

**HOLLYWOOD MEDIA DISTRICT BID**  
**Meeting of the BOARD OF DIRECTORS**

Musicians Union, 817 N. Vine St., Hollywood CA  
Thursday, November 17, 2016 – 3:30pm

**MEETING MINUTES**

- Attending:** W. Anabel, M. Ankney, D. Bass, C. Cassella, S. Costello, L. Goldman, R. Groeper, R. Howard, T. Lee, S. Loverro, J. Luster, M. Malick, B. Scane, JL Singer, J. Varet, F. Wehbe
- Absent:** M. Demson, J. Massachi, M. Padilla
- Guests:** T. Emmen, K. Flickinger, A. Fraijo, J. Omahen, L. Schechter

XLVII. Call to order

*President Goldman called the meeting to order at 3:35pm*

XLVIII. Introductions and Public Comments

*None*

XLIX. Approval of meeting minutes (Motion)

*October 27, 2016 monthly Board Meeting*

***On a Motion by Loverro, seconded by Costello, the Board voted unanimously to approve the minutes.***

L. Committee Reports

DDD. Executive Committee (Goldman)

*Goldman reported as of Jan. 1<sup>st</sup> the Greater West Hollywood Food Coalition feeding program will be relocated to the Hollywood Blvd. Salvation Army location. Goldman told the Members that the December 15<sup>th</sup> Board meeting will be held at Grub Restaurant.*

EEE. Executive Director Report (Schechter)

*Schechter reported that the signage restricting oversized vehicle parking along Lillian Wy. Will be put up soon. Schechter also reported that the BID's new trees will be planted after the first of the year. Schechter told the Members that a new HMD website presentation by Dirango will be given at the Jan. 2017 Board meeting.*

FFF. Finance Committee (Luster)

*Luster reported that BID will be ending the year with in a strong financial position. He reported on US Bank balances and gave 2016 profit and loss totals to date.*

GGG. Nominating Committee (Bass)

*Bass reported the Slate of Nominees would be presented at the Dec. 15<sup>th</sup> Board meeting.*

HHH. PLUM Committee (Bass, Wehbe)

*Bass said that the PLUM Committee and the full Board had been given presentations regarding the new proposed LGBT Center on Santa Monica Blvd. He added that the joint PLUM/Safe Committee meeting voted unanimously to support the project. **On a Motion by Goldman, seconded by Cassella, the Board voted unanimously to support the new LGBT Center proposed to be built along Santa Monica Blvd at N. Las Palmas Ave.***

*Bass reminded the Members that earlier this year the Board, as well as the PLUM Committee had been given a Media District specific plan presentation by Alfred Fraijo from Sheppard Mullin. Bass emphasized the importance and relevance of specific plans. Bass again introduce Fraijo to those attending, and Fraijo once again explained how a specific plan would be an advantage and of benefit for future development within the BID. Fraijo was questioned as to what would be the first steps in developing a Media District Specific Plan. Fraijo said the first phase would be to set up a structure for the plan, do a general outline and timeline, and to do outreach. Goldman added that a suggested first phase cost would be \$100,000. Goldman suggested deferring any action due to Board questions, however D. Bass requested that a motion be made. **On a Motion by Bass, seconded by Goldman, the Board voted not to approve the motion to approve an allocation of up to \$100,000 to Sheppard Mullin to begin developing a Media District Specific Plan.***

III. Clean & Green Committee (Groeper)

*Groeper reported that the work on the Highland Ave. medians would begin with the one median furthest south near Melrose Ave. Groeper also reported that the Clean & Green Committee had recommended addition alley cleaning, and he said there is money the budget for this.*

JJJ. Safe Committee (Cassella)

*Cassella reported that we have the new security vehicle and soon it will have the HMD applied decals with the BID logo on it, as well as the light bar on top. Cassella also reported that the new UPS contract has not yet been signed. Cassella also reported that the new UPS contract has not yet been signed. Goldman commented that based on the fact that our security team has been underdeployed since February, she believes the BID should consider new security providers.*

KKK. Arts Committee (Demson)

*No report given.*

LLL. Ad-Hoc Website Committee (Singer)

*Singer reported that he and Schechter had met with Dirango and progress is moving forward. Schechter said that Dirango will be attending the Jan. 2017 Board meeting and a presentation will be given. It was mentioned that at the next Ad-Hoc Website Committee the matter of developing a new logo for the Media District will be discussed.*

LI. New Business

*None*

LII. Adjournment

*The next Board of Directors meeting will be held on Thursday, Dec. 15, 2016, beginning 5pm at at Grub, 911 N. Seward St.*

*There being no further business before the Board,  
President Goldman adjourned the meeting at 5:10pm.*

*Respectfully submitted by Carol Cassella, Secretary  
Prepared by Jim Omahen, Operations Manager*