

East Hollywood Business Improvement District

BOARD MEETING MINUTES

Tuesday, April 14, 2015

2:30 PM

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

Staff: Shahenian

Guests: Tracey Chavira, Cerrell Associates; Sharyn Romano, LA/HBT;

I) Call to Order

Alexanyan called the meeting to order at 2:38 pm. The group members in attendance made self-introductions.

II) Public Comment

Romano noted that all were welcome to walk the BID with HBT on April 15th to identify any areas that may need special attention.

It was noted that there will be a "Finish the Ride" event at Griffith Park to raise Hit and Run awareness on April 19th beginning at 6 AM.

III) Approval of the Minutes

Motion by Farrell, seconded by Massachi to approve the March 9, 2015 Nominating Committee minutes and the March 10, 2015 Board of Governor's Meeting Minutes.

Motion carried.

IV) On Demand Valet Parking Presentation

Tracey Chavira with Cerrell Associates discussed an effort to bring on demand valet parking to Los Angeles. She noted that in order to so, a motion would need to be introduced at City Council to amend the current Valet ordinance to allow for the inclusion of the on demand valet parking model.

Motion by Jacques, seconded by Farrell to support the introduction of a motion to amend the City Valet ordinance to include for the allowance of an on demand valet parking model.

Motion carried.

V) Reports from Public Agencies

No public agencies were in attendance.

VI) LABT Cleaning Contract Update

Romano updated the group on the efforts of the LABT cleaning and maintenance crews. She noted that 619 bags of trash were pulled in March. The

maintenance crews have completed a bus stop washing in March. The trees within the BID are being watered once a week.

The group asked for a proposal to complete plantings of lilies in the tree wells south of Santa Monica to the Freeway, as well as for clearing the overgrown field in front of Kay Lars.

Romano noted that the annual LABT fundraiser will be held on Tuesday, June 9th at the Globe Theatre and will be honoring Nederlander and Monica Rodriguez for their effort on the community.

VII) Vermont Median Update

Shield 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 April 16th.

VIII) Vermont Triangle Update

Romano discussed challenges with regular maintenance and cleaning at the triangle because of increased homeless encampments.

Zarrinam noted that the BID was given two more doggie waste stations that will be located near the Temple on Vermont Ave.

IX) 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.

X) Historic Route 66 BID Update

Zarrinam 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.

Zarrinam 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.

XI) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, May 12th at 3:30 pm at Children's Hospital.

XII) Adjournment

The meeting was adjourned at 3:43 pm.

Respectfully Submitted,

Nicole Shahenian

Nicole Shahenian
Executive Director

