

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, July 18, 2013
Hollywood Chamber of Commerce
7018 Hollywood Boulevard**

Directors Present	Frank Stephan, President	Clarett West Development
	Lynda Bybee, Vice President	Metro
	Monica Yamada, Treasurer	CIM Group, LP
	Greg Beck	Champion Real Estate
	Leslie Blumberg	The Fonda Theatre
	Charles Butler	LAFD
	Joseph D'Amore	Hollywood Commercial
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jerry Johnson	LAFD
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Mark Stephenson	Hollywood UMC
	John Tronson	Tronson Investment Group
Directors Absent	Don Mushin, Secretary	Toyota of Hollywood
	Chris Bonbright	Whitley Court Partners
	Charlie Colletta	HEI, LLC
	Michael Gargano	Argent Ventures, LLC
	Drew Planting	GPI
	Lee Rierson	(Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Steve Seyler	BID Security

Guests	Matt Balke	Hollywood Characters
	Paul Louis Harrell	Hollywood Characters

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:12 p.m.

II. Open Forum

Matt Balke and Paul Louis Harrell were present to represent the costumed characters on Hollywood Blvd. They are creating an association for the characters to open lines of communication with LAPD, the BID and the Chamber. The members of the association would have to obey the rules set forth by the group, and would observe and report problem performers to LAPD to help alleviate issues and maintain a level of quality. Balke stated that they have implemented strict guidelines and a code of conduct in order for performers to belong to the association. So far, nearly 40 performers have joined the group and have expressed their desire to follow the laws. The group has also formulated a list of the 30 "worst offenders" and met with LAPD Captain Bea Girmala, who has suggested continuing to meet every two weeks. Balke said he believes there is around 148 performers total on Hollywood Blvd.

III. Approval of Minutes

It was moved by **John Tronson**, seconded by **Lynda Bybee** and CARRIED to approve the minutes from the Board's June 20, 2013 meeting. 8 in favor, 1 abstention (Medina).

IV. Treasurer's Report

- A. Review and approve May 31, 2013 Statement:** Yamada reported that last month, we were under budget in terms of revenue, but that collections have now come in. Regarding expenses, the main categories over are Marketing due to the media relations program, and rent, due to the temporary relocation of administrative office to WeWork. Yamada also noted a variance on the contingency.

It was moved by **Lynda Bybee**, seconded by **Joseph D'Amore** and CARRIED to approve the June 30, 2013 statement. 8 in favor.

V. Committee/Activity Reports

A. Marketing and Communications

1. **Report from blueprint planning meeting:** Strecker reported that a subcommittee had convened to meet with Haines & Co. to finalize the strategic blueprint for the media relations program. He thanked Bonbright and Martin for their time and energy towards this meeting. Morrison added that this has been the most difficult month with regards to media relations, as many media sources have been contacting the office to comment on recent incidents in Hollywood, and Morrison thanked Haines & Co for their expertise and assistance in dealing with these calls. She noted that she was interviewed by the New York Times and said that the crisis communications training has helped.

Medina said we should publicize the Character Alliance, as discussed during public comment, in the BID newsletter

B. Streetscape

- 1. NE Corner of Hollywood and Cahuenga issues:** Mariani said progress is being made but the situation continues to be a problem with trash in the alley and the property owners not cooperating with each other to install a gate. The cleaning services in the alley has exceeded the scope of work in our maintenance contract so cleaning services have been suspended for the time being. Tronson added that the plan was to install a gate with a clicker for clients to open the gate, but they were not able to build consensus with the property owners. There is also an unresolved issue with the easement on the alley.
- 2. Carr lawsuit:** Besley reported that she had just come from the mediation on the lawsuit, where five organizations were named including HPOA, CleanStreet, CIM Group, AFI and a security firm hired by AFI. Both AFI and their security firm settled out of court. HPOA's attorney, Jeff Briggs, was present at the mediation. HPOA is being covered by CleanStreet's insurance policy, and Besley is expecting the settlements to be covered by the insurance. Briggs said he felt confident in the attorney from CleanStreet's insurance company.
- 3. Committee Report:** Besley stated that the committee will be meeting again on Tuesday. Gubler asked if there was an update on the Crossroads project; Besley said there is no update at this time. Tronson added that he feels some Streetscape money needs to be spent on the north side of Hawthorn Ave.; there could be trees and grass planted, and the curb needs to be fixed. Besley said she is working on a Sanitation Department grant to plant more trees there.

C. Security

- 1. Report from Captain Girmala on city response to June 18 incident:** Girmala stated that Hollywood is down 17% for property crimes for the year, which is unprecedented. Violent crime is down 14%, and Part I crimes are also reduced. There was an incident two nights ago which is under an ongoing investigation, so all the details can't be revealed. On Monday, LAPD was challenged by many demonstrations throughout Los Angeles in response to the George Zimmerman case. A group of individuals had met at Leimert Park and travelled up LaBrea Avenue. Problems started to occur near Venice Blvd., and then proceed northbound to Hollywood. At Santa Monica Blvd., problems began between the group and LAPD, projectiles were fired and the police began to use blocking force at Hollywood Blvd. and Orange Dr., but they let them through. A dispersal order was given, and the crowd moved east, doing some damage to the parking garage at the W. The group then proceeded south on Vine Street and west on Sunset Blvd. Nobody was injured, and six arrests were made. On Tuesday, a roving band came to Hollywood Blvd. (not to Hollywood & Highland as reported in the media) but they went as far west as Las Palmas and Cherokee. Most of the crimes were committed near the RedLine station at Western. Twelve arrests were made, 11 of which were juveniles. Girmala stressed that it was not random, but was organized through social media under the name "F#ck it up for Trayvon." The next day, there was a press conference at Hollywood & Highland arranged by CD13 (Morrison spoke at the event).

Girmala reported some good news; the recycling center at Yucca and Wilcox has been shut down, thanks to the city attorney and other city agencies. Also, in light of the recent tragic murder of Christine Calderon, 20 additional officers have been sent to Hollywood division and the mounted unit will be here 2-3 days per week. The parole impact team is arresting 70-74 people per month on early release or probation in Hollywood, and the neighborhood prosecutor now has directives to issue stay away order to repeat offenders.

Girmala met with Dr. Tony Belize at DMH, who she called a good partner. She also met with six of our youth service providers, and added that PATH goes out every Monday for 4 hours.

Community conference calls are now being held every week on issues related to the homeless population.

Lastly, she discussed the concept of a *kōban*, a small neighborhood police station like a kiosk, which are common in Japan. She suggested that if one of these could be installed at Hollywood & Highland it could be very useful for LAPD. Two police officers could work out of a *kōban*, and she is going to pursue options with the owners of Hollywood & Highland.

2. Action: Review and approve joint request (BID and Chamber) to city officials re/ public safety wish list. Morrison presented the wish list compiled by the security committee, in conjunction with the Chamber. This list will serve as the basis for upcoming discussion with city officials. The wish list contained the following items:

- (1) Review definition of “Aggressive Panhandling” in MC Sections 41.18 and 41.59 to determine if language might be tightened up to provide a better tool for law enforcement officers. Compare with definitions used by other cities.
- (2) Issue “Stay Away” orders to repeat offenders on the Boulevard.
- (3) Enforce City Code prohibition on selling on the public sidewalks:
 - Do not allow tour operators to sell on Hollywood Boulevard.
 - Do not allow the CD vendors to sell on Hollywood Boulevard.
- (4) Adopt a “No Mask” (or other actions to conceal identities) ordinance for the block in front of Hollywood & Highland because of the threat of terrorism.
- (5) Require all Characters/street performers to “register” with the City.
- (6) Limit the number of Characters allowed at any one time in the block from Highland Avenue to Orange Ave. on the north side. Determine the number that can be reasonably accommodated and hold a lottery to determine who can be there. Details to be worked out. Perhaps use HED Security, Andrews International, to conduct the lottery.
- (7) Seek a daily, dedicated LAPD footbeat in highly-trafficked tourist zone.

It was moved by **John Tronson**, seconded by **Mark Stephenson** and CARRIED to approve Public Safety Wish list. 8 in favor.

3. Video Surveillance camera situation: Tronson stated that the cameras, which the BID had purchased and donated to LAPD, are not being used very often. Morrison added that the BID currently pays about \$40,000 per year to maintain the camera system, and the board will have to weigh priorities in the 2014 budget year as new security ideas are presented, such as the *kōban*. Stephenson said he thinks we should remove the cameras if they aren’t working, as he thinks it could lead to a bad PR situation. Stephan asked the security committee to come back to the board with a detailed plan.

- 4. Report from Las Palmas property owners meeting:** Stephan reported that the first of several meetings in various hot spots was held for the property owners around Las Palmas and Hollywood. The meeting was hosted by Musso & Frank restaurant, and involved owners at the NE corner of Hollywood and Las Palmas. He said it was enlightening to bring the property owners together and introduce them to each other. He believes the face-to-face accountability is the start of something good in this educational process; they are letting the property owners know that there are good tenants who want to come to Hollywood.

D. Nominating Committee

- 1. Applications Due July 25:** Morrison stated that the board members whose terms are expiring will need to reapply if they wish to stay on the board. The applications have been sent out to all property owners and are due by July 25.

VI. New Business

- 1. Retreat Follow-up:** Morrison has created status reports for a variety of objectives that came from the midnight retreat. She will be adding them to the existing objectives; she encourages the board members to review the document, and will do a follow-up soon. She recently met with Councilmember O'Farrell on some of the objectives.
- 2. Briefing on policy related to enterprise zones:** This item was tabled.

VII. Old Business

There was no old business.

VIII. Staff Reports

- 1. Annual all property owners meeting:** This year the meeting will be held jointly with the Sunset & Vine BID, at Loews Hollywood Hotel on Tuesday, August 6. Staff is working on an agenda, which will include a showcase of new projects. Besley added that a representative from the Planning Department will be on the agenda as well.
- 2. Research on amendments to 401K policy:** Tabled until next meeting.

X. Next Meeting: Morrison asked the board members if they wanted to take an August hiatus or if there were any pressing items which would warrant having a board meeting. She suggested we schedule the meeting but then cancel it if not needed.

Besley added that the BID Consortium will be hosting a meeting with Jan Perry, the new General Manager of the Economic Development Department.

XI. Adjournment

There being no further business the meeting was adjourned by Stephan at 6:08 p.m.