

East Hollywood Business Improvement District

BOARD MEETING MINUTES Tuesday, November 12, 2014 3:30 PM

Governors Attending: Jeff Zarrinnam, chair; Alexanyan, Farrell, Masachi, Tashjian, Taufer. Underdown

Staff: Gubler, Shahenian

Guests: Mark Brady, Barnesdall Plaza; Eric Menjivar, AD-43 (Gatto); Officer Nina Preciado, LAPD Northeast Division; Leonardo Rodriguez, Atelierv, Inc.; Sharyn Romano, LA/HBT; Aram Taslagyan, CD-13; Gabrielle Taylor, City Attorney's Office; Mark Vaghei, Urban Form, LLC; Taylor Wolfson, Cerrell Associates

I) Call to Order

Zarrinnam called the conference call meeting to order at 3:45 pm. The group members in attendance made self-introductions.

II) Approval of October 14, 2014 Full Board and Nominating Committee Meeting Minutes

Motion by Alexanyan, seconded by Farrell to approve the October 14, 2014 BID Board and Nominating Committee meeting minutes.

Motion carried.

III) Point to Point Car Sharing presentation

Wolfson discussed a City Council motion that has been introduced regarding car sharing programs. Wolfson asked that the BID Board support the inclusion of point-to-point car sharing programs in the City motion.

Motion by Underdown, seconded by Massachi to support the inclusion of the point to point car sharing model in the City's car sharing pilot program.

Motion carried.

IV) Proposed By Law Revision

The group discussed the need to improve attendance from Board members at BID Board meetings. It was noted that a draft amendment had been circulated to the Board according to the bylaws.

Motion by Massachi, seconded by Alexanyan to adopt the proposed bylaw amendment on Board attendance.

Motion carried.

V) Report from CD-13

Aram Taslagyan updated the Board on the activities of CD-13. He discussed efforts to clean up Barnesdall Park by local neighborhood groups. He also discussed plans for bike lanes throughout Hollywood.

VI) Report from City Attorney's office

Gabrielle Taylor introduced herself and noted that she is the Neighborhood Prosecutor assigned to East Hollywood. She discussed efforts around cleaning up the homeless encampments throughout the BID.

VII) Public Comment

Mark Vaghei discussed the 80 Cool Rooms hotel project at 5600 Hollywood Blvd. He asked for the BID's to consider support of the 9500 sq. ft. boutique hotel project.

VIII) Cleaning Contract Update

Romano discussed the LA/HBT cleaning efforts. She noted that 738 trash bags had been pulled by HBT teams in October. She noted that HBT had completed the planting of Lilies in 68 tree wells on Vermont from Hollywood to Santa Monica blvd.

The group discussed removal of non-operating payphones within the BID. Zarrinnam will secure a price quote for removal.

IX) LA Minimum Wage Discussion

BID Board discussed efforts by the City Council to increase the Minimum Wage in Los Angeles.

Shahenian noted that the Hollywood Chamber had adopted a position in support of the Mayor's proposed \$13.25 increase with several contingencies relating to protecting the small business and non-profit communities.

Motion by Alexanyan, seconded by Farrell to support the Mayor's proposed increase of the Minimum Wage to \$13.25 with the following contingencies:

- 1) Provide a Longer Phase in period to get to \$13.25 Minimum Wage
- 2) Need for Immediate and Comprehensive Reform of the LA Business Tax
- 3) A Complete Withdrawal of the Hotel Minimum Wage Ordinance
- 4) A Commitment from the City to Advocate for changes to the State's Tip Earner Policies
- 5) Carve-Out for Non-profit organizations and those employing youth in training programs and mentorship positions

Motion carried.

X) Historic Route 66 BID Update

Zarrinnam updated the group on the status of the Historic Route 66 BID formation. He noted that area property owners have raised \$26,000 towards the creation of the BIDs Management District Plan and has secured 156 letters of support from the parcel owners within the proposed district. The BID will consist of 195 parcels on Santa Monica between Hoover and Vine. CD-13 has agreed to contribute \$40,000 in matching funds towards the establishment of the BID.

Zarrinnam also discussed efforts to create a Hollywood and Western BID on Hollywood Blvd between Edgemont and the 101 Freeway.

XI) Vermont Median Discussion

Shahenian to invite Carlos Rios of LADOT to next BID meeting for update on Median Project. Zarrinnam will outreach to Kevin James for help in moving the project forward. James will be invited to next BID meeting.

XII) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, January 13th at 3:30 pm at the Hollywood Hotel.

XIII) Adjournment

The meeting was adjourned at 5:25 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahenian". The signature is written in a cursive, flowing style.

Nicole Shahenian
Executive Director