

**Los Feliz Village Improvement District  
Board Minutes  
May 14, 2008**

**Present:** Nelia Cacic, Allison Cohen, Ermanno Neiviller, Chris Serrano, Laura Springer, Franciso Villarruel

**Absent:** George Abrahamian, Tony Fanara, Nina Fayad

**Guests:** Dora Herrera, David Villegas (Nature Mart), Stuart Zimmerman, Lance Alspaugh (Vista and Los Feliz 3 Theaters), Carl Ferraro Jr. (Dresden), Denise Saker, John Forrester

Call to order at 9:30 a.m.

**Public Comment/Guests**

**Street Fair Set-Up:** Carl Ferraro Jr., owner of the Dresden on Vermont, addressed the board to complain about the current configuration of tents for the Street Fair. The way the tents are currently configured, he said, blocked the entrance to his restaurant for passersby on the street, and he was therefore requesting the tents be set up differently. The board and Denise Saker (coordinator of the Street Fair) denied his request indicating that the configuration was a safety mandate from the city. The board encouraged Carl to purchase the booth in front of the restaurant and to open it up for easy walk-in traffic.

**Stuart Zimmerman**, the accountant for the BID, introduced himself to the board and reminded the group that original invoices must be submitted for reimbursement of expenses.

**2008 Street Fair Update:** Denise and John told the board that 10,000 postcards were being dropped throughout Los Angeles promoting the upcoming fair. John indicated that Time Warner Cable had provided \$25,000 worth of promotion. Television ads will be running on Time Warner Cable, Channel 35; print ads will run in: LA Weekly, Downtown News, New Angeles, City Beat and the Los Feliz Ledger. Additionally, ads will run on KNX radio as well as via Internet promotion on Ciudad Magazine's web site. Additionally, John indicated that the Los Angeles Metropolitan Authority was providing \$50,000 worth of promotion for the event with a redemption feature this year where Metro riders to the fair could enter tickets for a drawing to win a weekend hotel stay.

**Preferential Parking District (PPD)**

Lance Alspaugh, owner of the Los Feliz 3 and Vista Theaters expressed concern to the board about the possibility of a PPD being instituted in the Los Feliz area. Such a PPD, he said, would hurt all businesses in the Los Feliz area. Ermanno suggested members of the board met with Dana Cremin, the Los Feliz homeowner who is seeking the PPD designation.

**Los Feliz Village Business Improvement District**  
**May 14, 2008 Board Minutes**  
**Page 2**

**Minutes:**

Minutes for the April 9<sup>th</sup> meeting were approved with no changes.

2. **Treasurer's Report:** Nelia provided a copy of the 1Q Treasurer's Report that was forwarded to the Office of the City Clerk on April 30, 2008. The report indicated that \$2,652.39 was spent in 1Q out of a total 2008 budget of \$106,300. Additionally, Nelia provided a Receipts and Disbursement report, dated April 30<sup>th</sup>, 2008 which indicated the BID balance as of January 1, 2008 was \$30,063.03. To date, a total of \$7,695.05 has been paid in disbursements, leaving an ending balance (cash on hand) of \$22,367.95. Additionally, the city has a balance of \$2,249.59 from 2007 funds which the BID requested in February 2008. With those expected funds, the total cash on hand for the BID is currently: \$24,617.54.

Ermanno indicated that he would like to put the BID's contingency fund of approximately \$4,000 into a money market account. BID CPA Stuart Zimmerman agreed.

**4. Committee Reports:**

- A. **Administration:** Nelia announced that the BID has a new analyst overseeing the BID named Eugene Van Cise. Additionally, Nelia indicated the contract for renewal of the BID was submitted May 13, 2008 and was uncontested.

Ermanno detailed a recent meeting with Stuart Zimmerman (CPA) regarding following check requisition procedures and logistics for the 2009 Street Fair on establishing controls on Beer Garden sales to ensure the BID receives their percentage of sales.

- B. **Beautification:** There was no report.

C. **Communication:**

- **May/June BID Member Newsletter:** Due to a lack of board members providing copy for the May/June newsletter and because the glossy version is due to be distributed at the June 8, 2008 Street Fair, the board agreed that the next BID directed newsletter should go out in July.
- **Business Cards:** Allison indicated that Seda's Printers could print 1,000 cards for each board member at a cost of \$50. Nelia/Ermanno requested two more bids before the job could be done and formal estimates for review.

**Los Feliz Village Business Improvement District**  
**May 14, 2008 Board Minutes**  
**Page 3**

- **BID Glossy Magazine:** Subsequent to the April 9<sup>th</sup> board meeting, Allison, due to a family emergency, asked if Dora could oversee the June 08 Glossy Magazine. Dora agreed.

D. **Public Relations:** Francisco discussed the logistics of providing a Welcome Basket to all new BID members. Ermanno asked Allison to draft a Welcome Letter to be sent to all new businesses who have made contact with the BID via the losfelizvillageonline.com website.

E. **Special Events**

- **2008 Street Fair Raffle:** Chris indicated that 5,000 letters would be sent out this week selling raffle tickets. Additionally, she indicated about 30 solicitation letters had been sent out to possible raffle donors, with great results thus far.
- **Hollywood Blvd. Event (formerly HollyGras):** The Executive Committee of the board met May 2nd to discuss both the 2008 Street Fair as well as the future of the Hollywood Blvd. event (formerly HollyGras). The group agreed to scale down the December Holiday Fest to help pay for city street closure fees for the Hollywood Blvd. event. The Executive Committee agreed that the Hollywood Blvd. event should take place in either September or October 2008, depending on O Entertainment and Denise Saker's availability. The board agreed that the nature and name of the event would need to change as the previous event was named so due to its timing around Mardi Gras.

Allison requested the Executive Committee prepare meeting minutes from the May 2<sup>nd</sup> meeting.

F. **Miscellaneous**

Dora detailed a number of crimes that had happened recently in the area. The idea of a Neighborhood Watch for businesses was discussed.

The meeting was adjourned at 11:35 am. The next meeting of the LFVBID will be held on Wed., June 11th at 9:15 AM the Community Police Center, 2<sup>nd</sup> Floor, Citibank Building, 1965 Hillhurst.

Submitted by: Allison Cohen, Secretary