

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

**Tuesday, July 18, 2017
3:30 PM**

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

Staff: Shahenian, Jauregui

Guests: Fernando Morales, Julian Czubakowski, Lee Wochner, Seamus Garrity

I) **Call to Order**

Shield called the meeting to order at 3:42 pm. The group members in attendance made self-introductions.

II) **Public Comment**

Shahenian announced that the Hollywood Chamber of Commerce Healthcare Committee will be holding an event in East Hollywood featuring Senator Ed Hernandez.

III) **Reports from Public Agencies**

AD-43 Field Representative Seamus Garrity informed the board of Assemblymember Friedman's bill AB 1393, which would impound vehicles involved in street racing/ reckless driving. He also discussed AB 1667 and AB 1668, both of which concern water infrastructure and making the state more drought resistant. The Assemblymember will also be meeting with Caltrans District Director to discuss the encampments on Caltrans property.

Office of Supervisor Sheila Kuehl's Senior Field Deputy Fernando Morales provided an update on the ongoing Measure H fund disbursement. He explained that 17-18 outreach groups would be receiving about \$264 million. He also informed the board that the Supervisor was looking into long-term needs for water recapturing and that the Los Angeles County Board of Supervisors had commissioned a study.

IV) **Approval of Board Minutes**

The group reviewed the June 20, 2017 EHBID Board minutes.

Motion by Underdown, seconded by Furios to accept the June 20, 2017 EHBID Board Minutes.

Motion carried.

The group also reviewed the April 19, 2016 EHBID Board minutes.

Motion by Tashjian, seconded by Massachi to accept the April 19, 2016 EHBID Board Minutes.

Motion carried.

- V) **June Financial Report**
Shahenian reviewed the financial report for June 2017. She noted that the BID had a beginning balance of \$150,607 and ending balance of \$136,866 in the bank.
- VI) **LABT Cleaning Contract Update**
The representative was not present for an update.
- VII) **BID Branding & Marketing Proposal**
Wochner and Czubakowski presented the board with an analysis of the survey conducted for the East Hollywood BID. They explained that the first five questions concerned geographically defining East Hollywood and that the results shows that most people are not sure about the geographical boundaries. The results of the survey presents the BID with an opportunity to brand the area positively. They recommended that the BID keep the name East Hollywood and that they would provide a logo suite for East Hollywood soon. When asked about having the logos in color, the Wochner explained that it was important for the logo suite to work over many medians and should initially be designed in black and white.
- VIII) **Next Meeting Date**
The next meeting of the EHBID was scheduled for Tuesday, September 19th with the location to be determined.
- IX) **Adjournment**
The meeting was adjourned at 4:27 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