

Hollywood
Property Owners
Alliance
★★★
Chris Bonbright
President
Whitley Court
Partners

October 30, 2009

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

Thaddeus Smith
Vice President
The Music Box @
Fonda

SUBJECT: Third Quarter Report: July 1, 2009 through September 30, 2009

As is required in our Agreement with the City of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District.

Michael Gargano
Secretary
Argent Ventures
LLC

I. Operational Issues

Frank Stephan
Treasurer
The Clarett Group

- The HPOA Board and Staff convened an All Property Owners Meeting on July 1 at the Ricardo Montalban Theatre.
- HPOA staff worked with City Clerk staff and representatives from the Metropolitan Transit Authority (MTA) over the course of several months to adjust the assessment figures for the parcels associated with the multi-level development at Hollywood and Vine (partially owned by the MTA). A master subdivision map, illustrating all the vertically-stacked parcels, was made available in July and enabled staff to identify accurate dimensions for each parcel and their elevation. Manual bills with corrected assessment charges were issued to MTA in September.
- The Nominating Committee sent invitations to all HED property owners seeking their candidacy on the Board. A total of six seats are vacant – five resulting from expired terms and one seat made available by the resignation of Shawn Ingram, who left his position at My Friends Place. Based on the committee's recommendation, the Board appointed Jim McPartlin, General Manager of the W Hotel, to fill the one pre-term vacancy and selected a slate of five members, including – Ron Radachy, Frank Stephan, Thaddeus Smith, Tej Sundher and John Tronson – who will begin their two-year terms in November, 2009.
- The Board elected to take a summer recess and did not convene in August.

Greg Angelo
METRO

Aziz Banayan
Algert Co., Inc.

Jeffrey Cohen
Gatehouse Capital

Don Jacinto
Roosevelt Hotel

Nathan Korman
NBK, LLC

Jose Malagon
Hollywood Media
Center

Jan Martin
AMDA

Jim McPartlin
W Hollywood

Ron Radachy
Oasis of Hollywood

II. Security

- The Security Committee began monitoring legislative activities related to the control of medical marijuana dispensaries, as several facilities have opened within the boundaries of the BID.
- The committee began reviewing alternative non-lethal devices for the security officers to carry while on duty. One of the potential options is a taser device, however the committee plans to continue its research before offering a recommendation to the Board in November.

Hillary Royce
Church of
Scientology
International

Tej Sundher
Hollywood Guinness
Museum

John Tronson
Tronson Investment
Group

Monica Yamada
CIM Group, Inc.

Kerry Morrison
Executive Director

- Executive Director, Kerry Morrison, organized a meeting with representatives from the County of Los Angeles, Department of Mental Health, and Andrews Security to devise a strategy for interviewing twenty of Hollywood’s most at-risk homeless individuals. Using a vulnerability index the surveys are intended to identify service needs and hopefully connect individuals to the Department of Mental Health full service partnership program.

IV. Streetscape

- HPOA staff cataloged over 200 damaged and illegally-placed newsracks throughout the BID during the third quarter and mapped their locations in the HED master database. Staff then met with Bureau of Street Services staff and identified a streamline approach to help report damaged and illegally installed racks on a quarterly basis.
- Several HPOA staff and property owners attended a public hearing on July 28 in front of the LA City Council to consider the establishment of a pedestrian mall along the East Cahuenga Corridor alley. The HPOA has served as a facilitator for discussions amongst property owners, tenants and city staff on the subject of opening the alley to the public and improving its physical condition, but has remained neutral on any policy recommendations. After several property owners gave testimony in support of the ordinance, the policy was unanimously approved.
- The Board purchased several pieces of wrought-iron street furniture – including six trash receptacles and ten benches – to place throughout the district. The decorative benches will replace the existing Rent-a-Benches installed along the Walk-of-Fame, as well as several locations on Hollywood Boulevard between Gower and the Hollywood Freeway.
- The Streetscape Committee developed a plan to expend 420 additional hours of pressure washing identified within the maintenance contract with Cleanstreet. The committee opted to focus the cleaning in “high-intensity zones” throughout the district – including areas with heavy foot-traffic and outdoor dining.
- Decorative grasses were installed in four tree wells in the HED BID as part of a demonstration project. The drought-tolerant grasses and are intended to beautify the public right-of-way by “softening” the appearance of palm trees at the pedestrian-level.

V. Marketing Issues

- An ad-hoc subcommittee comprised of members of the Joint-HED and Sunset and Vine Marketing Committee began initial work for conducting a Demographic Research Survey of five core groups in Hollywood – students, visitors, workers, residents and investors. Over the course of several months, the committee submitted a request for proposal to ten qualified research firms and/or individuals; formed a Steering Committee to oversee the entire RFP process; received, reviewed and analyzed five proposals that were received in response to the RFP; narrowed down selection to strongest three candidates and invited them in for interviews. The ad-hoc committee selected research

firm – BW Research Partnership – to conduct the study and funding requests will be made to both boards to move the project forward.

- Communications Director, Katie Zandona, oversaw unprecedented sales of the 2009/2010 Visitor’s Guide – securing \$105,000 in sponsorships, exceeding the cost of production by \$12,000. The maps were printed and then distributed to all participants in late September.
- The HED Marketing Committee continued to play a major role in facilitating discussions amongst representatives from the various post-secondary schools throughout Hollywood with ties to the entertainment industry and the arts. The initiative, referred to as “Hollywood U” is a collaborative effort between the HED and the Chamber, and is exploring opportunities to leverage their resources and develop a “Hollywood campus” brand. As part of this effort, HPOA staff created a logo, an informational brochure, and arranged several on-site interviews between educational institutions and media outlets, which resulted in several media hits, including major coverage in the Los Angeles Business Journal.

VI. Other

- Staff participated in planning meetings, organized by Chamber during this quarter, to prepare for the 50th Anniversary Celebration of the Walk of Fame in 2010.
- Morrison and MacPherson participated in a tour of the mental health facility at the LA County jail on August 18, in furtherance of their education as to the situation facing mentally ill homeless people in Hollywood.
- MacPherson and Operations Manager, Joe Mariani, attended the annual International Downtown Association Conference (Sept. 11 – Sept. 15) in Milwaukee, Wisconsin. Mariani delivered a presentation on way-finding strategies for downtown, focusing on the HED’s NavigateHollywood.com website, which also received the Award of Distinction at the conference.
- MacPherson, participated on a panel for the Urban Land Institute on September 22. MacPherson spoke about the BID’s walkable alley initiative in the context of unconventional strategies for open space.
- Morrison participated on a panel at the annual California Downtown Association regarding engaging the BID community in ending homelessness on September 23.
- Morrison participated in a meeting on September 30, organized by the Mayor’s office and United Way, and facilitated by Common Ground, addressing innovative solutions to end homelessness in Los Angeles.