

East Hollywood Business Improvement District

BOARD MEETING MINUTES Tuesday, September 8, 2015 3:30 PM

Governors Attending: Karreno Alexanyan, Chair; Brady, Massachi, Shield, Tashjian, Underdown, Zarrinam

Staff: Gubler, Shahenian

Guests: Vanessa Gopaul, Precision Concrete Cutting; Jenna Hornstock, Metro; Bronwen Keiner, Metro; Wells Lawson, Metro; Sharyn Romano, LA/HBT; Marie Sullivan, Metro; Aram Taslagyan, CD-13

I) Call to Order

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

II) Public Comment

Shield noted it was the Jewish New Year and gave his best wishes to the Board.

III) Vermont/Santa Monica Metro Station Development Plan

Members of the Metro Community Outreach team briefed the Board on a proposed project to develop parcels adjacent to the current red line station on Vermont and Santa Monica. The Metro representatives discussed the Metro Joint Development process and noted that they are seeking feedback from area stakeholders including the BID and its Board members.

It was agreed that the BID would invite the project developer to its November meeting for further discussion.

IV) Precision Concrete Cutting

Vanessa Gopaul of Precision Concrete Cutting briefed the group on new technology to help repair sidewalk damage. She noted that their technology was more efficient and less costly than comparable fixes.

Motion by Massachi, seconded by Brady to allocate up to \$3,000 to perform a sidewalk survey with Precision Sidewalk.

Motion carried.

V) Approval of the Minutes

Motion by Zarrinam, seconded by Underdown to approve the July 14, 2015 Board of Governor's Meeting Minutes.

Motion carried.

VI) August Financial Report

Shahenian reviewed the August financial statement. She reported that the BID had a total balance of \$283,431.18 in its accounts as of August 30th.

VII) Reports from Public Agencies

Aram Taslagyan of CD-13 briefed the group on the work of Council District 13. He noted that the Hollyhock house at Barnesdal Art Park had been reopened and is in the process of being named a Unesco World Heritage Site. He also noted that the City would be doing tree trimmings in the area.

The group discussed Big Belly Trashcans that the City is looking to find homes for.

VIII) Vermont Median Update

Zarrinnam and Taslagyan updated the group on the status of the Vermont Medians. It was noted that a meeting that bids on the project were due back to the City at the end of June. The City selected the second lowest contractor to complete the job. A ground breaking in early fall was discussed.

IX) LABT Cleaning Contract Update

Romano updated the group on the work of the LABT cleaning crews. She discussed greening problems with some of the trees and noted that the Olives north of Sunset will need to be replaced.

X) Historic Route 66 BID Update

Zarrinnam updated the group on the status of the Historic Route 66 BID formation. The BID will consist of 195 parcels on Santa Monica between Hoover and Vine. CD-13 has agreed to contribute \$40,000 in matching funds towards the establishment of the BID.

Hollywood/Western BID Update

Zarrinnam discussed efforts to create a Hollywood and Western BID on Hollywood Blvd between Edgemont and the 101 Freeway. He noted that the proposed BID has been able to secure funds to begin its required Management District Plan. The BID selected Urban Places consulting to handle the District Management Plan phase. Community outreach meetings will begin in August,

XI) California Downtown Association Membership

Shahenian discussed membership benefits associated with the California Downtown Association. She recommended that the BID participate with the group that is also active on addressing homelessness issues throughout the State.

Motion by Zarrinnam, seconded by Tashjian to join the California Downtown Association.

Motion carried.


XII) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, October 13th at 3:30 pm at the Church of Scientology.

XIII) Adjournment

The meeting was adjourned at 5:30 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