that most all requirements and details of the application process have been completed and submitted to the BSL. Omahen also mentioned that all street light poles that were selected to use for hanging the medallions have been approved. Malick mentioned that Groeper had some ideas regarding the medallion design. Groeper suggested that the medallions should have the Media District's logo on them, and he passed around four images he created of the medallions with the logo on the medallion. Malick mentioned that Caltrans has not yet approved the medallions, and that a logo may possibly not be allowed on them. Discussion followed with Basham saying he objected to changing the medallion design because the Theatre Row working group had already approved a design. Ankney added that he had been part of the working group and the decision regarding the design had already been decided. Scane added that we should just move forward with the project as already decided and planned. Malick asked Omahen what would be involved with changing the medallion design by adding the logo. Omahen responded by saying we would have to consult with the designer and perhaps this would involve additional costs and more time to complete. Omahen also added that because the design had already been submitted to the BSL, there could be a possibility we would need to resubmit any change in design for approval. Omahen said he would follow up with all this and report back to the Board. **Groeper made a motion to add the Hollywood Media District's logo to the Theatre Row medallions, and to have staff and**

**the designer report back to the Board what would be involved to do this. Goldman seconded the motion. The motion carried with eight (8) Members voting in favor, four (4) Members opposing, and one (1) abstention.**

**XIII. New Business**

Goldman mentioned that the Hollywood homeless count will be done on Thursday night, Jan. 31<sup>st</sup>.

**XIV. Meeting was adjourned at 4:15pm.**



## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on February 28, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Basham, Goldberg, Goldman, Groeper, Howard, Lee, Luster, Maldonado, Mahoney, Parker, Scane

**Board Members Absent:** Cassella, Dujovne, Loverro, Thorne

**Staff and Guests Present:** Levi, Esparza, Irigoyen, Omahen, Rena Oso and Herb from HBT, George Abou-Daoud and guest, Milagros Lizárraga and 18 guests

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

Malick welcomed all those attending.

#### **III. Public Comments**

Malick asked if there is anyone attending that has comments regarding any other thing than concerning Item V on the Agenda. Milagros Lizárraga asked for clarification as to Public Comments. Levi and Goldman explained the procedure and speaking time limits.

#### **IV. Approval of Meeting Minutes**

Minutes of 01.24.13 Board of Directors meeting read and reviewed by Board. Groeper pointed out in the minutes, VIII. Security Report, line stating “. . . involving a man attaching a bus driver.” should rather be “. . . involving a man attacking a bus driver.” Omahen noted the correction. **Goldman made a motion to accept and approve the minutes with correction. Groeper seconded the motion. The motion carried unanimously.**

#### **V. “Peru Village” Proposal**

Malick welcomed all those attending that are concerned with “Peru Village” naming proposal. Malick continued with a brief explanation as to what the “Peru Village” naming proposal is and what would be the boundaries. Milagros Lizárraga was introduced and she handed out a folder containing background and information pertaining to the naming proposal. Lizárraga continued by explaining the proposed boundaries, and she explained the history and heritage of the Peruvian community in Hollywood, Los Angeles, and all of southern California. She added that the proposal is supported by Councilmember Garcetti. Lizárraga said they and the local Peruvian community want to partner with the BID and help improve the area. One of the guests attending with Lizárraga mentioned that he and his family wants to be part of this place, and he said that demographics show that 60% of the proposed area is Latino. It was also mentioned that the demographics only reflect Latino populations, and not that of any one country of origin. Luster added that he is very familiar with the area and he is not aware of a Peruvian presence to any great extent. George Abou-Daoud said he agrees with and supports this concept of recognition, but mentioned that this proposed designated area already has a name and that is Hollywood. George also added that the proposed boundaries overlap into the area already named Hancock Park. Groeper asked what would change and would there be new signs put up for the proposed “Peru Village” area. Lizárraga responded by saying putting up

new signs would be depending upon the City, and possibly the State regarding freeway exiting signs. She continued by saying the proposed new naming would also bring new businesses to the area. Lizárraga added that the proposed “Peru Village” would be part of Hollywood and just add to the variety and many flavors of the Hollywood area as Thai Town and Little Armenia already does. Abou-Daoud said that the areas of Thai Town and Little Armenia were once in the areas of a loosely defined area of what was considered to be East Hollywood, and not Hollywood proper. He added that there are and has been no other areas of what is currently defined by Hollywood that have had any name changes. Goldman mentioned that the Central Hollywood Neighborhood Council had been presented with this proposal, and that they did not support or approve the proposed boundaries, but would consider a smaller boundary area. Lizárraga responded and said that the Hollywood Chamber of Commerce supports their proposal. Goldman said the Chamber did not support or approve the proposed boundaries as presented. Malick asked Lizárraga if a change of proposed boundaries would be considered. Lizárraga responded by saying the petition that was done has the set proposed boundaries, and it has already been submitted to and accepted by Councilmember Garcetti’s office. Malick said this matter is very weighty and the handout rather lengthy, and recommended taking this up at the next Advocacy Committee meeting. Malick polled those attending and asked if Thursday, March 14<sup>th</sup>, from 4pm to about 5pm would work for the Committee meeting. Ackney checked Musicians Union Auditorium availability, and confirmed it would be available. The consensus of those attending confirmed as good for the March 14<sup>th</sup> Advocacy Committee meeting. **Groeper made a motion to close discussion regarding “Peru Village” proposal. Goldman seconded the motion. The motion carried unanimously.**

## **VI. UPS Patrol Report**

Capt. Irigoyen reported that on the weekend a suspect being pursued for vandalism ran onto the Bancroft School grounds, but had gotten away and was not apprehended. Irigoyen continued by telling those attending there has been some problems, mostly during the night, with individuals around the new location of the Gay and Lesbian Center. He mentioned that the Center has temporary housing, located to the rear of the facility along McCadden Pl., and our Security Office has had a number of calls regarding nuisance and problem individuals near there. Parker asked about the zoning for that location and whether housing is allowed. Luster said that because the facility extends back to McCadden Pl. it is adjacent to other residential properties and does allow for this. Capt. Irigoyen continued by saying that one of their former Patrol Officers had been shot and killed on January 13<sup>th</sup> in Long Beach. The Officer was still with UPS, but not on duty at the time of the incident. Irigoyen mentioned that the Officer had been liked and respected while with our patrol, and that a few of our current officers had continued to stay in touch with him. Ankney told Irigoyen that recently there was a vehicle break in and thief of some items from someone parked going to the Musicians Union. Ankney asked Irigoyen to be on the look out around the Union.

## **VII. HBT Report**

Herb and Rena said Romano was not able to attend, but she had prepared a report on the trimming of the trees. Levi asked if the one day deduction for cleaning at Santa Monica Blvd. and Highland Ave. is working out. Rena mentioned that the day for this reduction is on Wednesday, and there is less need during the week than on the weekends.

### **VIII. Moving Security Surveillance Camera**

Groeper told those attending that the BID has been asked by the PD if we could relocate our camera from the corner of Santa Monica Blvd. and Seward St. to the corner of Santa Monica Blvd. and Las Palmas Ave. He mentioned this was talked about at the last Business Watch meeting, and SLO Washington said the new location would be better due to more activity at that corner. Groeper mentioned that a camera had been also suggested for the corner of McCadden Pl. and Lexington Ave. due to illegal activity there. Omahen added that the PD has only asked for the one camera to be moved to Santa Monica Blvd. and Las Palmas Ave., and mentioned that he has not been able to get in touch with property owner Gene La Pietra yet about this. Groeper said there is information about the cost of the move in the Board's packets, and the cost of the move would be around \$1000 depending on electrical connections needed and available. Mahoney said this would help with the Hollywood Center Studio's security and offered to pay for the move. **Mahoney made a motion to relocate the BID security camera from the corner of Santa Monica Blvd./Seward St. to Santa Monica Blvd./Las Palmas Ave. at a cost of approximately \$1000. Mahoney also included that there would be no cost to the BID, by offering to have Hollywood Center Studio's pay for this move. Goldman seconded the motion. The motion carried. There was one no vote (Anabel).**

### **IX. New Business**

- a. Goldman mentioned she has an upcoming meeting with our State Senator and she will be following up on collecting the BID's delinquent assessments. Also, Goldman said she will be following up regarding collecting delinquent LAUSD assessments.
- b. Malick said Levi has a meeting scheduled on Mar. 14<sup>th</sup> with Caltrans to discuss the Theatre Row medallions.
- c. Malick told those attending there is a copy of the BID's "Core Values" that was written back in 2009. He said this pertains to the GWHFC's feeding program, and that at the next Advocacy Committee meeting it will be discussed and perhaps updated.
- d. Goldman mentioned that the CHNC has over \$30,000 to spend out before April, and if anyone has any need for this funding they would need to attend the next CHNC meeting and submit an appeal for it.

### **X. Meeting was adjourned at 4:30pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on March 28, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Basham, Cassella, Groeper, Howard, Lee, Loverro, Luster, Scane

**Board Members Absent:** Goldman, Mahoney, Maldonado, Parker, Roodman, Thorne

**Staff and Guests Present:** Levi, Esparza, Irigoyen, Omahen, Rena Oso, Kerry Morrison

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

none

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 02.28.13 Board of Directors meeting read and reviewed by Board. **Basham made a motion to accept and approve the minutes. Anabel seconded the motion. The motion carried unanimously.**

#### **V. UPS Patrol Report**

Capt. Irigoyen reported that the corner of Santa Monica Blvd. and Highland Ave. is becoming more of a challenge. He said that there have been some incidents at the bus stop in front of the Walgreen’s, and the MTA will not accept jurisdiction over that bus stop but rather only the riders. Irigoyen continued by saying at 1229 Highland Ave. there is a problem with people jumping over a fence to avoid authorities and hide. He added that our BID patrols do not have authorization to go on to this property. Irigoyen said with the better weather and with Spring break, there has been more calls and requests coming in.

#### **VI. HBT Report**

Rena Oso reported that HBT continues to be kept very busy and asked if anyone has any concerns or questions. Malick asked if they still find needles on the street, given that the needle exchange program is now gone. Oso responded by saying that they have found needles and in the area where the feeding program is located. She continued by saying that other such trash as paper plates from the feeding program are left in that area. Oso mentioned that in the 900 block of Seward St. a number of bags containing personal items and clothing was dumped, and HBT had to pick all this up. Groeper asked what is the procedure for removing shopping carts from the street that have been chained and locked to poles, etc. Levi said that it is her understanding that the LAPD can tag these and that gives notice to the owner of the cart to remove it. Irigoyen added that this notice has to be given before anyone can take these shopping carts away. Cassella further added that if the cart is on private property, then the cart can be removed without the notice. Scane mentioned that when carts are left in front of his property on the sidewalk and parkway, they roll them onto the street at the curb. He said when

they do this usually the cart is gone by the next day. Loverro mentioned that shopping carts around his business are a problem, but trucks come around regularly and pick them up.

### **VII. Advocacy & Business Development Committee Report**

Malick reported that the proposal for a “Peru Village” was presented at the Committee meeting, and that proposal was unanimously voted down. He added that the organizers of this proposal have revised the boundaries for the proposed Peru Village area, and he said that the Committee may hear from them again regarding it. Malick said the Peru Village agenda item for this Board meeting will be tabled, and it will be referred back to the Committee.

### **VIII. GWHFC Feeding Program**

Malick reported from the Committee meeting a motion was made by Parker that stated: the Program moves out of the boundaries of the Media District BID and back to West Hollywood. Malick and other Board Members agreed that this statement has no relevancy due to the City of West Hollywood adopting an ordinance that would not allow this in that municipality. Malick continued by saying he and Levi have consulted on this matter of the BID establishing a position pertaining to the GWHFC’s feeding program, and he recommends further consideration and discussion. He asked the Members to refer to their packet handouts and read a revised and updated version of the BID’s Core Values regarding the Feeding Program. Howard said that his company has several properties in the area where the feeding program is located, and their tenants continue to complain and report the full range of nuisances and blight stemming from the program. Howard further mentioned there have been instances of burglaries and thefts in that area, and he believes these are due to the types of people that are attracted to the area because of the feeding program. He added that all these problems have gone on for years, and have only become worse due to more people being attracted by and to the feeding program. Luster said the area around the feeding program, at the corner of Romaine St. and Sycamore Ave. in the Media District, has become blighted by homeless people living on the streets. Luster also added that because of this blight he has been challenged to keep his tenants in this area. Kerry Morrison introduced herself and explained that she manages the two other BIDs in Hollywood and heads up as chair of Hollywood 4WRD. She continued to explain that Hollywood 4WRD is a grassroots coalition of people and organizations with the common goal of ending the homeless situation in Hollywood by 2018. Morrison continued by telling the Members that as part of their efforts, they have been addressing the GWHFC’s street feeding program by trying to find that program a new location. She explained that their search to identify a new location would be off the street, and ideally in a building with facilities. Morrison said their goal is to identify a location by the end of April. Morrison continued by acknowledging the involvement and help from Thor Lee to find a location, and she mentioned that he had talked to the owners of an empty parking lot located at 6222 Santa Monica Blvd. about this. She said this parking lot was shown to Ted Landreth and he rejected the location as a place to possibly move the feeding program to because he felt it was too small. Lee added that our BID needs to be more involved with all this, and he said that our BID should be leading this effort. Malick said that over the years our BID has made great efforts to work with Landreth in addressing the problems stemming from the feeding program, as well as helping him to identify a new off-street location. Malick added that at this point in time, and it is timely, our BID needs to take a position regarding the GWHFC’s street feeding program. He added that the BID had written up a Core Values statement back in 2008, and now it is time to update that. Malick asked the Members to take a few minutes and read the

updated position statement included with their packets. Cassella commented that she believes if the Board supports anything regarding the feeding program as it is now, we are not listening to and serving our constituents and stakeholders. Groeper added that the BID needs to make a strong statement regarding the current food line situation. He also added that the numbers of homeless people the feeding program serves has greatly increased over the years. Morrison commented that in the draft statement, the wording in reference to the feeding program move out of the boundaries of the HMD, is not advisable. Malick clarified to the Members that the BID's position should be more how the BID feels about the current program, how the current food line impacts our BID and our constituents, and be our general opinion. He added that it is timely and now very important our BID takes a position, and furthermore our position will help in discussing this matter with the City. Discussion followed regarding the elimination of the last sentence from paragraph two on the first page of the position statement. There was a consensus to eliminate this and all agreed. Also there was a consensus by all Members to add to the last paragraph on the last page, wording stating that the GWHFC's feeding program is a public nuisance. **Groeper made a motion to eliminate the last sentence (We believe that a smaller municipality, such as West Hollywood where the program originated, may be more equipped to support a food program and give the attendant issues the attention they deserve.) from paragraph two on the first page of the position statement; and add to the last paragraph on the last page, wording stating that the GWHFC's feeding program is a public nuisance (Therefore, it is the position of the HMD that the GWHFC's feeding program is a public nuisance and that the City of Los Angeles . . .). Anabel seconded the motion. The motion to approve the presented position statement as presented, and with the heretofore mentioned changes, carried unanimously.**

#### **IX. New Business**

none

#### **X. Meeting was adjourned at 4:20pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on April 25, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Basham, Cassella, Groeper, Howard, Loverro, Mahoney, Maldonado, Roodman, Scane, Thorne

**Board Members Absent:** Goldman, Lee, Luster, Parker

**Staff and Guests Present:** Levi, Esparza, Irigoyen, Omahen, Sharyn Romano, Rena Oso, Jeff Mieves, Jennifer Wolfson

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

Adam Roodman introduced himself as Jordan Kitaen’s new representative from Quixote Studios. Malick asked all attending to introduce themselves.

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 03.28.13 Board of Directors meeting read and reviewed by Board. Malick asked Omahen to include the final approved copy of the BID’s position statement regarding the GWHFC’s feeding program in the minutes from 03.28.13 meeting minutes. **Scane made a motion to accept and approve the minutes with addition of position statement. Groeper seconded the motion. The motion carried unanimously.**

#### **V. UPS Patrol Report**

Capt. Irigoyen reported they have had a number of complaints from the school on McCadden pertaining to individuals hanging out and smoking marijuana at the corner of Lexington Ave. and McCadden Pl. Irigoyen said the school has called them with complaints about individuals hanging out near to where parents are dropping off and picking up their children between the hours of 8-8:40am and 3-3:40pm. Irigoyen continued by saying the problem stems from individuals associated with the Gay and Lesbian Center located on Highland Ave., and that the rear of that facility has an exit out to McCadden Pl. next to the school. Basham added that the new location of the Gay and Lesbian Center on Highland Ave. has attracted a number of people just hanging out and creating a nuisance around the area. Irigoyen said the Center has their own security but they are just in the building and do not patrol much beyond that. Malick asked Irigoyen and Omahen to go over to the Center and talk to them about the problems in the immediate area. Irigoyen mentioned that the newly opened Step Up on Vine building has had an increase of people hanging out in front of and around that location. He said he has had reports that non-residents and unauthorized individuals are trying to get into the building. Omahen added that he has visited the new facility a few times and has spoken with the on-site management. Omahen said he would be setting up a meeting between the Step Up on Vine management, Capt. Irigoyen and SLO Washington to discuss any problems. Irigoyen continued by telling the Board several of the BID’s security cameras from the old office

location are being installed in and around their new office location at Producers Film Center.

#### **VI. HBT Report**

Rena Oso reported that someone has been leaving bags of trash and leaves next to the trashcan located on the corner of Seward St. and Waring Ave. Oso said they do not know who is doing this, but they have gone through the contents of the bags and found items from Mozza Pizza and the car wash located on the corner of Vine and Willoughby. Omahen mentioned he will help investigate as to who is doing this. Oso passed around photos of the bags of trash and added that they will be taking photos of this when it occurs again. Oso also passed around photos of hypodermic needles they have found on the streets, and she said this problem continues. Oso continued by mentioning that they have found quite a bit of trash from the feeding program near to and around that location, and she passed around photos of this. Howard said if anyone sees either trash or hypodermic needles on the street near to the corner of the feeding program, to please take photos of it and send to Councilmember LaBonge's office. Romano reported all the annual tree trimming has been completed in the BID. Mieles reported that the damaged and leaning palm on Highland Ave. median has been removed. Mieles also mentioned that a tree located along Seward St. near corner at Willoughby Ave. has had its entire top cut off, but has no information as to who may have done this. He continued by saying that there is a problem with the irrigation system on the medians along Highland Ave., and they are looking into what the problem is and will get it repaired. Groeper asked about HBT's budget and about the planters. Levi said the planters are being removed and are being taken to Hollywood Center Studios.

#### **VII. Revised Proposal for "Peru Village"**

Malick told the Members the organizers and promoters for "Peru Village" have revised the proposed boundaries and it would be a smaller area just along Vine St between DeLongpre and Melrose. Discussion followed between Board Members and the consensus was that no area of what is currently considered to be Hollywood should be renamed. **Scane made a motion to not support any proposal for renaming any part of what is currently considered to be Hollywood. Basham seconded the motion. The motion carried unanimously.**

#### **VIII. Formation of Committee for BID Renewal**

Levi told the Members the consultant, Edward Henning and Associates, has been working on preliminary work for the BID's renewal. Levi mentioned that such things as the possibility of the BID's expansion, and related budget and services will need to be evaluated and considered. She said that it's time for a committee to be formed to discuss and address all this. Malick asked the Members who would be interested in serving on this committee. Groeper said he would like to join the committee, as well as Ankney and Anabel. Malick added that he would be on the committee and would be the chair.

#### **IX. Open Board Seat and Number of Board Members**

Malick told the Members that JH Snyder's new representative on the Board, Thomas Dujovne, has never attended a meeting and has to his knowledge resigned. Malick said he does not believe JH Snyder will be designating another representative, and this would result in a vacant seat. He continued by saying that if the Board so decides to eliminate this one seat, then the quorum necessary to hold Board meetings would be less and perhaps be better. Groeper asked if the number of Members is referred to in the BID's By-Laws. Levi responded that they are



and the elimination of this one seat would be acceptable. Levi also mentioned that this item on the agenda is not an Action Item, but if put on next month's agenda as an Action Item it could be voted on and so decided. Malick said that on the Neighborhood Council's agendas it is stated that any item on their agendas are potentially an Action Item, and their Board can vote on these if they decide to. Levi agreed this standard rule would apply to our BID's agendas as well. Malick asked Omahen to include this statement, as on the Neighborhood Council's agendas, on future BID agendas.

**X. Meeting was adjourned at 3:50pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on May 23, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Groeper, Goldman, Howard, Lee, Luster, Maldonado, Roodman, Scane, Thorne, Wolfson

**Board Members Absent:** Loverro, Mahoney, Parker

**Staff and Guests Present:** Levi, Esparza, Irigoyen, Omahen, Ernestine Gallegos (HBT), Ken Basham, Thomas Dujovne

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

Malick asked all attending to introduce themselves. All Boardmembers introduced themselves, and Thomas Dujovne introduced himself as a Boardmember. Also, Jennifer Wolfson introduced herself as the new Boardmember representing the owners of the Lex and McCadden Theatres. Ernestine Gallegos introduced herself and said she is attending because Sharyn Romano could not. Groeper asked Malick if Levi would be attending. Malick said he had spoken to Levi, and she was having a back problem and was not going to be able attend.

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 04.25.13 Board of Directors meeting read and reviewed by Board. **Groeper made a motion to accept and approve the minutes. Thorne seconded the motion. The motion carried unanimously.**

#### **V. UPS Patrol Report**

Capt. Irigoyen reported that the owners of the old Rubber Stamp building at 6562 Santa Monica Blvd. are allowing some homeless individuals to sleep inside the property. He said he did not have any more information about this, but he would be following up with this and will report back to the Board. Irigoyen continued by saying there are problems with the motor homeless individuals that park along Seward St. and Romaine St., and they have had a number of calls and complaints about this recently. Irigoyen told the Board that he and Omahen, as well as SLO Julie Nony, had met with the resident manager over at the new Step Up On Vine building. He said they discussed the problems with non-residents just hanging out and in front of the Step Up On Vine building, and the resident manager mentioned that he is challenged with these individuals trying to get into the building. Irigoyen added that the resident manager said the building has a security person, but there are times when that person is not on duty. Omahen said the manager also said that the building’s on-site programs for the residents were not up and running yet, and as per the manager’s comments these programs probably wont be for six months to a year. Malick asked Irigoyen if our Security Office has had many calls regarding the new Step Up On Vine building. Irigoyen responded by saying they have, and they consider this as a new hot spot.

## **VI. HBT Report**

Ernestine Gallegos told the Members Romano was not able to attend today. She continued by saying Rena Oso from HBT has put together a report with photos of things they have saw and found on the streets of the Media District. She said the printed report in the folder is also on CDs, and she gave all this to Omahen. Gallegos also gave Boardmember Howard copies of the CDs, and mentioned he had requested this.

## **VII. Open Board Seat and Number of Board Members**

Malick told Dujovne he was somewhat surprised by his attendance. Malick added that back some months ago it was his understanding, as per Dujovne telling Malick, he would not be able to serve on the Board. Malick said based upon this the Board had thought Dujovne had resigned, but welcomed him to the meeting. Groeper asked Dujovne why he has never attended any of the Board meetings since he had been appointed by J. H. Snyder to take former Boardmember Geller's seat. Dujovne responded by saying his wife had passed away some eight months ago, and things have been difficult for him. Dujovne continued by telling the Members that he still wants to be on the Board. Malick said this matter would be addressed at the next Executive Committee meeting, and he asked Omahen to follow up with Levi in scheduling this. Dujovne mentioned that the ground breaking for the 959 Seward St. project would be this July.

## **VIII. Annual BID Property Assessments, CPI increase or no increase**

Malick told the Members this matter has been discussed in the recent past, but was not voted upon. He continued by saying it would be ill advised to increase the BID's property owners' assessments at this time, due to the upcoming renewal. Cassella added that although we have made some cut backs in the BID's budget, we should be thoughtful of any shortfalls that may come up next year. Thorne continued by saying we have not raised assessments for some time and perhaps to offset any shortfalls or unpaid assessments the Board should consider raising the assessments. Malick asked Goldman if she has had any response from her contacts regarding delinquent assessments. Goldman responded by saying she has spoken with her government contacts regarding unpaid assessments, and said these possibly would be paid this summer. **Goldman made a motion to not increase the HMD's annual property assessments. Anabel seconded the motion. The motion carried, with an abstention by Thorne.**

## **IX. New Business**

Goldman mentioned that the organizers of the new proposed Rt. 66 BID came to the CHNC board meeting and presented their plans. Malick added that this new BID's proposal might extend to Vine St., which is just across Vine St. from our HMD boarder. It was mentioned that the proposed Rt. 66 BID covers a very large area and is mostly running along Santa Monica Blvd. going east of Vine St.

Groeper said the Renewal Committee needs to meet as soon as possible because he was concerned about the contract timeline from the consultant. Malick suggested that the Executive Committee and the Renewal Committee meetings could be schedule back-to-back. Omahen was asked to follow up with Levi and the Committees' members to get this scheduled.

## **X. Meeting was adjourned at 3:50pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on June 27, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Groeper, Loverro,  
Malick, Roodman, Thorne, Wolfson

**Board Members Absent:** Goldman, Howard, Lee, Luster, Mahoney,  
Maldonado, Parker, Scane

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, Rena Oso,  
Basham, Dujovne, Olya Petrakova (Artworks Theatre)

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

Olya Petrakova from the Artworks Theatre introduced herself.

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 05.23.13 Board of Directors meeting read and reviewed by Board. **Cassella made a motion to accept and approve the minutes. Groeper seconded the motion. The motion carried unanimously.**

#### **V. HMD Bylaws, Policy, Member Successions**

Malick told the Members that Cassella needed to leave the meeting early, and that to have a quorum so that a vote can be done the agenda will go out of order. He jumped ahead to the HMD Bylaws and policy regarding Boardmember successions and replacements. Malick mentioned that recently there has been some confusion about this matter, and that the organization’s Bylaws are not specific enough pertaining to all this. Malick said that the Executive Committee had just met and went over this, and he and Levi will be further discussing. Also, he added that the Committee recommended having legal council before any changes are made to the HMD Bylaws. Malick also added that it was brought up at the Committee meeting that according to the current Bylaws no more than 49% of Boardmembers can be a designated representative of a property owner, and this needs to be looked at as well. He said all this will be reviewed and run by legal council, and that any proposed changes to the Bylaws will be discussed at the Board’s July meeting.

#### **VI. 2013 HMD Grants**

Malick and Levi told the Members that the Grants program had been put on hold last year due to budget concerns. Levi said that in this year’s budget there is only \$3000 designated for any and all grants, and that in past years it was much more. She added that Omahen had sent out letters to all applicants advising them of all this. Malick referred to the list of applicants and said there were six; included are Hollywood Fringe Festival, LAPD Hollywood Division National Night Out, Hollywood Police Activities League, LACER, Boys & Girls Club, and

The HeArt Project. Omahen mentioned that the 2013 Fringe Festival was about to end. There was a consensus from the Members to eliminate the Fringe Festival from the list. Cassella and several other Members said the other applicants are in need of support for their programs, but that LAPD's National Night Out is an event and it is usually well funded. There was a consensus by the Members to eliminate the application for LAPD's 2013 National Night Out. Malick said with the two applicants eliminated, there are four and suggested dividing the \$3000 equally between them, which would be to award \$750 each. **Cassella made a motion to accept and approve the applications from Hollywood Police Activities League, LACER, Boys & Girls Club, and The HeArt Project. Malick added to the motion that although these applications requested greater amounts, only \$750 to each would be given. Anabel seconded the motion. The motion carried unanimously.**

### **VII. UPS Patrol Report**

Capt. Irigoyen reported that he and Omahen attended a meeting at the Little Red Schoolhouse with Hollywood PD and a number of neighbors in that immediate area. He explained that the meeting was to discuss the problems that have come about in that area due to the LGBT Center having relocated next to the Schoolhouse. Irigoyen said Capt. Girmala conducted the meeting and representatives from the LGBT Center were there. Irigoyen mentioned that the Schoolhouse and some people living near to the corner of McCadden Pl. and Lexington Ave. expressed their concerns about individuals hanging out near this corner doing drugs and soliciting for prostitution. He added that reports and instances of such were during the day and much more during the night. Irigoyen told the Members that the representatives from the Center explained that they do have on-site security, but their security can not patrol the entire area. He continued by saying the representatives also said that the Center does tell their patrons to not hangout around the area or they will be refused services from the Center. Also Irigoyen said the Center said they will be putting up lights at the rear of their parking lot which exits out to McCadden Pl. next to the Schoolhouse. Omahen added that the he and Irigoyen were asked at the meeting what the BID could do to help with the problems, and he explained that the BID boundary is right at this corner. Omahen also mentioned that he was asked if the BID could put up one of our security surveillance cameras and some utilitarian lights at the corner of McCadden and Lexington. Irigoyen added that he told those at the meeting our Security Patrols will consider this corner as a hot spot and patrol more often. Irigoyen continued by telling the Members that earlier today they had an incident involving a very disturbed young man on the corner of Santa Monica Blvd. and Las Palmas Ave. who was very paranoid and shouting that everyone was trying to kill him. Irigoyen also mentioned that they have been talking to and helping the new owners of an empty building located at 832 Seward St. Malick asked Irigoyen if the men charged in the stabbing murder of a young women at Hollywood/Highland were familiar to our Patrols or were known of in the District. Irigoyen responded by saying he was not, and he did not have any reports about them from our constituents in the District. Irigoyen mentioned that the new Step Up On Vine facility has been quiet and recently there have not been calls from them. Groeper asked about plans to add back the one Patrol Officer shift that was eliminated last year due to budget concerns. Levi said starting July 1<sup>st</sup> that one shift will be added back to our patrols.

### **VIII. HBT Report**

Rena Oso from HBT passed around photos of illegally dumped trash in the District, and she mentioned one location was at 1027 Orange Ave. Olya Petrakova from Artworks Theatre

mentioned that there is a BID trashcan out in front of their theatre and it has been a problem with people dumping trash there. She asked if the trashcan could just be removed from that location. Omahen said he would follow up with her on this. Oso continued by saying there recently has been an increase in the number of abandoned shopping carts in the District. Loverro added that he has noticed this as well, and Groeper said he has as well. Loverro said this is probably due to people using the carts going to and coming from the recycling center located on Las Palmas Ave. Groeper mentioned that he had talked to Omahen about getting information about shopping cart removal and recovery.

## **IX. New Business**

### **a. Location for 2013 HMD Annual Meeting/Party**

It was mentioned that the roof of Iron Mountain was a great place for the party, but unfortunately it can no longer be held up there. Groeper suggested doing a block party style event, but several Boardmembers mention that it would be a challenge with getting City approvals and permits. Although, Levi added that the party could be barbeque style. Ankney told the Members that the event could be held at the Musicians Union, and he mentioned that the proposed date for the event, Thursday, Sept. 26<sup>th</sup>, is available. Levi said last year The Next Door Lounge was a possible location, but parking would be a problem. Ankney said the parking lot of the Musicians Union would also be available if the Board decided to hold the event there. The consensus of the Members was that the Musicians Union would be a good location, and Omahen said he would follow up with Ankney on all this.

**b.** Olya Petrakova asked about the Theatre Row medallions. Levi said that she, Omahen, and Mitchell had met with Caltrans about getting an approval, and that a letter of support was given by State Representative Bloom for the project. Levi said we are now waiting to hear back from Caltrans. Groeper added that the issue regarding the relinquishment of Santa Monica Blvd. may now be timely for the BID to once again pursue.

## **X. Meeting was adjourned at 3:50pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on July 25, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Goldman, Groeper, Howard, Lee, Loverro, Luster, Maldonado, Malick, Parker, Roodman, Wolfson

**Board Members Absent:** Dujovne, Mahoney, Scane, Thorne

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, Sharyn Romano and Rena Oso, Sharon Shapiro (CD4), Basham

**I. Call to Order** – Malick called meeting to order at 3:15pm

#### **II. Introductions**

Malick welcomed and introduced Sharon Shapiro from CD4 office.

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 06.27.13 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Cassella seconded the motion. The motion carried unanimously.**

#### **V. HBT Report**

Romano reported that they have had to put more time into maintaining the Highland Ave. medians and some irrigation valves need repairing. She also mentioned that there would be a cost for repair of the irrigation system valves. Levi told the Members that the BID has received the insurance money from our claim regarding an auto accident that damaged one of the palm trees on the Highland median. Levi said we may now have that palm replaced. Oso said there has been an increase of abandoned shopping carts in the area. Groeper added that he has seen a number of these, on and off, along his block of McCadden Pl. Groeper also said these shopping carts are a problem when chained and locked, as then the chain and lock are considered someone’s personal property and can not be damaged by cutting in order to remove the shopping cart. Oso continued by saying that they are still finding hypodermic needles on the streets of the BID. She also mentioned that on the southwest corner of Romine St. and Seward St. there is a wire mesh trash container that frequently becomes overfilled and often trash is dumped on the ground by it by nearby motor homeless people. Omahen said he had talked to Hollywood Center Studios about this problem, although it was not theirs they agreed to remove the trash container from that corner. Omahen said this was done, but another one showed up there a few months later. All agreed that the location and container does attract a problem and it should once again be removed. HBT said they would do this.

#### **VI. UPS Patrol Report, Capt. Irigoyen**

Irigoyen reported that a homeless man in the area had asked him for help in finding a place to live. He told those attending that he contacted SLO Julie Nony and she will try to help by

referring the homeless man to some available resources. Irigoyen also reported that the food line is getting larger and that there has been an increase in fighting and other such disruptions there. Levi added that there recently had been an incident between someone from the food line and a nearby business owner at 1020 Orange Dr. Levi said she talked to the business owner and had a lengthy conversation regarding the food line and the neighborhood situation. Malick asked Sharon Shapiro what CD4 can do to help relocate the food line. Shapiro responded by saying that after redistricting and only for this past year, the food line location is in their Council District. She continued by saying that she has been working with our BID, as well as others, to help find a new off-the-street location for the GWHFC's feeding program. Shapiro suggested holding a stakeholder meeting with the area's people to discuss issues and problems they have pertaining to the food line. She added that she will be meeting with the Executive Director of the non-profit umbrella organization that the GWHFC funnels resources through and they will be doing a drive around to look at a few possible new locations. Shapiro also mentioned that the GWHFC will soon be celebrating their 25 year anniversary, and this may be a good time that would inspire Landreth to change the program. Levi said she is organizing a joint meeting with our BID, the Hollywood Chamber, CHNC, our government offices, and others to address the food line. Levi added there would be a joint press release as a result of this meeting.

#### **VII. HMD Bylaws, Policy, Member Successions**

Malick told the Members that the BID has consulted with their attorney as to wording for a proposed change to the Bylaws, and asked all to read over the pages in the Member's packets pertaining to this. Levi added that there had been a bit of a misunderstanding as to the definition of what an interested party is, and she said this is explained in the handed out copy of message from our attorney Geoff Stover. All Members understood and agreed. **Goldman made a motion to accept and approve the proposed changes and new wording, as per handed out copy, regarding Section 6.6, 6.6(a), and 6.6(c) – Vacancies. Loverro seconded the motion. The motion carried unanimously.** Malick brought up the issue regarding Boardmember Thomas Dujovne and whether or not he is still on the Board of Directors. Discussion briefly followed and all agreed that Dujovne shall continue to be a Boardmember. **Lee made a motion to allow Thomas Dujovne to be on, and continue as a BID Boardmember. Roodman seconded the motion. The motion carried unanimously.**

#### **VIII. BID Renewal Committee Report**

Malick reported that the Committee had just met prior to this Board meeting. He said our consultant, Ed Henning, did a timeline for the BID's renewal and we need to get going on the process. Malick also mentioned that Henning did a map identifying areas of proposed expansion and a few possible eliminations of government properties from the BID. Malick added that Henning recommended outreaching to the property owners in the proposed expansion areas to get an indication if they would support being included in renewal boundaries. Malick and Levi asked the Members to email them with any questions, concerns, or comments regarding the renewal. Malick also mentioned that the Renewal Committee will be meeting again in a few weeks with consultant Henning and he said it is important for the Members to have submitted their input by that time.



### **IX. New Business**

Malick and Levi mentioned that in past years the month of August had been a month that the Board did not hold a regular monthly meeting. Malick said there is quite a bit going on and he recommended the Board of Directors hold an August Board meeting. Levi and all the Members agreed, and Levi said the date for that meeting would be Thursday, August 22<sup>nd</sup>.

Malick mentioned that the annual BID Boardmember nominations and election for next year's Board of Directors is coming up, and he said that Luster has told him he would be interested in being on the 2014 Nominations/Election Committee.

Malick mentioned that Grub Restaurant has lost their off-site parking and they need to find new parking, and if anyone knows of any available to let either Omahen or him know. Malick added that the new parking would have to be within 500 feet of where Grub is located at the corner of Seward St. and Barton Ave.

### **X. Meeting was adjourned at 4:40pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on August 22, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Goldman, Groeper, Howard, Lee, Loverro, Luster, Malick, Parker, Roodman, Scane

**Board Members Absent:** Dujovne, Mahoney, Maldonado, Thorne, Wolfson

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, William Crowel

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

none

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 07.25.13 Board of Directors meeting read and reviewed by Board. **Anabel made a motion to accept and approve the minutes. Goldman seconded the motion. The motion carried unanimously.**

#### **V. UPS Patrol Report, Capt. Irigoyen**

Irigoyen told those attending that SLO John Washington will be having surgery and he will be out for a few months, and another PD officer by the name of Jordon will be taking his place. Irigoyen continued by saying they will have only two patrol officers monitor the food line. He also mentioned that the homeless man that had asked our Green Shirts for help was assisted by PATH and has a place to live and now off the streets. Lee asked if PATH could be asked to help perhaps once a month or so to also help others coming to the food line.

#### **VI. MTA Wayfinding Grant Update**

Levi told the Members to refer to the handout with their packets regarding the Wayfinding Grant. She said the proposed monument sign on the median of Highland Ave. was not part of the original grant. She continued by saying although the monument sign was not part of the grant, any money left over once the original three components of the grant are completed, can be used for the monument sign. Malick added that there have been considerable delays in moving the three components of the grant forward due to Caltrans bureaucratic blocks regarding Santa Monica Blvd. Groeper asked about budgets for the individual projects. Levi said that they all must be paid with BID I money and if enough money is left it will be for the monument sign.

#### **VII. BID Renewal Committee Report/Recommendations**

Malick told the Members that the BID Renewal Committee met on Tuesday. He said the Committee recommended to include the area south of the Musicians Union along Vine St. to Melrose Ave. Malick introduced Bill Crowel from Holland Development. Crowel told the

Members his firm is the developer for the old KOPC property at the corner of La Brea Ave. and Willoughby Ave. Crowel continued by saying that Holland Partners had just purchased the property about a month ago, and their plans for the development project has been scaled back from an original 220 residential units to only 190 units. He said that there would also be retail space and possibly a Strouts food store would be locating there. Crowel continued by saying the proposed project would have two above ground levels and one below ground level of parking with a total of 465 parking spaces, with 134 spaces for retail tenants. Loverro asked if the residential units would be rentals or condos. Crowel said they would be rentals. Cassella asked if there would be any low-income affordable housing included. Crowel responded by saying there would not be any, and added that the neighborhood indicated that they did not want the developers to include low-income housing in the project. Malick asked about when the project would be completed and Crowel said it would be completed by Winter 2015-16. Malick added that this project might be good to include in the BID's expansion. Parker mentioned he had talked to Gary Miezer who owns property in this same area being considered for expansion, and said he was asked by Miezer what would be the advantages of being included in the BID. Malick said Henning the renewal consultant originally had advised that if the area to the west of La Brea Ave. was added to the BID it would result in negative revenue for the BID, but now based on this information from Crowel the area might be worth including into the expansion. Malick asked Crowel if his firm wants their project to be included in the BID's expansion. Crowel responded by saying yes they do want to be included. Malick continued by saying if the Renewal Committee had known the information as presented by Crowel, then the Committee might have recommended this area west of La Brea Ave. be included in the BID's expansion. Groeper said Henning needs to look at all this and the information, and advise accordingly. Malick said the consideration of Area 1 will be tabled for now.

Malick continued by saying the Renewal Committee recommended to include Area 2 which is along the westerly side of Vine St. south of the Musicians Union to Melrose Ave. **Goldman made a motion to include Area 2 which is along the westerly side of Vine St. south of the Musicians Union to Melrose Ave. into the BID's renewal boundaries. Cassella seconded the motion. The motion carried unanimously.**

Malick asked Goldman about her efforts with her contacts in regard to getting State property assessments, and specifically regarding the DMV property. Goldman said she was told by her contacts that the State had already paid their assessment monies to the City of LA. Levi added that the State of CA has not paid their assessment for the past three or four years. Goldman said she would be following up with this at the City level and get back to the Board about this matter. Malick said the consideration of eliminating the State's DMV property will be tabled until more information is available.

Discussion followed as to scheduling the next Renewal Committee meeting. There was a consensus that the date of the next Committee meeting would be on Monday, Sept. 9<sup>th</sup>, beginning at 12 noon. Cassella said the meeting could be held at Red Studios in their conference room, and Omahen said he would follow up with the Committee regarding confirming this. Malick added that the formula for assessments would be discussed at this meeting.

### **VIII. Annual Meeting/Party Update**

Levi told the Members everything is going well in planning for the upcoming Annual Party.

### **IX. New Business**

Malick mentioned that the 2014 Annual Nominations/Election Committee will include himself, Jeff Luster, and Jacques Massachi. Omahen was asked if he had contacted Massachi and confirmed he would be on this Committee. Omahen said he has contacted Massachi, but has not had a confirmation back from him yet.

Levi mentioned that she has heard that some of the Melrose Action group people intend to protest and picket the GWHFC's food line.

### **X. Meeting was adjourned at 4:40pm**

## **Hollywood Media District BID Board of Directors Meeting Minutes**

**Meeting held on September 26, 2013**

**Musicians Union Local 47, Auditorium, 817 N. Vine St., Hollywood 90038**

**Board Members Present:** Anabel, Ankney, Cassella, Groeper, Goldberg, Howard, Lee, Loverro, Luster, Maldonado, Malick, Parker, Scane

**Board Members Absent:** Dujovne, Mahoney

**Staff Present:** Ceja, Irigoyen, Levi

**Guests:** JL Singer (Hollywood Center Studios), Sharon Shapiro, Ken Basham

**XVI. Call to Order** – Malick called meeting to order at 4:30pm

**XVII. Introductions**

Malick welcomed and introduced JL Singer from Hollywood Center Studios.

**XVIII. Public Comments**

none

**XIX. Approval of Minutes**

Minutes of 08.22.13 Board of Directors meeting read and reviewed by Board. It was mentioned that in VII., ‘KOPC property’ should be KCOP property. **Goldman made a motion to accept and approve the minutes with correction. Roodman seconded the motion. The motion carried unanimously.**

**V. Security Report**

Irigoyen reported that just a few weeks ago he found out that the transgenders were sleeping at an abandoned lot across the street from the LGBTQ Center, and acting SLO Paul Jordan went there and made some arrests.

**VI. BID Renewal Committee Report**

Malick explained that the BID Renewal Committee had a number of recommendations for the full Board of Directors to approve. Malick read off all the motions made and approved by the Committee. They are as follows:

- Area #1, west of La Brea Ave., be included into the BID Renewal’s boundaries.
- Sate’s DMV property remain in the BID’s renewal boundaries.
- 2B, Residential (1-4 Units) and Residential Condos be eliminated in the Plan and not included.
- 2C, Live-work Condos remain in and without any change as drafted; 2D, Residential (5+ units) remain in, but change 75%-80% to 100%; 2E, Mixed-Use

Developments remain in, but change from 75%-80% to 100%; and 2F, 2G, and 2H all remain in and without any changes as drafted.

- To use the current assessment rate formula as established by the City of LA's Clerks office.
- To set a cap of 3% for Annual Assessment increases in the Renewal Plan.
- To make La Brea Ave. frontage a premium assessment zone.
- To assess Residential Condos along premium frontage zones.

Discussion followed. **Goldman made a motion to accept and approve all the recommendations from the BID Renewal Committee. Cassella seconded the motion. The motion carried unanimously.**

**VII. Meeting was adjourned at 5:20pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on October 24, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Groeper, Howard, Lee, Luster, Malick, Mahoney, Parker, Roodman, Scane, Wolfson

**Board Members Absent:** Dujovne, Goldman, Loverro, Maldonado

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, JL Singer, Sharyn Romano, Rena Oso

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

none

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 09.26.13 Board of Directors meeting read and reviewed by Board. **Cassella made a motion to accept and approve the minutes. Anabel seconded the motion. The motion carried unanimously.**

#### **V. Security Patrol Report**

Irigoyen told those attending the transgressors that had been hanging out along Seward St. are now gone. Irigoyen also mentioned that he and SLO Paul Jordan and he have working together on a number of issues in the District. He continued by saying near the corner of Lexington Ave. and Highland Ave. there was a fight earlier today and a report of a bomb threat, but after the PD Bomb Squad checked it out there was nothing. Irigoyen said that on Halloween they expect to be busy. Wolfson said there have been a number of things going on, and she asked if and when will the BID Safety Committee be holding its next meeting. Groeper mentioned there are some things that need to be discussed. There was a consensus of Committee Members present to hold the next Cleaning & Safety Committee right before the next Board of Directors meeting. Malick mentioned that the regular monthly November Board meeting date falls on Thanksgiving Day. and he asked if the Board would want to meet one week earlier on Thur., Nov. 21<sup>st</sup>. The consensus of the Board was to hold their November meeting on the 21<sup>st</sup> starting at 3pm,, and the Cleaning & Safety Committee would start their meeting at 2pm. Malick continued by saying the Board needs to schedule their December meeting as well and asked the Members for a suggested date. Discussion followed and it was decided to hold the December Board of Directors meeting on Thur., Dec. 12<sup>th</sup> beginning at 5pm, and it would be a meeting followed by dinner as in years past.

#### **VI. HBT Report**

Romano said that Oso has photos that have been taken pertaining to what HBT’s crews see and find on the streets. Oso passed the photos around for the Members to see, as Romano told the

Members these are photos of illegal dumping, trash, hypodermic needles, and such. Romano continued with saying the damaged palm on one of the medians along Highland Ave. has been replaced. Groeper asked about tree trimming in the District. Malick said the BID's tree trimming schedule had to be cut back due to budget concerns, and this matter could be addressed at the Cleaning & Safety Committee meeting.

### **VII. BID Renewal Committee Report/Recommendations**

Malick told the Members the Renewal Committee had just met and Jacques Massachi attended the meeting. Malick continued by saying that Massachi is an owner of a number of properties along Highland Ave., and he was advocating for an expansion of the BID's current boundary northward up Highland Ave. Malick also told the Members that Massachi owns the property where the Little Red Schoolhouse is located, but it is not currently included in the BID. Discussion followed and Malick explained that the Renewal Committee agreed upon and made the recommendation to add into the Renewal Plan the area north along both sides of Highland Ave. to the southerly side of DeLongpre Ave. and the Little Red Schoolhouse property. Malick said the BID's consultant Ed Henning did not see any complications with this other than having to do more outreach, and he mentioned that Massachi does own a significant part of the proposed expansion area. Also it was mentioned that Massachi will be advocating to the few other property owners to gain their support. Levi added that Henning had said this proposed expansion area up Highland Ave. would be justified and should not be a problem when the City reviews the Renewal Plan. **Cassella made a motion to approve the BID's expansion north along both sides of Highland Ave. to the southerly side of DeLongpre Ave. and to also include the Little Red Schoolhouse property. Ankney seconded the motion. The motion carried unanimously.** Malick continued by telling the Members he has read over the draft BID Renewal Management Plan and Engineers Report that Henning has done, and mentioned that for residential buildings the cut off would be at ten units. Malick called for a motion regarding the draft. **Anabel made a motion to approve the BID Renewal draft Management Plan and Engineers Report that Henning presented. Groeper seconded the motion. The motion carried unanimously.**

### **VIII. New Business**

Malick told the Members that the Hollywood PD Division is proposing upgrading the security surveillance camera system here in Hollywood. He said this would involve the other BIDs in Hollywood, and as per Kerry Morrison they are interested in this. Malick added that as per Morrison each new camera would cost about \$11,000. He said the Media District has five cameras and our total cost would be \$55,000. Levi and Malick said this is a very significant amount of money, but that Morrison had said her BIDs could pay for our new cameras and the Media District could pay them back. Malick mentioned that the PD will be giving a demo of the proposed new camera system on Nov. 4<sup>th</sup> at their Dominguez Hills location, and he asked if any Members could attend. Cassella asked about whether our BID has any contractual obligations concerning our current cameras. Malick said that would be looked into and all this would be discussed at the next Committee and Board meetings.

Malick told the Members the LA Consortium of BIDs is wanting to hire a consultant to organize and advocate for favorable legislation and such. Omahen mentioned we are part of the Consortium and it is a very reputable organization that includes all BIDs in the LA area. Malick said each BID is being asked to contribute a very small percentage of their annual



budget, and the HMD's contribution would be \$1800. He added this would be a one-time cost. **Mahoney made a motion to approve an \$1800 one-time contribution to the LA Consortium of BIDs to hire a consultant to advocate for favorable legislation. Cassella seconded the motion. The motion carried unanimously.**

**IX. Meeting was adjourned at 4pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on November 21, 2013**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Goldman, Groeper, Lee, Luster, Loverro, Malick, Mahoney, Parker, Roodman, Scane, Wolfson

**Board Members Absent:** Dujovne, Howard, Maldonado

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, Romano, JL Singer, LAPD Officers Paul Jordan and Dolores Rodriguez, Spencer Downing and John Shaffner from Center at Blessed Sacrament

**I. Call to Order** – Malick called meeting to order at 3:18pm

#### **II. Introductions**

Malick welcomed and introduced LAPD Officers Paul Jordan and Dolores Rodriguez, and Spencer Downing and John Shaffner from the Center at Blessed Sacrament.

#### **III. Public Comments**

John Shaffner introduced himself and explained that he and Spencer Downing are part of the Blessed Sacrament Church and they are involved with serving the homeless population here in Hollywood. Downing continued and said they believe they can end homelessness in Hollywood. He mentioned that they are located behind the Church and originally their program just focused on providing food, showers, clothing and such to the homeless population, but now they are refocusing their efforts on getting people off the streets by finding them homes. He added that since 2010 they have helped 200 homeless people find homes. Downing continued by saying they are trying to establish themselves as a community resource in partnership with other programs and agencies. He mentioned also that they have been working together with the Hollywood 4WARD group.

#### **IV. Approval of Meeting Minutes**

Minutes of 10.24.13 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Groeper seconded the motion. The motion carried unanimously.**

#### **V. HMD’s Security Surveillance Camera System**

Wolfson told the Members that SLO Paul Jordan has recommended a surveillance camera for the corner of Lexington Ave. and McCadden Pl. She also mentioned that moving one of the BID cameras was just discussed at the Committee meeting prior to this Board meeting. It was further mentioned that the BID camera now currently located at the corner of Sycamore Ave. and Romaine St. would be the best choice to move to the new location. Wolfson also said that Jim Sage from Metro Video Systems had said the cost would be not only to move the camera, but also to relocate a relay unit for it that is currently on top of the Iron Mountain building. The total cost would be \$2000 for this work. Groeper said there was a consensus of the Committee that this should be done, and Omahen will follow up regarding confirming all this.

## **VI. Security Patrol Report**

Capt. Irigoyen said there have been no recent incidents at the food line. He also mentioned that recently they have had an increase of calls for service, and often they are not able to be stationed at the corner of Romaine St. and Sycamore Ave. because they have to respond to a call somewhere else. Mahoney added that he does not agree that our BID Security Officers should be regularly stationed to monitor the food line. Cassella also added that the BID can not give the food line special and more service than anywhere else in the BID. Irigoyen said that normally they have three Patrol Officers at the food line and for one to two hours. Malick said we may need to re-evaluate how to deploy the BID's Security Officers regarding the food line. Irigoyen continued and told the Members that Maggie's Donuts on Santa Monica Blvd. is becoming a new hot spot. He said Maggie's Donuts is now calling the BID Security Office often and regularly about a number of problems they are having with prostitution, drug abusers, loitering and such.

## **VII. Number of BID Boardmembers**

Malick told the Members that one of the current Boardmembers did not submit an application for next year's Board, and there were four new applications. He continued by saying because the number of Boardmembers has been growing, he recommends returning to the total number of Member for next year to seventeen. He also mentioned that it is best to have an uneven number of Boardmembers. **Goldman made a motion set the total number of Members on the BID Board for 2014 at seventeen (17). Groeper seconded the motion. The motion carried unanimously.**

## **VIII. Slate of Nominees for 2014 Board of Directors**

Malick told the Members the Nominations Committee had four new applications for next year's Board, as well as all Members up for re-election with the exception of Tim Mahoney. He continued by saying there was applications from JL Singer representing Hollywood Center Studios, David Bass representing the Producers Film Center, James Anderson representing Morton LaKretz/Crossroads Properties, and Jim McQuiston represent his property at 1035 N. Orange Dr. Malick said the Committee interviewed the four new candidates, and they approved and recommended JL Singer and David Bass for the Slate, as well as all returning Members. Malick mentioned that although James Anderson was a contender but did not make the final choice, the Committee told him that he could very well be on the Cleaning & Safety Committee if so interested. Parker added that over the years the Members of the Board have all had a positive influence on the Board and expressed his hope that this will continue with the 2014 Members. **Goldman made a motion accept and approve the Slate of Nominees (Wil Anabel, Michael Ankney, David Bass, Carol Cassella, Ron Groeper, Thor Lee, Mike Parker, JL Singer) for the 2014 BID Board of Directors. Mahoney seconded the motion. Parker opposed the motion. Wolfson abstained from voting. The motion was approved and passed with a majority of Members voting that are not up for re-election and that were not on the Slate.**

## **IX. HBT Report**

Romano told the Members they were emailed photos involving HBT's work, and these will no longer be passed around at the Board meetings as per Malick's recommendation. Wolfson asked Romano for an estimate as to the cost of cleaning around the corner of Romaine St. and Sycamore Ave. as a result of the food line being there. Romano said she would have to get

back to the Board with an estimated cost. Mahoney mentioned that Romano had offered to do some tree trimming before the end of the year, and HBT would bill the BID next year for it.

#### **X. Cleaning & Safety Committee Report**

Groeper reported that the Cleaning & Safety Committee had just met prior to the Board meeting. He said there are several locations along Santa Monica Blvd. where the BID had decided to install DWP lighting and to pay for these as well. Groeper continued by telling the Members, as per Omahen, that just recently the BID has started receiving a monthly billing for a light at the cost of \$21 located at the Honda of Hollywood motorcycle lot along Santa Monica Blvd. Groeper added that there was no explanation for this, and he said the Committee recommended that Honda of Hollywood should pay for lighting their motorcycle lot. He said the Committee also recommended and advised Omahen to stop paying the \$21 billing, and to contact Honda of Hollywood of this. Groeper continued by mentioning that the Committee had discussed the condition of the BID's green metal trashcans. He said that some trashcans need to be cleaned or repainted, and some are missing the chained lids or are damaged. Groeper reported that HBT has been asked to clean the BID's green metal trashcans as best as they can, and added that HBT will do an evaluation of all the green metal trashcans as to what maintenance work needs to be done on them. Malick asked about the BID's security surveillance camera system. Anabel and Wolfson said they had attended the PD's Nov. 4<sup>th</sup> tour at Dominguez Hills and a demo presentation of a new camera system. Both agreed the new system is much better than what the BID currently has, and both also added that the BID's current camera system is somewhat obsolete. Groeper continued by saying the BID would need more information and firm costs for a new camera system to be considered at sometime in the future. Wolfson mentioned that due to an increase of illegal activity at the corner of Lexington Ave. and McCadden Pl. there is a need for a camera at this location. She mentioned that SLO Paul Jordan agreed with this, and added that Jordan had recommended moving the camera currently located at the corner of Romaine St. and Sycamore Ave. to the new location. Wolfson told the Members she was told by Jim Sage from Metro Video Systems this move would cost \$2000. Groeper added that the cost is higher than the last camera that was moved because the repeater on top of the Iron Mountain building would have to be moved as well. Omahen said he would follow up with Jim Sage about this and confirm details and costs.

#### **XI. HMD Annual Report**

Malick asked the Members if they have read over the 2014 Annual Planning Report Levi had emailed everyone. Loverro mentioned and suggested the wording in section B.1. Public Safety Patrols, at top of page 6 as stated "12 to 14 officers per day, seven days per week" should perhaps be restated so as to not give the impression that the BID has 12 to 14 officers on duty at the same time each day. Levi agreed and suggest changing this to "3 to 4 officers per shift, 3 to 4 shifts per day, seven days a week". **Lee made a motion approve the 2014 Annual Planning Report prepared by Levi, with a change to section B.1. Public Safety Patrols, at top of page 6 as stated "12 to 14 officers per day, seven days per week" to "3 to 4 officers per shift, 3 to 4 shifts per day, seven days a week". Cassella seconded the motion. The motion carried unanimously.**

#### **XII. December Board Meeting**

Malick said that the December Board meeting would be brief, and that the Slate of 2014 Boardmember Nominees would be on the agenda as well as moving the one BID security

camera. Groeper asked the Members if rather than a sit down dinner for December and the holidays, they would want to do more of a mixer and invite some others. It was also mentioned that the other Hollywood BID does a holiday event and the BID pays for it. Brief discussion followed and all Members enthusiastically agreed that a mixer happy hour would be preferred, and the BID would sponsor and pay for it. Omahen asked where they would like to hold this mixer and about how many people would be attending. Groeper suggested holding the mixer at the Next Door Lounge and he added that including the Members there perhaps would be 25 people, and this would include our security people, HBT, and electeds. Omahen said he would contact the Next Door Lounge and find out if a reservation for 20 to 25 people for Thur., Dec. 12<sup>th</sup> will work, and he would let everyone know.

**XIII. Meeting was adjourned at 5:10pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on December 13, 2013**

**The Next Door Lounge, 1154 N. Highland Ave., Hollywood**

**Board Members Present:** Anabel, Ankney, Cassella, Goldman, Lee, Luster,  
Loverro, Malick, Mahoney, Parker, Roodman, Wolfson

**Board Members Absent:** Dujovne, Groeper, Howard, Maldonado, Scane

**Staff and Guests Present:** Levi, Irigoyen, Omahen, Jacques Massachi, Ferris Wehbe,  
JL Singer, David Bass, Sharon Shapiro, and six other guests attending the post-meeting mixer.

**I. Call to Order** – Malick called meeting to order at 5:10pm

#### **II. Introductions**

none

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 11.21.13 Board of Directors meeting read and reviewed by Board. **Parker made a motion to accept and approve the minutes. Goldman seconded the motion. The motion carried unanimously.**

#### **V. Moving one Security Surveillance Camera**

Malick briefly said the recommendation had been approved to move the BID camera currently located at the corner of Sycamore Ave. and Romaine St. to the corner of Lexington Ave. and McCadden Pl., and he added that the total cost to do this would be \$2000. **Goldman made a motion to move the BID camera currently located at the corner of Sycamore Ave. and Romaine St. to the corner of Lexington Ave. and McCadden Pl. at a total cost of \$2000. Anabel seconded the motion. The motion carried unanimously.**

#### **VI. Slate of Nominees for 2014 Board of Directors**

Malick said the BID has received no additional nominees and the deadline to contest the Slate has passed. Malick also briefly added that the Board might want to consider changing the language in the BID's Bylaws so as to if the Slate is not contested, then there would be no need to have the Board approve the Slate for a second time. **Goldman made a motion to approve the Slate of Nominees for the BID's 2014 Board of Directors. Luster seconded the motion. The motion was approved and passed unanimously with those Members voting that are not up for re-election and that were not on the Slate.**

#### **VII. Meeting was adjourned at 5:20pm**

Presentation to Tim Mahoney and mixer followed.

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on January 23, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Cassella, Goldman, Groeper, Howard, Lee, Luster, Malick, Parker, Roodman, Scane, Singer, Wolfson

**Board Members Absent:** Loverro, Maldonado

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, Jeff Miele, Olya Petrakova

**I. Call to Order** – Malick called meeting to order at 3:10pm

#### **II. Introductions**

Malick welcomed new Boardmembers JL Singer and David Bass.

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 12.13.13 Board of Directors meeting read and reviewed by Board. Levi mentioned an error in the minutes and motion regarding the location of the BID’s security camera to be moved. Levi said the correct location of the camera that was to be and that has been moved was the camera from corner of Santa Monica Blvd. and Sycamore Ave. **Ankney made a motion to accept and approve the minutes with change from Sycamore Ave. and Romaine St. to Santa Monica Blvd. and Sycamore Ave. Cassella seconded the motion. The motion carried unanimously.** Levi continued by mentioning that a motion should be made as to this error and to correct it. **Goldman made a motion that will correct the motion from 12.13.13 meeting to read ‘move the BID camera currently located at the corner of Sycamore Ave. and Santa Monica Blvd. to the corner of Lexington Ave. and McCadden Pl.’. Cassella seconded the motion. The motion carried unanimously.**

#### **V. 2014 Board Officers**

Malick said the Board needs to discuss and select Officers of the Board, and he asked the Members how to proceed. Omahen mentioned that he was told that Maldonado had pneumonia last week and probably will not be attending. Groeper complimented Goldman on her involvement in BID matters and suggested she assume the Treasurer’s position. Goldman was asked where she works. Goldman responded by saying her office is at the corner of Sunset Blvd. and Vine St. and added she would be available to sign checks. Levi said Mahoney had been Assistant Treasurer last year and as such, made it very convenient for check signing. Levi added that perhaps new Member Singer could assume that position. Singer commented that he is at the studio nearly every day and would be available. Malick asked the Members about all other Officer positions, and the consensus of the Members was to keep the same Officers as last year. **Groeper made a motion to approve the 2014 Officers of the Board: Malick as President, Groeper as Vice President, Cassella as Vice President I, Goldman as Treasurer, Singer as Assistant Treasurer, and Anabel as Secretary. Cassella seconded the motion. The motion carried unanimously.**

## **VI. UPS Patrol Report**

Irigoyen told those attending that over the holidays there was a very large give-away of clothes and toys at the food line corner. He said there were approximately 2000 people and the event was without any incidents. Irigoyen continued by saying that in the area there has been an increase in tagging. Also mentioned was that the 7-11 at the corner of Santa Monica Blvd. and Las Palmas Ave., the store has reported in increase in stealing from that store. Groeper asked if the 7-11 has a security guard. Irigoyen said they do not. Irigoyen said there was another medical marijuana shop that wanted to open on Highland Ave. just across the street from the LGBT Center, but the Hollywood PD has told him that it will not. Irigoyen continued by reporting that a mentally ill man was naked and walking around the area in the vicinity of Santa Monica Blvd. and McCadden Pl., and the PD took him into custody. Also Irigoyen told those attending that he has been told that SLO John Washington may be returning to duty next month. Cassella asked how many BID patrol officers are on duty for Fridays and Saturdays. Irigoyen said they have four officers on duty. Cassella also asked how many BID patrol officers are assigned to the corner of Romaine St. and Sycamore Ave. Irigoyen responded by saying they have one officer assigned to that corner starting at about 6pm and lasting for about one to one and one-half hours. Cassella continued by asking if our security patrol presence at the food line corner helps calm things. Irigoyen responded by saying that he believes the presence of our BID patrol officer does help, and he added that a Hollywood PD patrol car usually comes by towards the end of the feeding.

## **VII. HBT Report**

Jeff Miele introduced himself and reported that for the month of December HBT had picked up 1378 bags of trash, painted out 630 sq. ft. of graffiti, removed 74 pieces of large street dumped items, and pruned 50 trees along La Brea and Santa Monica Blvd. and also trimmed palms on medians of Highland Ave. Groeper mentioned that along his block of McCadden Pl. there are still a few sidewalk tree wells that have missing trees. Miele said he would look into this. Malick mentioned that the monthly photos from HBT had not been received.

## **VIII. BID Renewal Update**

Levi reported that consultant Henning is moving along with all details, and that the first version of the Plan will be submitted to the City either tomorrow or Monday. Levi also added that the City Attorney's Office will likely advise and recommend a number of revisions. Cassella asked if there is a deadline for the City to approve the BID's final Plan. Levi said the City's deadline is March 1<sup>st</sup>. Cassella asked if the Renewal Committee will be able to review the final Plan with any changes. Levi responded by saying there is no scheduled Committee meeting at this time, although once the City has recommended changes and Henning has made these in the Plan, a Renewal Committee meeting would be called. Levi added that this Committee meeting could be called with short notice and she will let everyone know. Goldman said she knows people in the City and asked Levi to let her know when the Plan is submitted. Levi added that the ballot would be going out in June or July, and because we are a renewal and not a newly created BID, July is more likely. Malick and Goldman asked about plans for doing outreach to gain support for the renewal. Omahen mentioned that the next issue of the BID newsletter will be entirely dedicated to this. Levi also added that Members should start making calls to their contacts. Levi asked Parker if he knew if the Mole-Richardson Co. would be supportive of the renewal and the expansion area. Parker responded by saying his company no longer owns the property in the proposed expansion area west of La



Brea Ave. Parker also added that he does not know if property owner Gary Mizner would be supportive. Groeper expressed concern about property owners in the proposed expansion areas not being supportive.

#### **IX. New Business**

Olya Petrakova from the Artworks Theatre introduced herself, and she asked what is the status of the Theatre Row medallions. Malick responded by saying that recently the LA Times had contacted him and was asking about Theatre Row. He continued by saying Santa Monica Blvd. is under State of CA jurisdiction and there has been no progress in getting an approval from them for installation of the medallions. Levi added that the relinquishment of Santa Monica Blvd. is a continuing issue. Petrakova said this is unfortunate because Theatre Row is shrinking.

Goldman said that she will be talking with City Controller Ron Galperin and will ask about assessments owed to the BID.

Goldman mentioned that the CHNC elections are coming up soon if anyone is interested in board positions.

Groeper asked about the work at the Synder property along Romaine St. Singer said Hollywood Center Studios have been talking with the Snyder people, and they have begun doing ground work for their new building project. Omahen added that the trees have been removed around the property along Seward St. and Romaine St.

#### **X. Meeting was adjourned at 4:10pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on February 27, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Cassella, Groeper, Loverro, Luster, Malick, Parker, Roodman, Scane, Singer, Wolfson

**Board Members Absent:** Goldman, Howard, Maldonado

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, Lee, Nathan French, Yeghig Keshishian, Jeff Miele, Olya Petrakova

**I. Call to Order** – Malick called meeting to order at 3:05pm

#### **II. Introductions**

Malick welcomed Nathan French from the Center at Blessed Sacrament. Malick also welcomed Yeghig Keshishian from the Mayor’s Office.

#### **III. Public Comments**

French introduced himself and mentioned that he only could stay for a short while. French said their Center is reaching out to the business community so as to let people know what they do. He invited all to their next monthly tour and lunch at the Center, 6636 Selma Ave., beginning at 12noon on Tuesday, March 18<sup>th</sup>. Malick asked Omahen to email out the Center’s announcement and invitation to the Boardmembers.

#### **IV. Approval of Meeting Minutes**

Minutes of 01.23.14 Board of Directors meeting read and reviewed by Board. **Luster made a motion to accept and approve the minutes. Ankney seconded the motion. The motion carried unanimously.**

#### **V. Nominations Committee Report, Thor Lee Boardmember Application**

Malick briefly explained that Thor Lee no longer owns property within the boundaries of the BID and the Television Center, 6311 Romaine St., wishes to have him as their representative on the Board of Directors. Malick said the Committee had just met and they recommend that Lee continue as a BID Boardmember. Malick asked all if there are any questions. There were no questions and Malick called for a motion. **Anabel made a motion to accept and approve Thor Lee’s application to become the Television Center’s representative, and he continue to be on the 2014 BID Board of Directors. Groeper seconded the motion. The motion carried unanimously.**

#### **VI. UPS Security Patrol Report**

Capt. Irigoyen reported that at 6560 Santa Monica Blvd. (the old Rubber Stamp building) they have had a number of problems and calls from the owner, and that this location is becoming a hot spot. Irigoyen continued by saying SLO John Washington has returned to duty and that LAPD Officer Paul Jordan is no longer the acting SLO. Groeper mentioned the recent LA Times article regarding Santa Monica Blvd. and Theatre Row, and he asked if the medical marijuana dispensaries are creating any problems. Irigoyen said he and his Patrol Officers

have not seen the extent of crime and illegal activity as the article implied, and he added that street crime and prostitution have not been any great or escalating problem. Irigoyen reported that they receive calls from those outside the boundaries of the BID, but they are told that the BID's Security Patrol can only respond to those within the boundaries. Continuing his report, Irigoyen mentioned that the Food Line has been manageable but the UCLA Mobile Clinic has been coming and they have set up a tent with a chair on the sidewalk. Loverro said the recycling center next to his building along Las Palmas Ave. continues to create problems and is generally a nuisance to all around that area. Loverro mentioned he has had to regularly call our Security Patrol Officers for help. He added that there is broken glass everywhere, and often there is trash and shopping carts left out on the sidewalk. Loverro said the greatest problems occur between 9pm and 6am, and often homeless people are either passed out or just sleeping out in front of his building. He added that human waste that has been left is also very much a problem.

### **VII. HBT Report**

Jeff Miele from HBT reported that along Santa Monica Blvd. a tree had fallen and they had to remove it. He also told those attending that they have had problems with homeless belongings and shopping carts left along Seward St. Parker said the street trees are looking great and thanks HBT for the care and trimming of them.

### **VIII. BID Renewal Update**

Levi reported that consultant Henning had made necessary revisions and he has now submitted to the City all that is required for our BID renewal. Levi added that because there are a number of BIDs up for renewal a second City attorney has been assigned to help review the applications. She also told the Members that a former employee of hers named Tracy had done the map for the application. Levi said she does not know how long it would take the City to get back to us and advise as to any revisions, but it would be in March. She told the Members once the City approves and accepts our Renewal Plan and Engineer's Report, the petition can be sent out. Levi said we would have about two months to complete the petition drive. Malick asked if she and Omahen could do or prep anything for the petition mailing prior to the City's final approval. Levi responded by saying that she and Omahen have been discussing this and they will be doing such to be ready to get the petition packets in the mail as soon as possible. Malick asked Yeghig Keshishian from the Mayor's Office if he had any contacts with the City Attorney's Office so as to help speed up our review process. Levi also asked Keshishian if he could help us get an answer to whether or not the BID Renewal petition packet mailing could just include a summary of the Plan and Report, rather than all the nearly 100 page quite lengthy entire document. Keshishian said he would check into both these things and let us know. Cassella asked if the process is the same as it had been for the first BID Renewal. Levi said it is. Levi said that everything for the BID's Renewal needs to be completed by August, and she added that does include a 45 day period for hearings at City Council. Levi mentioned that as soon as she receives the property owners' spreadsheet from Henning, listing highest assessment amounts, she will be asking Boardmembers who to solicit for support.

### **IX. New Business**

Yeghig Keshishian told those attending he is the Mayor's Office central area representative. He said that the Mayor's Office has an Entertainment Industry Advisor and just recently a new head of DWP. He also mentioned their office is looking for a new General Manager for

Cultural Affairs. Keshishian said his focus is on the central area communities and any issues there may be, and offered his help. Levi asked if he would follow up with her as to his contacts, and he said he would.

**X. Meeting was adjourned at 3:50pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on March 27, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Cassella, Groeper, Lee, Loverro, Luster, Maldonado, Roodman, Scane, Singer, Wolfson

**Board Members Absent:** Goldman, Howard, Malick, Parker

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, Jeff Miele, Olya Petrakova

**I. Call to Order** – Cassella called meeting to order at 3:10pm

#### **II. Introductions / Public Comments**

Olya Petrakova from the Artworks Theatre introduced herself and said recently they have had quite a number of problems with vandalism, trash from people on the street, and drug dealing in front and around their theatre. She also expressed her concerns about the medical marijuana dispensaries in the neighborhood. Petrakova continued by saying that because of all these problems, it is hurting their business. She mentioned that the Hudson Theatre is losing their parking lot because another business is offering more money to rent it. Cassella asked if the Theatre calls our BID Security Patrol when they see or have had these problems. Petrakova responded by saying that they do not because such things as drug dealing happens quickly and the incidents would end before the Patrol Officers would get there. Capt. Irigoyen asked what are the hours of the Theatre. Petrakova said they often have classes starting as early as 10am and performances at night that may go until 10pm. Levi said the Theatre should call our BID Security as well as the PD if they see illegal activity going on. Levi added that the more reports of such illegal activities around the Theatre, and the more these individuals are approached by authorities, they will eventually be discouraged from hanging out around the Theatre. Lee mentioned that many of the medical marijuana dispensaries are legitimate and are legal, but some may not be. Petrakova expressed her frustration and said she was asking for help. Cassella said they should talk to the Council Office about all these matters as well.

#### **III. Approval of Meeting Minutes**

Minutes of 02.27.14 Board of Directors meeting read and reviewed by Board. **Roodman made a motion to accept and approve the minutes. Loverro seconded the motion. The motion carried unanimously.**

#### **IV. UPS Security Patrol Report**

Capt. Irigoyen told the Members that the new Captain of the Hollywood PD Division is putting on bike patrols in the area, and he said the BID’s bike patrol will be working closely together with the PD. He continued by mentioning that our security officers use a green tag that is left on vehicles when the officers see or notice items left in sight in the parked vehicle that could be stolen. Irigoyen said the food line situation is about the same as it has been, and that they as well as the mobile clinic have been once again setting up tables on the sidewalk. It was mentioned that the GWHFC nor the UCLA mobile clinic are no longer allowed to set up tables on the public sidewalk. Irigoyen mentioned that he has heard there will be an animal hospital moving into the old Post Office building on Santa Monica Blvd.

## **V. HBT Report**

Jeff Miele from HBT reported that last month they picked up 1480 bags of trash, painted out 1500 sq. ft. of graffiti, and removed 130 items dumped on the streets in the District. Miele told the Members that HBT has applied for a grant that would supplement and help the BID with getting more new trees for our District, as well as to help with replantings on the Highland Ave. medians. He also mentioned they have done a few new tree replacements along McCadden Pl. Miele said HBT will be holding their annual Gala Event on May 28<sup>th</sup>, and that they had sent out the announcement flyer. Omahen said he had received the announcement flyer and will forward it to the Members.

## **VI. BID Renewal Update**

Cassella mentioned there is a memo from renewal consultant Henning included in the Members packets, and that it had been emailed to the Board Members, and she asked if everyone has read it over. Cassella continued by saying there have been problems with the City Attorney's office processing a number of renewals that are currently in the queue, and mentioned that our BID's submission for renewal was late and that perhaps has compounded the delays. Levi reported that consultant Henning and she have been back and forth with revisions to the Plan and Report, and that the City Attorney's office has been very slow and inconsistent with their feed back. Levi expressed the frustration with all this, and said now the Attorney's office has some problems with the inclusion of certain R-zones. Levi said and advised that we should not include these questioned R-zones in the Plan and that they could always be added back in at a later time. She said these changes would hopefully be the last and the City Attorney's office will soon give their final approval to everything submitted. Levi also mentioned that Henning and she have been also working directly with the City Clerk's office to expedite any revisions and this entire process. Cassella suggested contacting our Council office, as well as the Mayor's office, so as to have them help in moving this process along more quickly. Cassella also asked if the BID Consortium could be of any help, and asked when their next meeting was. Omahen said the next Consortium meeting will be held on April 10<sup>th</sup> and he will forward the meeting announcement to the Members if any would like to attend. Loverro asked what is the deadline to mail the renewal petition. Levi said our deadline has been pushed back and now it is by May 1<sup>st</sup>.

## **VII. New Business**

Wolfson asked the Members if there is anything we could do to give Theatre Row more identity, because the medallions project does not seem like it will be moving forward. Wolfson also mentioned that with the upcoming Fringe Festival parking in the area is a problem, and said she would like to discuss this matter further. Levi said that Malick had wanted this matter of parking to be discussed at an Advocacy Committee meeting. Omahen said he would follow up with Malick and the Members of the Advocacy Committee as to scheduling the next meeting and Members availabilities. Groeper mentioned street cleaning issues and Levi said this would be another matter to put on the Advocacy Committee agenda. Wolfson continued by saying the Media District's website is quite dated and suggested considering updating it. She said she knows someone that could do a website re-design for very little money. All agreed the current website could use an updating, and Wolfson said she will bring more info about this to the next Board meeting or the Advocacy Committee meeting when scheduled.

## **VIII. Meeting was adjourned at 4:15pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on April 24, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Goldman, Howard, Malick, Parker  
Groeper, Lee, Loverro, Scane, Singer, Wolfson

**Board Members Absent:** Cassella, Luster, Maldonado, Roodman

**Staff and Guests Present:** Capt. Irigoyen, Sgt. Acevedo, Omahen, Jeff Miele (HBT),  
Tracy James (CD4), Sheryl Bananno (GWHFC), Amanda  
and Even (UCLA Mobile Clinic)

**I. Call to Order** – Groeper called meeting to order at 3:10pm. Groeper said Malick was on a call and would be arriving shortly.

#### **II. Introductions**

Groeper asked guests to introduce themselves to the Members. Jeff Miele from HBT introduced himself, Tracy James from Councilmember LaBonge’s office introduced herself, and Sheryl Bananno from the Greater West Hollywood Food Coalition (GWHFC) introduced herself as well as Amanda and Even from UCLA’s Mobile Clinic. Groeper told the Members we would wait until President Malick comes in to the meeting to hear comments from the guests attending.

#### **III. Approval of Meeting Minutes**

Minutes of 03.27.14 Board of Directors meeting read and reviewed by Board. **Parker made a motion to accept and approve the minutes. Loverro seconded the motion. The motion carried. Goldman abstained from voting due to not attending that meeting.**

#### **IV. UPS Security Patrol Report**

Capt. Irigoyen told the Members there has been somewhat of an escalation of motor homeless and individuals loitering around the corner of Willoughby Ave. and Lillian Way. He said there is a car wash at this location and he has been talking to a man by the name of Sam who is the car wash manager. Irigoyen mentioned that he also has been talking with SLO Julie Nony about this situation. Irigoyen continued by saying there has not been reports of problems pertaining to the medical marijuana dispensary on Santa Monica Blvd., and he said there has not been any calls nor complaints regarding street drug dealing problems near to the corner of Santa Monica Blvd. and Seward St. Irigoyen told those attending our security patrol officers have been monitoring the food line and that six out of seven days a week there are tables and chairs there set up on the sidewalk.

#### **V. HBT Report**

Jeff Miele from HBT told the Members that Sharyn Romano was not able to attend due to another scheduled commitment she had. Miele reported that HBT so far this month has collected 1575 bags of trash, and he mentioned having sent a series of photos to Omahen. Omahen mentioned he had forwarded the photos to the Members. Groeper asked about the status of planting new trees to replace those that have either been damaged or have died. Miele

said HBT has had a problem getting trees from their nursery. Groeper said this matter could be further discussed at the next Cleaning & Safety Committee meeting. Lee asked Miele to check with Romano as to when she would be available to meet for this Committee meeting. Parker mentioned that recently he has not seen the HBT cleaning crews around Mole-Richardson.

[Malick came into the meeting]

## **VI. Public Comments**

Tracy James told those attending she works closely with CD4's Sharon Shapiro and is very familiar with all the issues concerning the food line. James continued by mentioning that the City Council motion regarding street feeding programs that had been proposed last year by Councilmember LaBonge had not the support to move forward, and she said it would not anytime in the future. James said that she and CD4 have been working with the GWHFC to search for a new location. She mentioned that they have identified three or four locations, but only two that will be pursued as possibilities. James added that when a location is found, they have a commitment from someone to pay the first year's rent. She also added that there are several political officials that have said they would help. Goldman asked if they are looking only for outdoor parking lot type locations. Bananno said they have been working with a realtor and they are looking for a location that ideally would have both an outdoor space as well as an indoor space. Bananno added that because of the UCLA Mobile Clinic, an indoor space would better accommodate them. Groeper asked if they have been talking to other organizations as part of their search. Bananno responded by saying she has been volunteering with the GWHFC for the past 13 years, and over this time they have. Malick suggested it may be easier for them if they partnered with another organization. Bananno said because their feeding program operates very night, it would be a challenge for another organization to provide them a location. Parker mentioned that at the corner of Sycamore and Romaine where the food line is located, the GWHFC volunteers do a good job cleaning up afterwards every night. Bass said that his building's people are always having to clean up around their property that is located just across the street from the food line. Bass also mentioned that around their property they frequently find human waste. He added that there have been fights between individuals from the food line, and there have been reports of these individuals harassing their tenants as well as others walking along the nearby streets. Bass emphasized to James that the Councilmember needs to focus more on these issues and do something about all this now. Wolfson mentioned that she has been working with a few GWHFC volunteers and they have documented nuisances. Wolfson also added that perhaps the BID should put a cost on the impact the food line has to the area and ask the GWHFC to contribute to help cleaning. Bass said that this is not just a matter of money, but more so how the food line creates a nuisance for the entire area. Malick agreed that the issues involve more than just cleaning and money to do such. Parker added that the food line has been operating there for nearly 25 years and it has not been easy for them to do so, and there will be many challenges for them to move. Howard said there is no public information available regarding the GWHFC's nonprofit structure or status. He asked Bananno if she could provide more of this type of information to the BID Board. Bananno responded by saying that she has not been president that long and the GWHFC's information on their website does need updating. Bananno added that she could provide this information, and Omahen also added that Executive Director Levi has researched this and does have some information concerning Howard's question. Omahen said he will ask Levi to provide the information she has and to send it to the Board.



## **VII. BID Renewal Update**

Malick said he had just been on a conference call regarding the our BID Renewal and apologized for arriving late. He continued by saying due to the lawsuit involving the Arts District BID, the City Attorney's office has been very slow in processing all BID renewal plans. Malick added that the City Attorney's office has continually kept adding and changing language in the many drafts of our BID's plan, and it has been very frustrating. Parker asked about what was the problem with the Art District BID. Malick said there was an issue between a property owner and that BID which involved special benefits and general benefits, and the property owner filed a lawsuit. Malick said because of all this, the City Attorney's office wants to make sure something similar to this does not happen again. Lee asked what happens if a property owner opposes our renewal and being included in the BID or objects to being assessed. Malick explained that there will be a 45-day period once and after the ballot is sent out that any issues as such should and would be submitted to the City to address. Malick added that City Council ultimately will vote after the 45-day period to approve our renewal. He said that he had just been told on his conference call that hopefully the final draft of our Renewal Plan will be submitted once again back to the City Attorney's office tomorrow. Malick mentioned that he was also told we have up until May 19<sup>th</sup> to mail out the petition. Malick ended by telling the Members that everyone will need to get very busy calling and contacting other property owners once the petition is mailed out, and he added that everyone will be notified when the petition mailing has been done.

## **VIII. New Business**

It was mentioned that the Television Center's new parking structure and space received their Certificate of Occupancy and now is open.

Goldman mentioned that the CHNC recently had their annual elections for members of their Board. She said that a few of the people involved with the "Peru Village" initiative and proposal had sought to be seated members and they have been elected. She added that she would be resigning from her seat on Monday.

Wolfson asked about scheduling a BID Advocacy Committee meeting. Omahen said he would follow up with Malick concerning this and let the Committee Members know.

## **IX. Meeting was adjourned at 4:20pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on May 22, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Goldman, Howard, Malick, Groeper, Lee, Luster, Scane, Singer

**Board Members Absent:** Cassella, Loverro, Maldonado, Parker, Roodman, Wolfson

**Staff and Guests Present:** Irigoyen, Omahen, Jeff Miele (HBT), Tracy James (CD4), Sheryl Bananno (GWHFC), Tim Mahoney, Scott Campbell

**I. Call to Order** – Malick called meeting to order at 3:10pm.

#### **II. Introductions**

Scott Campbell introduced himself and said he is no longer the President of the Central Hollywood Neighborhood Council (CHNC). He added that the advocates for a “Peru Village” had several people running for CHNC Board seats and they had been elected. Campbell continued by saying he and some others in the area are now forming a new organization that he referred to as the Hollywood Network Coalition. Goldman mentioned that the CHNC might now be in violation of certain NC rules that limit the number of Board members which are of a certain group and that form a majority of the Board.

#### **III. Approval of Meeting Minutes**

Minutes of 04.24.14 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Anabel seconded the motion. The motion carried unanimously.**

#### **IV. BID Renewal Update**

Malick thanked everyone for their efforts in reaching the 50+% in the renewal petition drive. He said that we still need to continue with our contacts and outreach because the percentage is so close to the required 50+%. Malick mentioned that the JH Snyder Co. had chose not to sign our BID’s renewal petition. Malick said that in early to mid-June the City will be sending out the ballot, and we will need to once again make sure our supporters vote for the renewal. Malick told the Members that as soon as next week City Council will have on their agenda an Ordinance of Intent to move our BID’s renewal to the official ballot phase. Goldman mentioned that LA City Council will have a recess in July and said she hopes this does not affect our process of renewal. Malick asked James if CD4 could have influence to expedite matters involved in our renewal process.

#### **V. UPS Security Patrol Report**

Capt. Irigoyen reported that there had been an incident involving a transvestite at the laundry mat on Santa Monica Blvd. Irigoyen told those attending she was naked and very agitated, and the LAPD was called and they took her away. Irigoyen continued by telling of an incident at Walgreens with a man that had a gun. He said the LAPD intervened and apprehended him, and that there were no shots fired. Irigoyen mentioned that there had been an attempted burglary at

Mud Hen Restaurant, 742 N. Highland Ave. Regarding the food line, Irigoyen told those attending nothing has changed. Tables and chairs continue to be put out on the sidewalk, and there have been a few incidents or near fights but were resolved by our BID Patrol Officers. Lee asked about the old Texaco Station at corner of Highland and Willoughby. Irigoyen said they have not seen anyone inside the now fenced area around the property.

#### **VI. HBT Report**

Jeff Miele reported that HBT had collected 1541 bags of trash in April. He also mentioned that Sharyn Romano had asked about the next BID Cleaning & Safety Committee meeting. Miele said Romano suggested a Committee meeting to be scheduled for the first week of June. He also mentioned that their HBT fundraising event will be next week and there is a flyer invitation that was handed out to the Members.

#### **VII. Public Comments**

Sheryl Bananno from the Greater West Hollywood Food Coalition (GWHFC) said their location search continues. She also said that the GWHFC is unfortunately no longer under their former umbrella 501c3 organization due to the pressure from the community around where the food line is located. She added that now the GWHFC is functioning under a Special Services Group (SSG) status. Bananno also added that the GWHFC had filed for incorporation back on Oct. 11, 2013. Bass asked Tracy James from Councilmember LaBonge's office to look into what Bananno had just stated and check if this is accurate. James said we must give Bananno, as the new President of the GWHFC, a chance and work with her to create change. Goldman asked what are the boundaries of the GWHFC's search for a new location for the feeding program. Bananno said the boundaries are approximately Fountain Ave. to the north, Melrose Ave. to the south, LaBrea Ave. to the west, and Western Ave. to the east.

Malick thanked Tim Mahoney for his continuing participation and support.

#### **VIII. New Business**

none

#### **IX. Meeting was adjourned at 3:50pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on June 26, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Cassella, Goldman, Groeper,  
Howard, Loverro, Malick, Parker, Roodman, Wolfson

**Board Members Absent:** Lee, Luster, Maldonado, Scane, Singer

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, Sharyn Romano,  
Daniel Halden (CD13), Daniel Henning (Blank Theatre),  
Simon Costello (GLBT Center)

**I. Call to Order** – Malick called meeting to order at 3:10pm.

#### **II. Introductions and Public Comments**

Malick introduced Daniel Halden from CD13. Halden said he was attending the Board meeting to introduce himself as Councilmember O’Farrell’s new Field Deputy for Hollywood. He mentioned that he had formerly been with Councilmember La Bonge’s office. Halden invited all attending to Mitch O’Farrell’s first year anniversary celebration to be held on Saturday, June 28<sup>th</sup>. He passed out an invitation flyer and his business card, and said to contact him if anything is needed.

Malick introduced Daniel Henning. Henning said he is the founding artistic director of the Blank Theatre and the Vice President of the Hollywood Arts Council. He continued by saying he was here to ask the Board of Directors of the Media District BID for support for his initiative called “Stayin’ Live,” which he said was to advocate for live theatres in Hollywood to stay in Hollywood and to continue going strong. He mentioned that this initiative was to bring together all interested people in support of this. He also mentioned that he has spoken with CD4 and CD13 and they support this initiative, and he has received the Hollywood Arts Council’s and the Chamber’s support as well. Henning told the Members he had been in contact with Boardmember Cassella, and he had sent her a drafted letter of support for a request to CD4 and CD13 to introduce a City Council motion to officially designate the stretch of Santa Monica Blvd. from McCadden Pl. to El Centro Ave. as “Hollywood Theatre Row.” He also mentioned the request includes the installation of “Hollywood Theatre Row” signage along this stretch of Santa Monica Blvd. Goldman referred to the copy of Henning’s draft letter included in the Board packets, and she said the revised draft that was also included in the packets was more appropriate as a letter of support for Henning’s initiative. Goldman suggested minor changes that would specify the signs as Henning had written in his draft, and asked Omahen to redraft with addition of language ‘traditional permanent ceremonial signs’. Omahen said he would make the edit to a final letter of support and have President Malick sign it, and he would mail to all as indicated on the letter. **Goldman made a motion to approve the BID’s draft letter of support with the addition of language ‘traditional permanent ceremonial signs’.** Cassella seconded the motion. **The motion carried unanimously.** **Goldman made another motion for the BID’s support of initiative called “Stayin’ Live”.** Anabel seconded the motion. **The motion carried unanimously.** Henning thanked the Boardmembers for their support.

Malick introduced Simon Costello from the LGBT Youth Center on Highland Ave. Costello told the Members he is located at their building on Highland Ave., and that they have purchased property at the corner of Santa Monica Blvd. and McCadden PL. and plan to build a new building there. He said they only lease the property on Highland Ave. and everything will be moving to the new building once completed in an estimated year or two. Costello thanks the BID for all the help with their security issues around the current center on Highland Ave.

### **III. Approval of Meeting Minutes**

Minutes of 05.22.14 Board of Directors meeting read and reviewed by Board. **Groeper made a motion to accept and approve the minutes. Ankney seconded the motion. The motion carried unanimously.**

### **IV. UPS Security Patrol Report**

Capt. Irigoyen reported there have been more requests and problems along Santa Monica Blvd. Theatre Row recently. He said with the warmer months of summer more people come out at night and incidents do increase. Irigoyen said there have been a few incidents involving Fringe Festival patrons, and Levi mentioned that the Fringe Festival would be going on for another week. Irigoyen said they have stepped up patrols at night along Santa Monica Blvd. Irigoyen continued by saying that he has been talking with SLO John Washington and SLO Julie Nony regarding the recent incidents and problems. Irigoyen mentioned that at the food line recently there have been five fights. He said the LAPD were called for one incident, and that he has been talking with GWHFC's Director Sherry Bonanno about all this. Irigoyen also told the Members he has a new personal cell phone number and it is 213.276.3165. Goldman mentioned that she was contacted by the LAPD Hollywood Division regarding the liquor store located at the corner of Willoughby Ave. and Cole Ave. She said the issue is that the LAPD wants to prohibit this liquor store from selling small individual, 750ml or less, containers of liquor. Goldman asked for the BID's support regarding this. Malick said this would have to be further discussed by the Board and a motion made. He asked how soon is the BID's support and a letter regarding this matter needed. Goldman said at the next Board meeting she will present and address this matter. Loverro said there has been an RV parked on his block for the past two weeks and that he has repeatedly reported it. He mentioned that at one time this RV was blocking a driveway. Loverro continued by saying there have been numerous problem and all stemming from the recycling center on Las Palmas Ave. Levi asked Romano and Irigoyen if a bit more attention could be given to the Las Palmas Ave. area where the recycling center is located.

### **V. HBT Report**

Romano reported that HBT has been very busy and that they have had to ask the City for help with cleaning. She mentioned that they have to work within their budget, but it has become a challenge with greening. Romano said they need an additional \$3000 for tree watering due to the ongoing drought. She added that this watering is very much needed now and the BID could be billed for it in 2015. Levi said that we have had to cut back the HBT budget a bit, and that the HBT budget does need to be discussed at the next scheduled Cleaning & Safety Committee meeting. Parker mentioned that we have a BID trashcan in front of Walgreens and that there is also a bus stop there with a trashcan. He said perhaps we could be more efficient as to where we locate our BID trashcans so as to not put one where one already is.

## **VI. BID Renewal Update**

Levi thanked all for a successful petition drive and mentioned that now we begin with the ballot phase. She said that there has been a need to do some changes of mailing addresses for the ballots so that it is received by those we know and we can follow up with them. Levi mentioned that the deadline for the City to receive all ballots is July 29<sup>th</sup>, and that is the day for the public hearing. She added that City Council will have our renewal on their agenda on July 30<sup>th</sup> and asked for volunteers to attend Council session that day for the official announcement. Malick asked the Members if they have all received their ballots and sent them in. Levi said regarding this, she would be following up with those that have not.

## **VII. New Business**

none

## **VIII. Meeting was adjourned at 4:15pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on July 24, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Cassella, Goldman, Groeper, Lee, Loverro, Luster, Malick, Parker, Singer, Wolfson

**Board Members Absent:** Howard, Maldonado, Roodman, Scane

**Staff and Guests Present:** Levi, Ceja, Irigoyen, Omahen, Sharyn Romano

**I. Call to Order** – Malick called meeting to order at 3:10pm.

#### **II. Introductions and Public Comments**

none

#### **III. Approval of Meeting Minutes**

Minutes of 06.26.14 Board of Directors meeting read and reviewed by Board. **Loverro made a motion to accept and approve the minutes. Goldman seconded the motion. The motion carried unanimously.**

#### **IV. UPS Security Patrol Report**

Capt. Irigoyen reported there had been a fire last weekend at Highland Plating Co. located on the corner of Orange Dr. and Romaine St. He said the fire was mostly just right across Romaine St. from the BID Security Office. Irigoyen told the Members that Romaine St. is still closed to traffic and a Hazmat unit has dumped sand around the Romaine St. side of the building to contain possible contaminated water runoff. He mentioned that he was told that an investigation is going to be done and he was asked about our BID’s security camera’s surveillance of the corner of Sycamore Ave. and Romaine St. Irigoyen continued by saying there was an incident at the 7-11 on Santa Monica Blvd. involving a woman that drove her Jaguar into the store’s front doors. He said there was damage to the front of the 7-11 but no one was injured. Irigoyen also reported that an underground water pipe near Walgreens blew out and it was repaired fairly quickly, and at the food line they are still continuing to put up canopies and put out chairs on the sidewalk. He added that they have stepped up patrols along Las Palmas Ave. just north of Santa Monica Blvd. where the recycling center is located to hopefully help deal with the transients coming and going to that recycling center. Irigoyen said their security team had surveyed street lights in the BID and checked for ones that were out and not working, and this was reported to the City. Levi added that there were 25 or 30 street lights out and that these lights have been repaired and are now back on. Wolfson added that due to illegal activities at the corner of Lexington Ave. and McCadden Pl. there is a need for a light at this location.

#### **V. HBT Report**

Romano reported for the month HBT has collected 1173 bags of trash and removed or painted over 124 locations with graffiti. Romano continued by saying due to the drought conditions the BID’s trees are drying out, and she added that they need a good heavy watering. Malick asked if would be better to water the trees multiple times or just once, and he also asked what

would be the costs. Romano said the cost for one heavy watering would be \$3000 and if multiple waterings would be done, the cost would be \$2600 for each watering. Malick asked Levi about the BID's budget and what would be doable. Levi said it would be feasible in the budget to do a watering perhaps several times due to the need. Romano said it would be most effective doing a watering every two weeks and for a six week period. She added that if the Board approves several waterings, the first watering could be done next Monday. Groeper mentioned that tree trimming is also very important. **Parker made a motion to approve HBT do three heavy tree waterings over a period of six weeks, which would be at a cost of \$2600 per watering and for a total of \$7800. Goldman seconded the motion. The motion carried with the majority of the Members voting to approve. Groeper abstained from voting.**

#### **VI. BID Renewal Update**

Levi told the Members that we have made contacts with everyone that we could, and most property owners that have been contacted have gotten their ballots sent in. She said if anyone has not to contact either Omahen or herself as soon as possible. Levi added that this coming Tuesday the 29<sup>th</sup> at 10am, City Council will have on their agenda hearing to approve our renewal and immediately following that the City Clerks office will be tallying all the ballots. She mentioned that the official announcement regarding our renewal would be the following day on the 30<sup>th</sup>. Cassella said she needs an affidavit for a new ballot. Levi said she will send this to Cassella and for her to complete it and send in to the City Clerk's office right away.

#### **VII. LAPD Letter of Support**

Goldman told the Members she had asked Malick for this matter and request to be on the agenda. She continued by saying in the meeting packet there is a case summery regarding Colbee Liquor store at the corner of Willoughby Ave. and Cole Ave., and that the LAPD Hollywood Division has been advocating for limiting the sales of single serving liquor and beer at most all liquor stores. Goldman mentioned that there have been numerous problems and issues concerning enabling homeless street people, and that liquor stores that do sell singles become an attraction to these individuals. Goldman also added that only when an existing liquor store's conditional use permitting comes up for renewal or change can this restriction be imposed upon the business. Groeper said that we should be careful in telling or advocating what businesses should do or how to operate. Cassella said she agrees with the limiting of single sales of liquor at these stores. **Groeper made a motion to do a letter of support regarding the LAPD's efforts to limit the sale of single serving liquor and beer at Colbee Liquor store, and to also do a letter to Alcohol and Beverage Control (ABC) advocating such restriction be placed upon Colbee Liquor store. Goldman seconded the motion. The motion carried unanimously.** Goldman told Omahen she would follow up with him as to drafting these BID letters.

#### **VIII. New Business**

Goldman told the Members that in their packets there is a case summery pertaining Grub's application for a variance to allow the continued sale and dispensing of beer and wine for their on-site location. She explained to the Members that Grub has been in business for quite some time and is a business with much community support. All attending agreed. **Goldman made a motion to do a letter of support regarding Grub's application for a variance to allow the continued sale and dispensing of beer and wine for their on-site location. XXXXX**



**seconded the motion. The motion carried unanimously.** Goldman told Omahen she would follow up with him as to drafting this BID letter.

Levi said it is time to start thinking about our BID's annual party. She mentioned that last year's event held here at the Musicians Union worked out very well. Levi added that another possibility, that was considered last year, is to hold the party at The Next Door Lounge. It was mentioned that there is not convenient or free parking for The Next Door Lounge. Ankney said the Musicians Union was very happy to host the party last year, and that once again this year the BID would be welcome to do it here. Malick asked about the date for the annual party, and it was mentioned that the regularly scheduled Board meeting date of Thur., Sept. 25<sup>th</sup> is the Jewish holiday. Goldman asked if scheduling our annual party closer to the Christmas/New Year holiday would work. Levi said this had been done once and the attendance was very poor. Brief discussion followed and Members agreed that one week earlier than the 4<sup>th</sup> Thursday in September is better. By consensus the Members agreed that the Media District BID's Annual Meeting/Party should be scheduled on Thur., Sept. 18<sup>th</sup>. Ankney said he would follow up with Omahen regarding this and the details involved.

Malick asked and poled the Members as to whether the Board should hold a meeting in August. A number of Members said they would not be available on the regular 4<sup>th</sup> Thursday of August, and also mentioned that the Labor Day weekend follows. By consensus the Members all agreed not to hold an August monthly meeting. Levi said she would let all the Members know about the BID renewal next week.

Groeper mentioned that he would like to call a Cleaning & Safety Committee meeting and said he would coordinate this with Omahen as to agenda and scheduling.

**IX. Meeting was adjourned at 4:15pm**

## **Hollywood Media District BID**

### **Board of Directors Special Meeting Minutes – Meeting held on Sept. 10, 2014 Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Goldman, Groeper, Howard,  
Lee, Loverro, Luster, Malick, Parker, Roodman

**Board Members Absent:** Bass, Maldonado, Scane, Singer, Wolfson

**Staff and Guests Present:** Levi, Mahoney, Whiddon, Omahen

**I. Call to Order** – Malick called meeting to order at 4:05pm.

#### **II. Introductions and Public Comments**

Levi thanked the Members for their support over the past ten years and wished the BID well in the future.

#### **III. Approval of Meeting Minutes**

Minutes of 07.24.14 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Roodman seconded the motion. The motion carried unanimously.**

#### **IV. Nominations Committee selection**

Malick said it is that time of year for the BID to begin it’s nominations and election process for 2015 Boardmembers. He asked Members who are not up for re-election who would like to be included on the 2015 Nominations/Election Committee. Anabel, Ankney, Cassella, and Groeper volunteered. Omahen added that he had spoken with Ana Ramirez from the Television Center and she agreed to serve on this Committee as the required one non-current member of the BID Board. Omahen mentioned that he would once again confirm this and let the Committee members know.

#### **V. HMD Personnel matters – Closed Session**

#### **VI. Introduction of Steven Whiddon and Board discussion**

Malick introduced Steven Whiddon and asked if there are any questions for him. Lee asked about how properties in the BID can better be marketed and how the BID could better promote the area. Whiddon said he is good about working with people and networking. He added that he has a number of contacts and is connected to many groups. Malick added that putting together a promo piece would be advisable. Parker mentioned that the entire area is changing and the BID’s challenges in the future will be adjusting to that. Groeper asked about the relinquishment of Santa Monica Blvd. Whiddon said he knows that the Council offices have earmarked some money for this effort, and he would be following up with them about this. Parker asked Whiddon if he knew how BID’s are run. Whiddon responded by saying he did and he is also very familiar with the City’s Planning Department’s proposed Hollywood Plan. Lee asked Whiddon if he would be out and about in the Hollywood community.

Whiddon said he enjoys being out in the community, and that he would be representing the Media District. Whiddon mentioned to Cassella that his strengths would be to run the BID very lean and regarding her question from his interviewing, his weakness sometimes is not to ask for help. Malick thanked Whiddon and told him and the Members an offer letter from the BID for the new Executive Director's position would be drafted.

**VII. New Business**

None

**VIII. Meeting was adjourned at 4:55pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on Oct. 23, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Cassella, Goldman, Groeper, Howard, Lee, Loverro, Luster, Malick, Roodman, Scane, Singer, Wolfson

**Board Members Absent:** Bass, Maldonado, Parker

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Romano, Jacques Massachi, Rick Scott (City Clerk’s Office), Adrian

**I. Call to Order** – Malick called meeting to order at 3:10pm.

#### **II. Introductions and Public Comments**

Rick Scott from the City Clerk’s office introduced himself. Adrian introduced himself. There were no public comments.

#### **III. Approval of Meeting Minutes**

Minutes of 09.10.14 Special Board of Directors meeting read and reviewed by Board.

**Goldman made a motion to accept and approve the minutes. Luster seconded the motion. The motion carried unanimously.** Minutes of 09.18.14 Annual Meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Cassella seconded the motion. The motion carried unanimously.**

#### **IV. UPS Report**

Capt. Irigoyen told the Members he gave new Executive Director Whiddon a tour of the Media District. Irigoyen reported that vehicle break-ins have been less as of lately, and the 7-11 on Santa Monica Blvd. continues to have problems with incidents.

#### **V. LABT Report**

Romano reported that the special and needed tree watering, that the Board approved this past Summer, has been completed. She said as per agreed upon, the BID would be billed for this next year. Romano mentioned that by the next Board meeting they will have a new updated inventory of trees in the BID. She continued by reporting that recently in the BID there has been an increase in the number of shopping carts, either empty and just left or containing homeless individuals’ belongings. Romano reported that it is illegal to remove a homeless individual’s contents and she will verify that her workers did not remove any. Romano reported that for this month their crews have removed 1313 bags of trash, and she added that one of the HMD green trashcans is missing from its location at 7070 Santa Monica Blvd. Groeper asked about tree trimming. Romano said the BID just needs to tell her what trees to trim and when. Romano passed around their monthly report and a packet of photos regarding what their crews have been seeing in the BID.

#### **VI. Executive Director Report**

Whiddon said he is very pleased to be the new Executive Director and asked the Members to refer to his report included in the Members' packets. He said he has been busy with introductory meetings and getting organized.

## **VII. New Business**

**a. BID's Office Equipment.** Malick said there is a need for the BID to purchase office equipment. He mentioned that the only BID office computer is Omahen's ten plus year old laptop. Malick continued by saying Anabel was helping with getting quotes for some new hardware and software. He mentioned that information regarding this was included in Whiddon's report, and he noted that taxes had not been added into the prices. Whiddon said this matter is urgent and suggested the Board approve up to \$7000 for new equipment. Malick agreed and said this needs to move forward. **Lee made a motion to approve up to \$7000 for the purchase of new computer equipment and software. Goldman seconded the motion. The motion carried unanimously.**

**b. LA's Minimum Wage Proposal.** Goldman explained that this initiative has just gone before City Council, and that the originally proposed increase to \$15.37 has been lowered to \$13.75. Malick said this is an issue for the Advocacy Committee. It was mentioned that there are no hotels large enough in the BID that would be affected by this minimum hotel workers minimum wage increase.

**c. Removal of bus stop shelter.** Whiddon suggested pursuing a request to the MTA to remove two bus shelters, in order to deter individuals from criminal behavior. He noted that we are targeting criminal and unsafe behavior – not individuals. He has observed bus riders not wanting to use the benches or shelters due to the hostile environment created at those stops. Groeper said he does not think the removal would make much of a difference to deter hanging-out and loitering. Anabel asked if either our Security Patrol or HBT would have more information about problems at this bus stop shelter. Whiddon said he would ask them, and he mentioned that he will also reach out to the property owners at that location and ask them.

**d. November Board of Directors meeting.** The proposed date of the November Board of Directors meeting, **Thursday, Nov. 20<sup>th</sup>, 3pm to 4:30pm at the Musicians Union**, was agreed upon by all. Ankney checked and confirmed the Musicians Union Auditorium is available.

**e. December Board of Directors meeting and holiday dinner.** Goldman said Grub would be available for the Board's holiday meeting and that they could do a very reasonably priced dinner. Groeper suggested doing a buffet. All agreed that Grub would be a good choice. All agreed with the proposed date and times, **Monday, December 15<sup>th</sup>, 5pm to 7:30pm**. Omahen said he would follow up with scheduling and the details of cost.

**f. Computer for BID Security Office.** Whiddon mentioned there is a need for a second computer at the BID Security Office, and he asked if anyone has an old computer that they could donate for this. Wolfson said she has a few old laptops and she would let Whiddon know.

## **VIII. Meeting was adjourned at 4:50pm**

## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on Nov. 20, 2014**

**Musician’s Union Auditorium, 817 N. Vine St., Hollywood CA**

**Board Members Present:** Anabel, Ankney, Bass, Cassella, Groeper, Howard, Lee, Loverro, Luster, Malick, Parker, Roodman, Wolfson

**Board Members Absent:** Goldman, Maldonado, Scane, Singer

**Staff and Guests Present:** Whiddon, Omahen, Irigoyen, Romano, Simon Costello, Joseph Varet, Greg Bartz and three other DWP reps, Daniel Halden, Adrian

**I. Call to Order** – Malick called meeting to order at 3:10pm.

#### **II. Introductions and Public Comments**

The representatives from DWP introduced themselves and passed out general overview materials about DWP. They told those attending that due to aging water lines, the DWP will be putting in a new main line down Santa Monica Blvd. Malick asked about the possibility of under-grounding the overhead power lines running along Santa Monica Blvd. at the same time. The representatives from DWP said these would be two separate projects and to do both at the same time is not possible. They also added that the under-grounding of the power and utility lines would be quite a challenge pertaining to all the individual reconnections and the effect of traffic lane closures for Santa Monica Blvd.

Daniel Halden, our CD13 Field Deputy for this area, introduced himself. He handed out a report about issues and things in the area.

#### **III. Approval of Meeting Minutes**

Minutes of 10.23.14 Board of Directors meeting read and reviewed by Board. **Loverro made a motion to accept and approve the minutes. Anabel seconded the motion. The motion carried unanimously.**

#### **IV. Nominations Committee Report**

Anabel told the Members the Nominations Committee had met and interviewed four new candidates for next year’s Board. Groeper mentioned that Willie Maldonado from Milk Studios did not submit an application and will not be returning to the Board. Malick said that we are and have been set at a seventeen Member Board, and now with some very good candidates the Committee recommends expanding the total number of Members of the BID’s Board of Directors to nineteen. He continued by saying the three candidates the Committee recommends are Jacques Massachi, Simon Costello, and Joseph Varet. Costello from the LGBT Youth Center now located on N. Highland Ave. introduced himself. He explained that the Center now owns the property located at the corner of Santa Monica Blvd. and McCadden Pl. and they have plans to build a new building there. Costello also added that he and the Center has been organizing and hosting community meetings to address area issues and concerns. He mentioned he has the time, interest, and commitment to serve on the BID’s Board of Directors. Malick introduced Joseph Varet, owner of 812 N. Highland Ave. Varet

told the Members he was originally from New York and about a year ago he and his wife bought the building at 812 N. Highland Ave. He said they have renovated the building and opened an art gallery there called Various Small Fires. Varet also said the area has a number of new galleries and hopes this trend continues. He said he wants to become more involved with the BID to help better improve the area. Malick called for a motion to increase the total number of Boardmembers to nineteen. **Lee made a motion to increase the total maximum number of Members of the BID's Board of Directors to nineteen. Cassella seconded the motion. The motion carried unanimously.** Malick called for a motion to accept the Slate of Nominees for the Board. **Groeper made a motion to accept and approve the Nominations Committee's recommendations for the 2015-16 Slate of Nominees (Laurie Goldman, Simon Costello, Rick Howard, Steven Loverro, Jeff Luster, Mike Malick, Jacques Massachi, Adam Roodman, Brian Scane, Joseph Varet, and Jennifer Wolfson). Cassella seconded the motion. The motion carried unanimously.**

#### **V. LABT Report**

Romano reported that 1366 bags of trash have been removed for this month and 110 pieces of public property have been cleaned. Whiddon mentioned he has talked with Romano regarding tree trimming and said he will be following up with Groeper regarding this matter.

#### **VI. UPS Report**

Capt. Irigoyen reported he had done a walk through the BID with Whiddon, and he said they have been working with PATH regarding homeless individuals' concerns. Irigoyen mentioned they have been getting calls from outside the District boundaries to the north up Highland Ave. He told the Members the food line has been calm and orderly, and recently there have been no problems there. Irigoyen continued with his report by saying there was an incident on Nov. 13<sup>th</sup> where a woman was supposedly hit by a car, but this turned out to be a hoax. He said this was a set up involving the driver of the vehicle and when someone stopped to help their car was to be burglarized. Irigoyen said because the BID Patrol was there, they had prevented these two individuals from robbing the good samaritan who stopped to help. Irigoyen mentioned that Universal Protection Services has viewed and evaluated the U-Tube video of our officers and it was determined they had done nothing wrong. Loverro mentioned that after about 5pm along Las Palmas Ave. near to the recycling center there are people just hanging out and smoking marijuana and drinking. Irigoyen said they regularly patrol that area.

#### **VII. Executive Director Report**

Whiddon reported he has been attending a number of City meetings. He also mentioned there will be a homeless in Hollywood count on Jan. 29<sup>th</sup> and he will follow up with more information. Whiddon said he has been getting familiar with the Wayfinding grant and has spoken with Troller Mayer about their involvement and where we're at with the projects. Whiddon also said he has met with people with the city of West Hollywood and discussed how they achieved relinquishment of their section of Santa Monica Blvd. He continued by saying after the first of the year we will be forming some new committees to address such things as relinquishment and other important things. Whiddon mentioned he had contacted Senator Kevin de León's office regarding our BID's delinquent assessments payments from the State of California.

### **VIII. New Business**

Bass mentioned there is an issue he has with the temporary closing of Romaine St., in front of his building at 7000 Romaine St., having to do with demolishing and the cleaning up from the fire at the Plating Factory. He said one of his tenants at the Producers Film Center will be having a event and this street closure would be a problem for them. Whiddon said he would talk with Bass and follow up regarding this matter.

Cassella suggested to Whiddon when he starts getting out and meeting and talking with BID businesses and property owners, to perhaps use a questionnaire to gather information and input from our Media District constituency.

### **IX. Meeting was adjourned at 4:40pm**



## **Hollywood Media District BID**

### **Board of Directors Meeting Minutes – Meeting held on December 15, 2014**

**Grub, 911 N. Seward St., Hollywood**

**Board Members Present:** Anabel, Ankney, Bass, Cassella, Goldman, Lee,  
Loverro, Malick, Singer, Wolfson

**Board Members Absent:** Howard, Luster, Maldonado, Parker, Roodman, Scane

**Staff and Guests Present:** Whiddon, Irigoyen, Omahen, Simon Costello, Adrian and Alex,  
and three guests attending the post-meeting dinner.

**I. Call to Order** – Malick called meeting to order at 5:20pm

#### **II. Introductions**

Members' spouses and their guests were welcomed.

#### **III. Public Comments**

none

#### **IV. Approval of Meeting Minutes**

Minutes of 11.20.14 Board of Directors meeting read and reviewed by Board. **Goldman made a motion to accept and approve the minutes. Anabel seconded the motion. The motion carried unanimously.**

#### **V. Slate of Nominees for 2015 Board of Directors**

Malick said the BID's Slate of Nominees is included in the agenda packets and called for a motion. **Goldman made a motion to approve the Slate of Nominees for the BID's 2015 Board of Directors. Bass seconded the motion. The motion was approved and passed unanimously.**

**VI. Meeting was adjourned at 5:25pm**