

East Hollywood Business Improvement District

BOARD MEETING MINUTES Tuesday, May 12, 2015 3:30 PM

Governors Attending: Karreno Alexanyan, Chair; Brady, Furrios, Massachi, Underdown, Zarrinnam

Staff: Gubler, Shahenian

Guests: Steve Galloway, LACC; Sharyn Romano, LA/HBT;

I) Call to Order

Alexanyan called the meeting to order at 3:37 pm. The group members in attendance made self-introductions.

II) Public Comment

Zarrinnam announced the Mayor's Great Street Challenge grant application.

Alexanyan discussed the Chase "Mission Main Street" program to award small business with under 100 employees a \$100,000 grant.

Furrios noted a June 3rd event at the Church of Scientology focused on climate change and environmental awareness.

Romano encouraged all to attend the annual LA/HBT Gala event to be held on Tuesday, June 9th at the Globe Theater at Universal Studios.

Gubler announced the Hollywood Chamber Community Foundation's annual Heroes of Hollywood event to take place on May 28th. He noted that the event would honor Tom Labonge and Dianne Ladd amongst others. All were invited to attend.

Steve Galloway of LACC discussed upcoming construction and improvement projects taking place at the college. He noted that the College would be investing in several improvements along the Vermont Avenue corridor. The work will be done in phases and will include a trail from the Braille Institute along Vermont Ave. from Heliotrope to Melrose Ave. The College is hoping for a late June 2016 completion date.

III) Approval of the Minutes

Motion by Zarrinnam, seconded by Brady to approve the April 14, 2015 Board of Governor's Meeting Minutes.

Motion carried.

IV) Reports from Public Agencies

No public agencies were in attendance.

V) Consideration of 2016 3% API Assessment increase

The Board discussed a 3% API increase on property assessments for the BID.

Motion by Massachi, seconded by Zarrinnam Alexanyan to increase the BID assessment by 3% API for FY 2016 as allowed by the BID's District Management Plan.

Motion Carried.

VI) LABT Cleaning Contract Update

Romano updated the group on the efforts of the LABT cleaning and maintenance crews. She noted that 1321 bags of trash were pulled in April. The maintenance crews have completed pressure washing at the bus stops in April. The trees within the BID are being watered once a week.

The group discussed efforts of the Los Feliz Homeless Coalition which will be beginning in June.

VII) Vermont Median Update

Zarrinnam 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. Zarrinnam noted possible in-kind contributions from the Sanitation departments and DWP that could help defray some of the costs associated with building the medians. A meeting has been scheduled for June 4th.

VIII) 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.

IX) 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 BID's 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. He commented that the first official steering meeting will be held on Wednesday, May 13th and will include a briefing by Eugene Van Cise of the City Clerk's office.

X) New Business
Massachi discussed plans for renovating his theater property on Vermont neighboring the Arco station. He noted that he has hired a planning consultant and will be developing security plans for the site.

XI) Next Meeting Date
The next meeting of the EHBID was scheduled for Tuesday, June 9th at 3:30 pm at Children's Hospital.

XII) Adjournment
The meeting was adjourned at 4:43 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