

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

**Tuesday, October 17, 2017  
3:30 PM**

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

**Staff:** Shahenian, Jauregui

**Guests:** Rose Isounts, Visionary Youth Center; Ryan Allen, LABT; Seamus Garrity, Office of Assemblymember Laura Friedman

I) **Call to Order**

Shield called the meeting to order at 3:33 pm. The group members in attendance made self-introductions.

II) **Public Comment**

Rose Isounts of Visionary Youth Center informed the board that the center, which is based in East Hollywood and provides tutoring, mentoring services, and parent groups, is looking for volunteers and donors. She asked if the board was interested or could connect her with any individuals that might be. She also added that the organization is looking for a new and bigger space.

Massachi mentioned that the Hollywood Media BID will be expanding to include Hollywood High and east to Paramount Studios.

III) **Approval of Board Minutes**

The group reviewed the September 19, 2017 EHBID Board minutes.

**Motion** by Tashjian, seconded by Massachi to accept the September 19, 2017 EHBID Board Minutes.

**Motion** carried.

IV) **September Financial Report**

Shahenian reviewed the financial report for September 2017. She noted that the BID had a beginning balance of \$125,556.90 and ending balance of \$90,395 in the bank after paying landscaping and other expenses.

V) **BID Branding & Marketing Proposal**

Wochner and Czubakowski via conference call, presented the board with design options for a new EHBID logo. After reviewing and discussing the logos and their color incarnations, the board narrowed their decision to logo one. Wochner recommended that they select the yellow variation in order for it to stand out.

**Motion** by Tashjian, seconded by Zarrinnam to adopt a new EHBID logo.

**Motion** carried.

VI) **Reports from Public Agencies**

AD-43 Field Representative Seamus Garrity provided a legislative update to the board. He reported that Assemblymember Laura Friedman had completed her first year in the Assembly and had a few bills passed. Some of her legislation included AB1393, which was ultimately vetoed but would have impounded the cars of those involved in street racing. He also mentioned AB1414, which would prevent local governments from imposing outrageous fees on solar panels. AB766, her bill that would allow foster youth to apply their government housing funding to their college housing was signed by the governor. He informed the board that Assemblymember will be at the Glendale Film Festival speaking about women in the entertainment industry and that she will be hosting a coffee event soon.

The board was presented with a written report from CD-13 Field Deputy George Hakopiants which covered the speed hump application, section 8 housing, the annual film series at Echo Park, their 3<sup>rd</sup> annual Senior Resource Fair, and a traffic study request for Hollywood and Rodney.

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

Shahenian informed the board that she is monitoring several motions introduced by Councilmember O'Farrell that seek to fund the medians construction and will update the board if anything definitive is passed.

VIII) **Vermont Triangle Planter Review**

The Board viewed the prototype of a proposed planter for the Vermont Triangle. The group discussed potential costs of purchasing planters for the Triangle. They also discussed the irrigation system that would need to be compatible with the planters and be prevented from breaking. Shield proposed reaching out to Warner Bros to sponsor the planters with a potential Bugs Bunny statue before continuing discussion.

IX) **LABT Cleaning Contract Update**

Allen informed the board that LABT had met with the city and the contractors that were installing the irrigation and plants on the Vermont Medians. They found everything in good condition and presented the proposal to have the maintenance of the petition transferred to LABT. Their proposed budget of \$1,000 includes cleaning, weeding, trimming, monitoring irrigation systems, and would cover any externally caused by damage (i.e. a car crashing into the median). The proposal will not cover watering on the median, which would require three times a week.

**Motion** by Zarrinnam, seconded by Furios to accept the LABT proposal, with the caveat that they extend their maintenance to the Vermont Triangle.

**Motion** carried.

The board also discussed the table the BID had purchased for the LABT gala and who would be in attendance.

X) **EHBID Annual Planning Report**

Shahenian presented the board with the Draft 2018 Annual Planning Report, which is required by the city and guides the budget. The Board reviewed the document and discussed the allocations for streetscape and landscape services. It was noted that there is expected to be an estimated \$79,000 of surplus revenue that will be rolled over to the 2018 budget.

**Motion** by Furios, seconded by Massachi to allocate 34% of the surplus revenue to the street landscaping budget and 66% to the BID maintenance budget.

**Motion** carried.

Shahenian added that any projects the board would like to pursue in the next year, would have to be voted upon to be included in the 2018 budget. The board discussed budget allocations for the Vermont Triangle planter project. Zarrinnam will request an estimate from the artist for planters to complete the Vermont project. Zarrinnam explained that soil, transportation, installation, and built-in irrigation connector would be included in the estimate.

**Motion** by Zarrinnam, seconded by Tashjian to adopt the 2018 Annual Planning Report.

**Motion** carried.

XI) **Next Meeting Date**

The next meeting of the EHBID was scheduled for Tuesday, November 21<sup>st</sup> with the location to be determined. The board discussed whether a holiday party should be held. The board decided that it will take place on December 19<sup>th</sup> from 4:00 to 6:00 pm. It will be paid for by the BID.

XII) **Adjournment**

The meeting was adjourned at 5:00 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