I. 4:00 P.M. CALL TO ORDER – President Monica Yamada

II. OPEN FORUM & INTRODUCTIONS

III. 4:05 P.M. GUEST PRESENTATION
Patricia Soto, LA METRO, Director of Community and Municipal Affairs

IV. 4:15 APPROVAL OF THE MINUTES
Action: December 17, 2015

V. TREASURERS REPORT
A. Action: Review/approval of December 31, 2015 financial statement
B. Year-end report: actual expenses associated with office move as compared to budget
   a. Action: Allocate $7,000 from 2016 contingency to accommodate remaining costs associated with office move
   b. Action: Earmark $12,000 from contingency to support office expenses associated with new headquarters (e.g., utilities, cleaning, etc.)

VI. NEW BUSINESS
A. Appointment of 2016 committees – Monica Yamada
B. Board retreat – potential April date
C. Neighborhood Integrity Initiative

VII. 4:30 COMMITTEE/ACTIVITY REPORTS
A. Nominating Committee – Lyons/Gargano/Beck
   • Action: re-elect Jan Martin to return to board after hiatus during 2015

B. Streetscape and Planning – Matthew Severson
   1. Landscaping project updates
   2. 2016 work program planning
   3. BSS citation training for security team

C. Marketing and Communications – Devin Strecker and Jan Martin
   1. Report from 1/7/16 debrief with Festival Partners/Steering Committee
      (a) Review of revenue/expense report
      (b) Creation of separate account for future festival activities
   2. Volunteers for working group to design window display treatments
D. Security – John Tronson and Kerry Morrison

1. Exploration of options/outcomes in consideration of a shift of daytime patrol hours to night-time security three nights a week to address late night crime trends
2. Board member ride-along opportunities with BID Patrol
4. Summary of city/county strategic plans released to address homelessness
5. Greater West Hollywood Food Coalition seeking new location within Hollywood Entertainment District BID

VIII. 5:35 STAFF REPORT
A. Quarter One 2016 Dashboard
B. Chamber Economic Development Committee seeks BID input
C. Status of Public Records Requests
D. Office Open House: Thursday February 25 at 5:30 p.m.

IX. 6:00 ADJOURN

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