

East Hollywood Business Improvement District

BOARD MEETING MINUTES

Tuesday, June 21, 2016

3:30 PM

Governors Attending: Jeff Zarrinam, Vice Chair; Brady, Furios, Maikisch, Massachi, Tashjian, Underdown, Zaman.

Staff: Gubler, Shahenian

Guests: David Lee, Visionary Youth Center; John Geuest, Hollywood Presbyterian Medical Center, Tim Jacob, Children's Hospital Los Angeles, Adam Miller, CD-4; Officer Nina Preciado, LAPD; Carlos Rios, LA DOT; Aram Taslagyan, CD-13

I) Call to Order

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

II) Public Comment

Zaman commented that U.S. News and World Report had recently ranked Children's Hospital LA number one in California and number seven in the country.

III) Reports from Public Agencies

Aram Taslagyan from CD-13 updated the group on a press conference that would be held the following morning with council member Mitch O'Farrell to announce the introduction of legislation aimed to help keep small businesses open in the city.

Officer Nina Preciado, of the LAPD provided the group with an updated crime report for East Hollywood. She noted that thefts were down overall in the City. However other types of crime had increased. She also noted that the city has been conducting trainings on how to survive an active shooter situation. Officer Preciado encouraged the group to become involved with BLEND (Business for Law Enforcement Northeast Division)- the Police Boosters club.

Adam Miller from CD-4 updated the group on recent activities from the office of councilmember and David Ryu. He discussed the councilmember's adopt-a-median program. The group discussed homeless encampments in CD-4.

IV) May Financial Report

Shahenian reviewed the financial report for May. She noted that the BID had a beginning balance and \$168,558 and an ending balance of \$165,445 for the month of May.

V) Resignation of Catherine Farrell

Shahenian noted that Catherine Farrell of Kaiser Permanente had submitted her resignation from the EHBID Board of Governors. Kaiser has asked that the BID consider the appointment of Christa Maikisch from Kaiser Permanente to fill the vacancy on the BID board.

MOTION by Zaman, seconded by Brady to appoint Christa Maikisch from Kaiser Permanente to serve the remainder of Catherine Farrell's term on the BID board.

MOTION carried.

VI) Street Furniture Committee Update

Zarrinam provided an update on the recent meeting of the BID's Street Furniture committee. He noted that the committee had ordered two sample trashcans that will be installed at the hotel and previewed at the BID's July board of governors meeting.

VII) Vermont Medians

Carlos Rios with LADOT discussed the construction of the Vermont Medians. He noted that the project is moving forward and the BID can hope to see the ground breaking begin soon. The contract approval was for 4 medians, with a separate bid to follow for the construction of the last 2 medians. He noted that there will be two travel lanes in each direction. There will be no parking on Vermont avenue during construction.

The group discussed plans for emergency access to the hospitals during construction. The hospitals will meet separately with LADOT to discuss plans further and make sure that all necessary access is provided. The hospitals will also meet with the Los Angeles Fire Department and relevant ambulance companies to discuss the construction plans.

VIII) Vermont Street Pole Banners

The group discussed a bid from AmGraph for the installation of new banners along Vermont avenue. It was noted that the existing banners must be removed as they are in a state of disrepair.

MOTION by Massachi, seconded by Furios to allocate funds necessary for installation of a new poll banners on Vermont avenue.

MOTION carried.

The board discussed creating a committee to come up with the design and art work for the new hole banners. It was decided to merge the existing website committee with this new committee and create a marketing committee that would

handle both issues. Maikisch will chair the Marketing Committee. Zaman and Zarrinnam will also participate on the new Committee.

IX) Hollywood Western BID Update

Zarrinnam updated the group on efforts to create the Hollywood western BID. He noted that CIM recently signed the petition to create the new BID.


X) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, July 19th at 3:30 pm at the Hollywood Hotel.

XI) 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