

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

**Tuesday, November 15, 2016
3:30 PM**

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

Staff: Gubler, Shahenian

Guests: David Lee, Visionary Youth Center; Kimberly Morosi, LA City Attorney's Office; Sharyn Romano, LABT; Aram Taslagyan, CD-13

I) **Call to Order**

Shield called the meeting to order at 3:35 pm. The group members in attendance made self-introductions.

II) **Public Comment**

David Lee with the Visionary Youth Center stated that the Youth Center is currently looking for space to run its programs. He provided an update on the work of the Youth Center and noted that it had recently received a grant from CD-13.

III) **Reports from Public Agencies**

Aram Taslagyan with CD-13 provided an update on the Vermont Median installation. He noted that the Council office will waive the holiday construction moratorium so that there is no further delay in installing the medians.

He also discussed homeless encampments in CD-13. He noted that the Council Office had recently contracted with a company to retrieve and return shopping carts that have been discarded on the streets.

The BID Board asked that Councilmember O'Farrell attend a future BID meeting. Taslagyan will put in a scheduling request for the December or January meeting.

Kimberly Morosi with the LA City Attorney's office introduced herself as a Community Resource Specialist with the West Bureau. She provided an update on the City's Neighborhood Prosecutor program.

IV) **Approval of October 18, 2016 Board Minutes**

The Board reviewed the October 18, 2016 Board minutes.

Motion by Massachi, seconded by Tashian to approve the October 18, 2016 Board Minutes.

Motion carried.

V) **Nominating Committee Report**

Shield noted that the Nominating Committee had met and is recommending the appointment of Gerald Clute, President & CEO of Hollywood Presbyterian Medical Center to fill the vacant seat of Karreno Alexanyan.

Motion by Tashjian, seconded by Brady to accept the Nominating Committee Report and appoint Gerald Clute, President & CEO of Hollywood Presbyterian to fill the remaining term of Karreno Alexanyan.

Motion carried.

Shield commented that the Board has also received the resignation of Christa Maikisch from Kaiser Permanente. The Nominating Committee will meet at a future date to discuss an appointment for her seat.

VI) **October Financial Report**

Shahenian reviewed the financial report for October 2016. She noted that the BID currently had approximately \$338,018 in the bank.

Shahenian reviewed the Draft 2017 Annual Planning report. She noted that the Annual Planning Report is required by the City each year and will guide the activities of the BID for 2017.

Motion by Massachi, seconded by Zarrinam to approve the Draft Annual Planning Report for 2017.

Motion carried.

VII) **LABT Cleaning Contract Update**

Sharyn Romano of LABT updated the Board on its monthly cleaning contract. It was noted that 32 trash cans had been delivered and will be installed. LABT will submit an estimate for installation.

The group discussed landscaping alternatives for the Vermont Triangle.

The group discussed the Vermont Medians. It was noted that there is a problem with the Median at De Longpre. During installation slurry was found in the median, making tree plantings difficult.

VIII) **Marketing Subcommittee**

The group discussed having a half day meeting to discuss a comprehensive marketing strategy for the BID. Shahenian will research potential facilitators for a marketing/branding discussion.

IX) **Hollywood/Western BID Update**

Zarrinam noted the Hollywood & Western BID is moving along with its formation process. The BID is now in its petition phase.

X) **Next Meeting Date**

The next meeting of the EHBID was scheduled for Tuesday, December 13th at 4:00 pm. This will be the final meeting of the year for the BID and will conclude with a small end of the year celebration.

Motion by Zarrinam, seconded by Brady to allocate up to \$1000 for an end of the year celebration.

Motion carried.

Shahenian to provide details on meeting location.

XI) **Adjournment**

The meeting was adjourned at 4:40 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