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Los Feliz Village BID

Board Meeting Minutes April 8, 2009

Present: Heather Arndt, Rob Benavides, Nelia Cacic, Mark Cianciulli, Dora Herrera, Ermanno Neiviller, Jonathan Sample, Kerry Slattery, Laura Springer, Rob Valerio.

Absent: Tony Fanara, Chris Serrano.

Guests: Courtney Kanagi and Jorge, PATH; Angela Meadows, Bank of America; Erik Adams, SBA representative; Rosemary DeMonte, VP, Outreach, GGPNC; Bernadette Soter, GGPNC, PROS Committee Chair; Kenny Vilorio, Citibank

1. **Call to Order:** 9:30 am

2. **Minutes:** Minutes for March were approved.

3. **Treasurer's Report:** See attached report.

4. **Special Guests:** Bernadette Soter made a brief statement regarding the Zoo Parking Lot project, which is being funded by Prop O monies. She informed us that the Park, River & Open Space (PROS) Committee approved the overall plan for the project and that they had made some suggestions to the Zoo Committee to maintain the rural aspect of the Park in the new parking lot design. She also thanked the BID for help & support with projects that continue to protect Griffith Park.

PATH gave a brief presentation on their programs. One program is "HERO," Hollywood Emergency Response Outreach, a street outreach program that connects homeless people to available services. Services include medical aid and a work resources center. Outreach hours include evenings and weekends. They have a shelter at Sunset & Western that is a 30-90 day emergency center. For a nominal fee, they can cover the Los Feliz area. An assessment would have to be made to determine boundaries and time of services for our neighborhood. They fill the gaps in services that LAHSA (Los Angeles Homeless Services Authority) cannot attend to due to lack of time and/or manpower.

Los Angeles Zoo representatives did not attend the meeting.

Bank of America and SBA representatives gave a brief presentation regarding loan programs available to business members; it included SBA-7A and SBA-504 loans. Handouts attached.

5. Committee Reports:

Administration & Bookkeeping:

The committee will meet the 3rd Thursday of each month at 2 pm at Chase Bank (1600 N. Vermont Avenue). Mark attended the City Clerk's required workshop. He brought back a folder of information on background history of BIDs, accounting practices, reporting requirements, etc. The BID renewal is set for Tuesday, April 14, 10 am at Council Chambers, City Hall. An e-mail message was sent out to BID members, through the Communication Committee, requesting that they send an e-mail of support for the BID to Councilmember LaBonge. All Board members are asked to attend to show support for the renewal. Carpooling is suggested, as is a parking permit from CD4.

Beautification:

Rob gave an update on a new trash maintenance contract. Report attached. After discussion, the Board voted to give Clean Street the contract. Rob will arrange specific days of trash pick-up and will look into the workers wearing LFVBID t-shirts while in our area. He will also look into having car panel signs for the Clean Street trucks.

Communication:

Rob reported that this committee's permanent meeting date is the 4th Friday of the month at 10 am at Happy (4675 Hollywood Blvd.). The committee sent out a letter titled, "What is the BID?" on April 8. Work will continue on the survey letter to the members once we are renewed this coming Tuesday. The letter will include a report on the renewal and a request for e-mail addresses to improve our responsiveness, cut down on printing, stuffing and mailing costs as well as to reduce our imprint on the planet. Communications will work with the PR Committee to get the Mixer on May 20 promoted to the members once approval for various ideas have been received from Lance, the Vista Theater owner.

Marketing & Public Relations:

Jonathan reported that this committee's permanent meeting date is the 1st Thursday of the month at 10 am at Fresh Pressed (4646 Hollywood Blvd.). the Bid's 1st Mixer of 2009 will be held at the Vista Theater. Ideas such as window posters, invitations to members, showing a movie or having a DJ and/or inviting the area residents were to be discussed with Lance, the Vista owner, before we could move forward. Jonathan spoke at length with Jullian Harris-Calvin, CD4 Los Feliz field rep, regarding necessary permits, etc. to produce small events on our three main boulevards; the idea to brand Hollywood Blvd. as an "Arts District" and, what is required to obtain diagonal parking on Hollywood Blvd. in order to increase available parking. Jullian requested that the BID send CD4 two letters – one regarding the designation of Hollywood Blvd. as the "Los Feliz Arts & Design District" and a letter requesting the City look into diagonal parking on Hollywood Blvd.

6. Board and Public Comments:

Chase Bank is the latest business being sued by Mimi Greenberg for ADA "violations." Nelia has agreed to share any information the Chase lawyers garner to help us combat this problem.

Nelia and Dora attended the BID Consortium meeting where they requested that the Consortium address the ADA lawsuits problem. State of the BIDs report at Council Chambers is scheduled for April 30 at 10 am. Anyone that can attend is asked to be there to show support.

Los Feliz Art Walk, held on the 1st Friday of the month, and organized by the Lutheran Church, requested a grant of \$1,000 in order to continue the event.

Tom LaBonge's Community Meeting, held at Los Angeles Zoo, discussed the City budget. Dora brought back City Services reference books for the BID secretary to have on hand.

Barton Phelps, the architect of the Los Feliz Public Library is next month's speaker at the library's series "Architecture and Beyond" on Thursday, April 16, 6:30-8 pm.

Yuca's took first place in the recent "TacoMadness" online contest. Also, Yuca's on Hollywood will be celebrating its 2nd Anniversary on May 10.

According to Rob at Happy, the 18th new store in the LFVBID for 2009 opened next to Happy on Hollywood Blvd. "Vacation" is a vinyl record selling venture.

Figaro plans to open a steak house where Video Hut used to be located. Il Capriccio is considering opening a deli at the former Curves location and, Pop Killer, a Japanese clothing store, is hosting its grand opening tonight at the former Los Feliz Lock & Key location. All are invited to attend.

Adjourn: Meeting was adjourned at 11:30 am

Respectfully submitted: Laura Springer, LFVBID Secretary

The next meeting of the LFVBID will be held on May 13, 2009 at 9:30 am at the Community Police Center, Citibank Building, 1965 Hillhurst Ave., 2nd floor