

East Hollywood Business Improvement District

DRAFT BOARD MEETING MINUTES

Tuesday, January 27, 2015

3:30 PM

Governors Attending: Jeff Zarrinnam, chair; Alexanyan, Masachi, Shield, Tashjian, Underdown, Zaman

Staff: Gubler, Shahenian

Guests: Mark Brady, Barnsdall Shopping Plaza; Dana Cremin, East Hollywood Los Feliz Homeless Coalition; Susanna Furios, Church of Scientology; Matthew Gomez, Childrens Hospital Los Angeles; Aram Taslagyan, CD-13; Janet Weiland, Church of Scientology;

I) Call to Order

Zarrinnam called the meeting to order at 3:40 pm. The group members in attendance made self-introductions.

II) Public Comment

Dana Cremin of the East Hollywood Los Feliz Homeless Coalition discussed efforts to raise funding to support a full time outreach team to work with homeless in the East Hollywood/Los Feliz neighborhood. The group is looking to raise \$150,000 for the outreach positions and will be holding a fundraiser in March at the Vista.

Shahenian noted that the Hollywood Chamber's Economic Development Committee will be focusing its discussion on the East Hollywood area during the Committee's next meeting on Tuesday, February 17th. She encouraged Board members of the EHBID to attend.

III) Approval of November 12, 2014 Board Minutes and January 14 Nominating Committee Meeting Minutes

Motion by Massachi, seconded by Zaman to approve the January 14, 2015 BID Nominating Committee meeting minutes.

Motion carried.

Motion by Alexanyan, seconded by Massachi to approve the November 12, 2014 Board of Governors meeting minutes.

Motion carried.

IV) Board of Governors Election

The Board conducted a count of all ballots returned for the 2015 Board of Governor's election, with the top 5 candidates being appointed. Members of the Board will be elected to serve a term of 2 years. The results for the top 5 were as follows:

Karreno Alexanyan, Representing Property Owner Larry Worchell - 10 Votes
Mark Brady, Barnsdall Plaza – 11 Votes
Catherine Farrell- 10 Votes
Harvey Shield, Temple Knesset Israel - 11 Votes
James Underdown – 9 Votes

V) Officer Elections

The Board held officer elections.

Chairman:

Motion by Massachi, seconded by Zaman to appoint Karreno Alexanyan as the 2015 Chairman of the EHBID Board of Governors.

Motion Carried.

Vice Chairman:

Motion by Massachi, seconded by Zaman to appoint Jeff Zarrinam as the 2015 Vice Chair of the EHBID Board of Governors.

Motion Carried.

Treasurer:

Motion by Massachi, seconded by Zaman to appoint Mark Brady as the 2015 EHBID Board of Governors Treasurer.

Motion Carried.

Secretary:

Motion by Alexanyan, seconded by Massachi to appoint Ellen Zaman as the 2015 East Hollywood BID Board of Governors Secretary.

Motion Carried.

VI) Report from CD-13

Aram Taslagyan updated the Board on the activities of CD-13. He noted that the Hollyhock House at Barnsdall Art Park will be reopening after 7 years on February 13 at 4:00 PM. He discussed the Department of Transportation effort to meet with BIDs throughout the City to seek input on the installation of bike lanes.

VII) Vermont Median Update

Zarriannam noted that a meeting has been scheduled with Commissioner Romero of the Board of Public Works on February 5 to discuss the delays with the Median project. Interested Board members were invited to participate.

VIII) Cleaning Contract Update

Item carried over until February meeting.

IX) Update on Legislative Items

Shahenian updated the Board on several items being considered by the City Council including efforts to increase the Minimum Wage in Los Angeles; efforts to

phase out the Gross Receipts Tax; and efforts to legalize street vending in the City.

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 \$30,000 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. He noted that Home Depot has committed to a \$25,000 contribution towards the establishment of the BID.

The Board discussed the stalled Target project on Sunset and Western and the City's efforts to amend the SNAP plan to allow the project to continue.

XI) Next Meeting Date

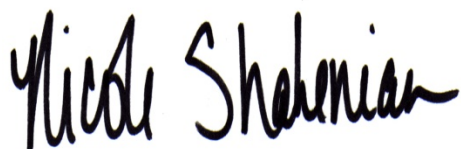
The next meeting of the EHBID was scheduled for Tuesday, February 17th at 3:30 pm at the Church of Scientology Hotel.

Board members will be asked to take pictures for the website/newsletter at the February meeting.

XII) Adjournment

The meeting was adjourned at 4:48 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