

**East Hollywood Business Improvement District  
DRAFT BOARD MEETING MINUTES**

**Tuesday, June 20, 2017  
3:30 PM**

**Governors Attending:** Harvey Shield (Chair), Furios, Massachi, Tashjian, Zarrinam

**Staff:** Shahenian, Jauregui

**Guests:** Emily Massachi, Aram Taslagyan, CD-13; Sharyn Romano, LABT

**I) Call to Order**

Shield called the meeting to order at 3:50 pm. The group members in attendance made self-introductions.

**II) Public Comment**

Furios commented on the neighborhood clean-up event hosted by the LAPD, Scientology, and CD-13 and held on June 10<sup>th</sup> in East Hollywood.

**III) Reports from Public Agencies**

CD-13 Field Deputy Aram Taslagyan informed the board of his departure from the CD-13 office. He stated that a replacement for his position had not yet been hired. Taslagyan provided an update on the Hollywood/Rodney crosswalk and explained that it would be at least year, pending a review by the Department of Transportation (DOT) before the digital crosswalk is constructed. He noted that the City Planning Department had released the revised Hollywood Community Plan update and would be holding informational meetings about the Plan throughout the summer. More information can be found at [www.HCPU2.com](http://www.HCPU2.com)

Taslagyan also discussed the second phase of the EHBID's Vermont median project and noted that CD-13 is waiting on an estimate of the funds needed to complete the project. Additionally, He noted that the Department of City Planning released their plan on the implementation of recreational marijuana and will hold a public hearing on June 29<sup>th</sup> at city hall in room 1010. He also commented that a parking ordinance reversing the legality of parkway parking had recently passed the transportation committee and was now headed to the full City Council for a vote.

**IV) Approval of Board Minutes**

The group reviewed the May 26, 2016, September 20, 2016, November 15, 2016, December 13, 2016, and May 16, 2017 EHBID Board minutes.

**Motion** by Massachi, seconded by Tashjian to accept the May 26, 2016 Board Minutes.

**Motion** carried.

**Motion** by Massachi, seconded by Furios to accept the September 20, 2016 Board Minutes.

**Motion** carried.

**Motion** by Massachi, seconded by Tashjian to accept the November 15, 2016 Nominating Committee Minutes.

**Motion** carried.

**Motion** by Massachi, seconded by Tashjian to accept the November 15, 2016 Board Minutes.

**Motion** carried.

**Motion** by Massachi, seconded by Zarrinam to accept the December 13, 2016 Board Minutes.

**Motion** carried.

**Motion** by Massachi, seconded by Furios to accept the May 16, 2017 Board Minutes.

**Motion** carried.

V) **May Financial Report**

Shahenian reviewed the financial report for April 2017. She noted that the BID currently had approximately \$150,607 in the bank.

VI) **LABT Cleaning Contract Update**

Sharyn Romano of LABT updated the Board on its monthly cleaning contract. She noted that the remaining Lilies have been planted in the tree wells and that she is still awaiting permits from the City to finish the remaining tree replacements. She stated that the EHBID crews had begun walking the BID to conduct the EHBID Survey. Romano commented that LABT had requested \$19,000 from the city for potted plants to be placed in the Vermont Triangle.

VII) **Hollywood & Western/Route 66 BID Formation Update**

Zarrinam discussed the status of the Hollywood/Western BID, which is currently in the petition phase. He noted that the formation committee of the Route 66 BID will be choosing a consultant to help manage the efforts of the BID as it continues through the City's formation process.

VIII) **BID Branding & Marketing Proposal**

Shahenian gave an update on the EHBID survey, noting that a digital flyer was created with a link to the survey and that the LABT crew was visiting businesses conducting the survey in person.

IX) **Vermont Median 2<sup>nd</sup> Phase Installation Update**

Zarrinam proposed setting up a meeting with the President of the Department of Public Works, Kevin James, DOT, and EHBID leadership to discuss funding and completion of the Vermont Medians.

X) **Next Meeting Date**

The next meeting of the EHBID was scheduled for Tuesday, July 18<sup>th</sup> at 3:30 pm at the Hollywood Chamber Boardroom.

XI) **Adjournment**

The meeting was adjourned at 4:24 pm.

Respectfully Submitted,



Nicole Shahenian

Nicole Shahenian  
Executive Director

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