

HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS
Agenda
January 21, 2016
4 p.m. to 6 p.m.
HPOA Headquarters Office
6562 Hollywood Blvd

- I. 4:00 P.M. CALL TO ORDER – President Monica Yamada
- II. OPEN FORUM & INTRODUCTIONS
- III. 4:05 P.M. GUEST PRESENTATION
Patricia Soto, LA METRO, Director of Community and Municipal Affairs
- IV. 4:15 APPROVAL OF THE MINUTES
Action: December 17, 2015
- V. TREASURERS REPORT
 - A. **Action:** Review/approval of December 31, 2015 financial statement
 - B. Year-end report: actual expenses associated with office move as compared to budget
 - a. **Action:** Allocate \$7,000 from 2016 contingency to accommodate remaining costs associated with office move
 - b. **Action:** Earmark \$12,000 from contingency to support office expenses associated with new headquarters (e.g., utilities, cleaning, etc.)
- VI. NEW BUSINESS
 - A. Appointment of 2016 committees – Monica Yamada
 - B. Board retreat – potential April date
 - C. Neighborhood Integrity Initiative
- VII. 4:30 COMMITTEE/ACTIVITY REPORTS
 - A. Nominating Committee – Lyons/Gargano/Beck
 - **Action:** re-elect Jan Martin to return to board after hiatus during 2015
 - B. Streetscape and Planning– Matthew Severson
 - 1. Landscaping project updates
 - 2. 2016 work program planning
 - 3. BSS citation training for security team
 - C. Marketing and Communications – Devin Strecker and Jan Martin
 - 1. Report from 1/7/16 debrief with Festival Partners/Steering Committee
 - (a) Review of revenue/expense report
 - (b) Creation of separate account for future festival activities
 - 2. Volunteers for working group to design window display treatments

D. Security – John Tronson and Kerry Morrison

1. Exploration of options/outcomes in consideration of a shift of daytime patrol hours to night-time security three nights a week to address late night crime trends
2. Board member ride-along opportunities with BID Patrol
3. Homeless Count – January 28, 2016
4. Summary of city/county strategic plans released to address homelessness
5. Greater West Hollywood Food Coalition seeking new location within Hollywood Entertainment District BID

VIII. 5:35 STAFF REPORT

- A. Quarter One 2016 Dashboard
- B. Chamber Economic Development Committee seeks BID input
- C. Status of Public Records Requests
- D. Office Open House: Thursday February 25 at 5:30 p.m.

IX. 6:00 ADJOURN

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