

East Hollywood Business Improvement District

BOARD MEETING MINUTES

Tuesday, March 10, 2015

3:30 PM

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

Staff: Gubler, Shahenian

Guests: Matthew Gomez, CHLA; Alex Massachi, ARCO; Poonam Narwwatt, Mayor's Office; Anita Rebeles, JP Morgan Chase

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

Alexanyan introduced Anita Rebeles, the new banking manager for the BID.

III) Approval of February 26, 2015 Board Meeting Minutes

Motion by Massachi, seconded by Underdown to approve the February 16, 2015 BID Board of Governors meeting minutes.

Motion carried.

IV) Reports from Public Agencies

Poonam Narewatt from Mayor Garcetti's Office discussed the Greenlight Hollywood campaign to bring more film productions to Los Angeles. She noted that Kevin James would be replacing Rajiv Dalal as the City's film liaison. Narewatt also discussed the City's new Pulsepoint App that can direct CPR givers to the nearest defibrillator.

V) Vermont Median Update

Zarrinam updated the group on a meeting that was held with Commissioners Romero and James of the Board of Public Works to discuss the delays with the Median project. The Commissioners will be meeting monthly with DOT staff for updates on the project. A meeting has been scheduled for March 12th. It was noted that Carlos Rios, the BID's DOT liaison, is out of the office indefinitely.

VI) Nominating Committee Report

Zarrinam noted that the BID had received a letter of resignation from Megan Tavfer of the Church of Scientology from BID Board at its last meeting. He stated that the Nominating Committee had met and is recommending that the Board vacancy be filled by Susanna Furrios of the Church of Scientology.

Motion by Zarrinam, seconded by Massachi to appoint Susanna Furrios to fill the remainder of the term vacated by Megan Tavfer.

Motion carried.

The group discussed a recommendation bylaw change to expand the number of seats on the Board of directors from 11 to up to 13 members. The draft bylaw changes were reviewed.

Motion by Massachi, seconded by Zarrinam to approve the draft bylaw change increasing the size of the Board to up to 13 members.

Motion carried.

A nominating committee was appointed to review suggestions for the new seats. The Committee will include Alexanyan, Massachi, and Shiled.

VII) ARCO CUP Update

Massachi discussed his CUP renewal application with the City for the ARCO station on Vermont Ave. It was noted that he had already secured a letter of recommendation from the East Hollywood Neighborhood Council.

Motion by Shield, seconded by Tashjian to support the ARCO CUP for a 10-year renewal with the condition that there be no individual bottle sale of beer (6-pack sale only).

Motion carried.

VIII) Cleaning Contract Update

No HBT representative present.

IX) Website Maintenance

The Board discussed issues surrounding maintenance of the BID Website including the need for better tie-ins with social media platform.

Motion by Zarrinam, seconded by Shield to create a debit card for the BID use for on-line purchases such as website maintenance fees. Authorized users will be the Chair, Vice Chair, Treasurer, and Executive Director.

Motion carried.

Motion by Zarriannam, seconded by Massachi to create an IT Committee to look at website issues. The Committee will include Alexanyan, Zarrinnam, Zaman, and Shahenian.

Motion by Zarriannam, seconded by Massachi to change the web platform to Nationbuilder and add e-mail accounts for all BID Board members. The BID is authorized up to \$50/month for service fees related to the e-mail and website maintenance.

Motion carried.

X) Update on Legislative Items

Shahenian updated the Board on several items being considered by the City Council including efforts to increase the Minimum Wage in Los Angeles and efforts to legalize street vending in the City.

XI) Historic Route 66 BID Update

Zarrinnam updated the group on the status of the Historic Route 66 BID formation. He noted that area property owners have raised \$30,000 towards the creation of the BIDs Management District Plan and has secured 156 letters of support from the parcel owners within the proposed district. 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.

Zarrinnam also discussed efforts to create a Hollywood and Western BID on Hollywood Blvd between Edgemont and the 101 Freeway. He noted that Home Depot has committed to a \$25,000 contribution towards the establishment of the BID. In total \$42,000 has been secured from property owners.

The Board discussed the stalled Target project on Sunset and Western and the City's efforts to amend the SNAP plan to allow the project to continue.

XII) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, April 14th at 2:30 pm at Childrens Hospital.

XIII) Closed Session

The Board went into closed session to discuss options for retaining legal counsel with regard to potential legal action.

XIV) Adjournment

The meeting was adjourned at 5:03 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 Direct