

## Pacific Palisades BID

### MINUTES FOR BOARD MEETING

Wednesday, January 4, 2017 8:30AM

Location: UDO Real Estate, 15233 La Cruz Drive, Pacific Palisades

In Attendance –

- Board Members: Lee Ford, Susan Carroll, Shaun Malek, Joyce Brunelle, Elliot Zorensky, Don Scott, Asvina Narain, Rick Lemmo,
- Executive Director: Laurie Sale. Additional Attendees: Sue Pascoe, Staci Mitchel, Rick Stoff (Chrysalis), Michael Moore, Lou Kamer (PPPC), Tom Creed
- Excused: DeeDee West, Lynn Borland

Public Comment:

- Tom Creed, a resident & business owner attending our meeting for the first time. His son, Jesse Creed, is running for City Council – District 5. Tom has experience with a BID in Toronto.
- We also discussed trees good for sidewalks. Oak and Ficus are not good.

Welcome & Introductions:

- Elliot Zorensky opened the meeting at 8:40AM giving us all appreciation for our time here.
- Minutes from December 7, 2016 meeting: Elliot made a motion to approve them. Rick Lemmo was first; Lee Ford was the second. Passed unanimously.

Report from LAPD/SLO from Officer Moore

- New e-mail system: the new e-mails corrected from last month's minutes:
  - Officer Moore 27995@LAPD.ONLINE
  - Officer Redican 36245@LAPD.ONLINE
  - Officer Soliman [39370@LAPD.ONLINE](mailto:39370@LAPD.ONLINE)
- Please e-mail Officer Moore if you would like to be on his mailing list.
- He has a new TWITTER account: <https://twitter.com/LAPDSLO1> Mike@LAPDSLO1
- Homeless issue - One person is a problem on Via de la Paz lately. He is a 300 lb., male black man with a nasty temper. Officer Moore recommends signing a "Trespass Arrest Authorization" form which was handed out. Laurie can also e-mail this form if you want. Officer Moore recommended you post a "No Trespassing" sign. These efforts can help arrest or at least move homeless person from business area. He also recommended gates on windows like Elise Walker has.
- Residential "HOT" burglary has been a problem lately. Hot means person is at home. One arrest has been made. It seems the robbers are not violent, more doing it for the challenge.

Report from Councilman Bonin's Office – Laurie read a statement on Street Vending asking the BID to opine on an opt-in or opt-out position. Joyce said Chamber is against it. Laurie will write a statement on our position "*At today's Pacific Palisades BID Board Meeting, the Board was unanimously opposed to street vending in our BID district. If it should become law, we would like to see an Opt-In system in place, except for our existing Farmer's Market.*" Elliot made a motion to approve. Don 1<sup>st</sup>. Rick L. 2<sup>nd</sup>. Motion passed unanimously. Then Rick wanted to add that the Farmer's market not be defined as Street Vendors.

Report from Chrysalis – Rick Stoff

- Thanked everyone for Holiday luncheon.
- Still no storage for carts. No response from Sharon.
- Lee Ford wants Laurie to update website to include the amount of garbage picked up through December. Currently, it is through October.

Financial Update: Don Scott

- Budget for next year needs to be priority. Task force will meet on projects to utilize funds.
  - o Work with Chamber to do annual event
- Annual Audit is required. Need to move on hiring Fabio Vasquez.

Old Business:

- **Chrysalis still needs a storage location (said twice as it's important).**

Report from Task Force

- Holiday Luncheon was a home run! Thank you Shaun! Thank you Sue Pascoe for great photos and news coverage! We agreed make it an annual event. Susan has the sign.
- Solar lights are not lighting now. Could be lack of sun, rainy days and/or wind. Shaun is looking for a better solution including running a cord from a business roof or installing panels on roofs. His goal is to have it look great for July 4<sup>th</sup>! Elliot suggested getting trees trimmed which would require a permit.

Pressure wash contract

- Javier Perez has not billed us and doesn't return calls. Rick Lemmo will ask his son who recommended him.

New Business:

Year 2 Plan & Goals

- Don suggested coming up with a design for the village. We decided that design is not in our mission. The BID does Clean, Safety and Marketing for our district. PRIDE is more of the design association and we should let them do it.
- Sidewalk Program - Laurie passed out flyer from City of LA describing its new sidewalk repair program. The Rebate Program offers \$2000 for residential and \$4000 for business owners to repair their own sidewalk. Will get a quote to repair all (or about 10) in our district. Laurie will send letter to CD 11 to find out if the BID can receive the monies for rebates, if they pay for the repairs. It's difficult for business owners to navigate the paperwork and run their businesses.

Meeting adjourned at 9:45.

Next meeting is Wednesday, February 1, 2017 8:30AM UDO Real Estate 15233 La Cruz Drive, Pacific Palisades

The Pacific Palisades BID follows the California Ralph M. Brown Act - all meetings shall be open and public except when the Brown Act authorizes otherwise. As covered under Title II of the ADA, the Pacific Palisades BID, upon request, will provide reasonable accommodation to ensure equal access to its meetings, programs and activities. Assistance and services may be provided upon prior 72 hour request. To ensure availability of services, please contact Laurie Sale at (424)256-5733 or [Laurie@palisadesbid.org](mailto:Laurie@palisadesbid.org).