

East Hollywood Business Improvement District

BOARD MEETING MINUTES

Tuesday, February 21, 2017

3:30 PM

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

Staff: Shahenian

Guests: David Lee, Visionary Youth Center; Adam Miller, CD-4; Fernando Ochoa, LAPD; Daniela Rodriguez, JWCH – Wesley Health Centers; Sharyn Romano, LA/HBT; Aram Taslagyan, CD-13; Janet Weiland

I) **Call to Order**

Shield called the meeting to order at 3:40 pm. The group members in attendance made self-introductions.

II) **Public Comment**

Furios discussed a public safety initiative by the Church of Scientology and the Finish the Ride non-profit to raise awareness about safe streets for Motorists, Pedestrians and Bikers. She also commented on an upcoming Earthquake Safety/Emergency Preparedness event.

Daniela Rodriguez with JWCH-Wesley Health Centers noted that homeless emergency kits are available through the Wesley cares program.

III) **Update from Councilmember Mitch O'Farrell**

City Councilmember Mitch O'Farrell (CD-13) briefed the group the work of his office. He noted that the City has recently reopened the Hollyhock House at Barnsdall Art Park. He discussed plans for future renovations of the entire grounds. O'Farrell noted that an enhanced traffic signal had been put in in front of Children's Hospital to improve access to the main driveway and parking lot. The Councilmember discussed the City's efforts to develop a sidewalk vending ordinance for Los Angeles. The group discussed homelessness within CD-13 and the recent passing of Measure HHH during the November 2016 elections. O'Farrell commented that the Hollywood Community Plan is moving forward and is scheduled to be re-introduced later this year.

IV) **Reports from Public Agencies**

Adam Miller with CD-4 discussed the Vermont Triangle and noted that the City would be installing planters and restricting the pathways within the triangle to ADA compliance. Miller requested that the \$5000 donation from OSH to the EHBID for improvements on the Triangle be given directly from OSH to CD-4 rather than to the EHBID. It was the consensus of the group that the OSH funds could be given directly to Councilmen Ryu's office as requested.

LAPD Officer Ochoa discussed vehicle dwelling restrictions within the BID. The group discussed an increase in anti-Semitic threats throughout Los Angeles.

- V) **Approval of Board Minutes**
The group reviewed the January 24, 2016 EHBID Board minutes.
- Motion** by Zarrinnam, seconded by Zaman to accept the January 24, 2016 EHBID Board Minutes.
Motion carried.
- VI) **January Financial Report**
Shahenian reviewed the financial report for January 2017. She noted that the BID currently had approximately \$244,054 in the bank.
- VII) **LABT Cleaning Contract Update**
Sharyn Romano of LABT updated the Board on its monthly cleaning contract. Romano discussed a tree planting grant for the EHBID that will fund the planting of 15-gallon trees and labor. The grant will be used to replace 5 trees that are dead or dying. The grant will require LABT to replace 2 trees for each replacement. She noted that 456 trash bags had been pulled in January,
- VIII) **Vermont Triangle**
Romano discussed the ceramic planters that will be installed in the Vermont Triangle with the help of CD-4.
- IX) **Vermont Median**
Zarrinnam noted that there had been no recent updates from LADOT regarding the second phase of the Vermont Medians. He will contact LADOT for an update. The group discussed the need to keep pressure on the LADOT for contracting the second phase of Medians as well.
- X) **BID Branding Mini-Retreat Recap/Feedback**
The group discussed the follow up report submitted by Counterintuity on the BID's branding/marketing efforts. Shahenian will ask for a proposal from the consultants on a second session to further the BID's branding efforts.
- XI) **Vermont Bus Rapid Transit**
The group discussed Metro's efforts to study Bus Rapid Transit along the Vermont corridor. Shahenian will invite Metro to an upcoming meeting to present an update.
- XII) **BID Member Affiliate Program**
Discussion tabled.
- XIII) **Hollywood Western BID/Route 66 BID Update**
Zarrinnam provided an update on the creation of the Hollywood Western BID and the Route 66 BID. He noted that the Route 66 BID should be able to begin selection of an engineering firm to compile its Management District Plan.
- XIV) **Next Meeting Date**
The next meeting of the EHBID was scheduled for Tuesday, March 21st at 3:30 pm at the Wesley Health Centers.

XV) **Adjournment**

The meeting was adjourned at 5:12 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