

Subject: Newly Assigned City Clerk BID Analyst

From: Rita Moreno

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Good Evening Everyone:

While I know a few of you, I want to introduce myself to you all as your newly assigned BID Analyst (for most but four). My name is Rita Moreno and I am fairly new to the Office of the City Clerk having joined the Neighborhood and Business Improvement District Division in mid-May of 2016.

I have worked for the City since 1997 and have served with the City Council, Neighborhood Empowerment, Ethics Commission, City Planning, Community Development, Economic and Workforce Development and Animal Services.

My job is to monitor the terms of your contract with the City, review your invoices, and assist in the formation and renewal processes, my goal is to be a resource for you. I would like to attend one of your upcoming monthly meetings as well as your Annual Stakeholder meeting. I don't necessarily want speaking time, unless you would like me to provide any information. My purpose is to meet you and get a sense of the BID's activities and stakeholder engagement.

I visited your individual websites to find your meeting information so that I can plan my schedule. Unfortunately, most of you do not post this information. Please provide me with this information as soon as possible and post on your website at your earliest opportunity.

I want to recognize and congratulate the following BIDs for providing meeting dates, times and location, and some the agenda as well:

Central Avenue BID
Hollywood Media District BID
Los Feliz Village BID
Melrose Avenue BID
Westchester Town Center BID

You all get a star ☆ and Los Feliz gets a special atta-boy ☺ for also posting regular and committee meeting agendas and information. And, it is a merchant-based BID!

Finally, I am attaching some information you might find useful regarding the City's efforts to establish an economic development strategy, and a sobering facility offering services to the City's BIDs.

Thank you and I look forward to working with you.

Rita

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