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July 14, 1999

TO: Mike Vitkiewicz, Manager
Special Assessments Unit
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District

SUBJECT: Second Quarter
April 1 through June 30, 1999

As is required in our Agreement with the city of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District. This report covers both BIDs -- Phase I and Phase II. The activities will generally refer to the entire District, unless activities specific to one of the Phases are important to highlight.

I. Operational Issues

- ▶ A property owner, Mr. Aaron Epstein, in the Phase II BID filed a lawsuit against the city of Los Angeles, the Hollywood Entertainment District and the Hollywood Entertainment District Property Owners Association asking for declaratory and injunctive relief given his assertion that the non-profit organization that manages the BID should be subject to the Brown Act. The hearing was held on June 4 in Superior Court and Judge Ricardo Torres presided. He denied Mr. Epstein's request for declaratory and injunctive relief and ruled in favor of the City, the HED and the HEDPOA.
- ▶ The Phase II Advisory Board held a meeting on May 19, 1999 to discuss three property assessment adjustments. The meeting was held at the public library on Ivar.
- ▶ Sam Goren, a property owner on Cherokee, was elected to the Board to replace the seat vacated by Raphy Nissel.

- ▶ An all-property owner meeting was held on May 13, 1999 at the public library on Ivar.

II. Security

- ▶ The contract between the HED and the CRA was amended to accept an additional \$300,000 for security patrols in the area from LaBrea to Western along Hollywood Boulevard. Patrol in the new area commenced on May 29, 1999, and hours were added to both the Phase I and Phase II footbeats.
- ▶ Burke Security and Kerry Morrison have begun to participate in an informal coalition of youth services providers and homeless, drawn together under the umbrella of the CD-13 office. The intent is to raise the awareness of Burke Security/HED of the various programs that serve runaway youth. Likewise, the HED is working to convey to these programs its mission in making the District more safe and comfortable to its stakeholders. Two such meetings were held during this quarter.
- ▶ Kerry Morrison appeared live on KCET's "Life and Times" addressing the topic of how BID security impacts the local homeless population.

III. Maintenance

- The HEDPOA entered into a contract with California Street Maintenance effective May 1, 1999. The first six weeks was devoted to an intensive clean-up of the Phase II area, along with commencing the regular schedule in both Phase I and Phase II.
- Fifty adopt-a-baskets were ordered from the city and placed at locations suggested by California Street Maintenance.
- A letter was sent on 6/30/99 to the Bureau of Engineering asking for an evaluation of the current vendor providing services under contract to the city, paid for through the Hollywood-Vine Assessment District. Since early May, complaints have come into the HED office about the state of the sidewalks. The HED vendor, California Street Maintenance, only cleans the sidewalk once a week, and the Hollywood-Vine Assessment District cleans the sidewalks three times a week.

- Trash violation notices were hand delivered to all businesses along the Boulevard in April. The HED is attempting to secure the assistance of the Street Use Division of Public Works to enforce city laws that guard against using public trash receptacles (on the sidewalk) for business/private trash.
- Little progress has been made to transfer the Hollywood-Vine Assessment District responsibility to the HED. The original motion was approved in L.A. City Council on 2/9 and five months later, a Memorandum of Understanding between the Public Works Department and the City Clerk's office has still not been completed.

IV. Streetscape Issues

- To protect the Association as it pursues additional streetscape projects, the Board of Directors purchased additional liability insurance.
- ▶ The HED and the MTA Public Affairs section have worked out an arrangement whereby the MTA will contract with Senna Tree Company to replace 23 Mexican Fan Palms in and around the Hollywood/Highland station area. The HED will help pay the costs, using its HCIP grant money. The MTA will pay the first \$15,000 and the HED will pay the balance (approximately \$9,000). Additionally, the HED will pay for a one-year warranty on the trees, amounting to \$6,600, which will ensure that Senna Tree Company will water and tend to the trees while they are getting established.
- ▶ Dekra-Lite performed twinkle light maintenance on approximately 80 percent of the trees on the Boulevard during week of May 10. The remainder will be completed once the MTA completes its sidewalk restoration.
- ▶ The contract amendment between the HEDPOA and the CRA was signed in early May releasing \$500,000 in streetscape funds, \$300,000 for security and \$75,000 for the Hollywood Chamber of Commerce historic sign program. The first invoices for the historic sign program were presented to the CRA on 5/13/99.
- ▶ A subcommittee of the Streetscape Committee was formed to explore the possibility of creating a special sign overlay zone within the

Hollywood Entertainment District. The subcommittee sent out Requests for Proposals to sign/design consultants in May and four proposals were received. Interviews with three consultants were conducted on 6/30/99. The consultant will be hired in July (utilizing HCIP funds), pending approval from the HED Board of Directors.

- ▶ Street Use inspectors began a sweep of the District on 6/24 issuing warnings to businesses who have A-frames, merchandise, furniture or other items on the sidewalk.

V. Marketing

- ▶ A cooperative advertisement involving 35 businesses withing the HED appeared in a special supplement to the Los Angeles Times on June 9, to herald the opening of the Hollywood/Vine subway station on June 12. The supplement was distributed to 3.2 million readers. HED staff coordinated the sales of the spaces on the map and worked with the L.A. Times art department on the design..
- ▶ During this quarter, articles about or mentioning the BID appeared in: Los Angeles Times, Hollywood Independent, Variety and The Globe. Channel 11 Fox News did a story about the "star polisher" hired by California Street Maintenance.
- ▶ The HED is participating in meetings planning a Halloween Festival on Hollywood Boulevard. The lead organization is the Hollywood Police Support Association, and Fox has indicated some interest in sponsoring the event.
- ▶ During this period, extensive revisions were made to the District's web site, www.hollywoodbid.org.
- ▶ Research is underway by the District's marketing consultant to ascertain the possibility of the HED taking control of pole banners along the Boulevard, in order to held "brand" the HED and its boundaries.
- ▶ Economics Research Associates is compiling data for the annual economic benchmarking study. The results should be available in July. Pedestrian counts were gathered at five locations in the Phase I BID in May.

VI. Other

- A Coro Southern California Fellow, Jennifer Cole, interned with the HED for four weeks. Her internship was underwritten by Burke Executive Security. Her assignment was to ascertain the impact that the HED Security Patrol is having on the homeless population in the District area and to identify appropriate responses. She interviewed property owners, city and law enforcement officials, and homeless service providers. She also researched the activities of other BID's throughout the country. She presented her final recommendations on June 17 to the HED Board of Directors.
- The HED was named to a lawsuit filed by an Italian tourist against the city of Los Angeles. The tourist tripped over a trash bracket outside of the Phase I BID jurisdiction in August, 1997. The insurance company has assigned an attorney to the HED.
- Kerry Morrison has taken the lead to form an ad-hoc consortium of the BID's in the city of Los Angeles in order to provide a forum for information and idea sharing. The first meeting was hosted in Hollywood on April 22 and the second was held at the Historic Core BID on May 20, 1999.

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