

**Los Feliz Village Improvement District  
Board Minutes  
July 9, 2008**

**Present:** Nelia Cacic, Allison Cohen, Ermanno Neiviller, Chris Serrano, Francisco Villarreal

**Absent:** Tony Fanara, Kerry Slattery, Laura Springer, Nina Fayad, George Abrahamian

**Guests:** Dora Herrera, Denise Saker, John Forrester

Call to order at 9:40 a.m.

**Public Comment/Guests**

**1. Minutes**

Minutes from the June 11, 2008 board meeting with approved with no changes.

**2. City Clerk Contract**

Ermanno told the group that he had received the 2008 LFVBID contract from the city (it was approved in June 2008). The only change he mentioned for the 2008 contract was the inclusion of the BID's new boundaries.

Ermanno requested Allison provide copies of the BID Bylaws to board members so that all could review and suggest changes.

**3. Hollywood Blvd. New BID Members Update**

Ermanno indicated that he had heard from some new BID members on Hollywood Blvd. that were confused about their recent BID assessment bill. Allison regretted there had been no outreach to these new members in advance of their receiving the assessment.

**4. BID Assessment Payments**

The BID assessments were recently mailed. Ermanno told the board he would check with the City Clerk and ask about non-payments after the first deadline of the assessments becomes due (approximately one month after the initial mailing). Ermanno said he wants to follow-up with non-payments immediately to ensure the BID receives its full budget from assessed dollars.

**5. BID Membership "Districts"**

Due to a delay in the board making selections for the businesses/merchants they would like to service, Chris suggested passing the list of BID members at the meeting and to have board members make their selections during the meeting. A list of the selections is available in the BID Notebook with Allison, the secretary. The board requested other board members not present to also make their selections as soon as possible.

**Los Feliz Village Improvement District**  
**Board Minutes**  
**July 9, 2008**  
**Page 2**

**6. 2008 Street Fair Debrief**

Denise Saker and John Forrester were present to discuss the June 8<sup>th</sup> Street Fair.

In reference to future events: Denise presented two contracts to the board indicating that she, John Forrester (Los Feliz Media) and Roy Hassett (O Entertainment) are not under contract with the BID for any future events. One contract (attached dated Dec. 11, 2007), she said, was a “disclosure” statement between Denise Saker/Rosetta Stone Events, John Forrester/Los Feliz Media and Roy Hassett/O Entertainment. This contract she said, was provided to the BID to demonstrate how the three would operate as producers of events and to disclose their financial structure.

The other contract, dated Nov. 14, 2007 (attached), she said, was a contract outlining Denise’s role as an outside contractor for events, given that she was no longer a member of the BID board. The contract expires, she said—one year from which it was executed—or November 14, 2008.

She indicated the producers had the willingness to continue to produce events for the BID but that a new contract would have to be drawn up and approved.

John indicated that the three could produce HollyGras in 2009 and the December 2008 Holiday Festival if the board approved a new contract (which, he said, would be presented to the board by Aug. 15, 2008) but indicated that their role would need to be more specific and there would need more communication between the producers and the board.

Ermanno indicated that the restaurant owners participating in this year’s Fair were unhappy by the quantity of outside food vendors that participated. There were 13 BID restaurants that participated, 6 outside restaurants and another 7 outside food vendors (offering smaller items such as popcorn). Denise said this year’s Fair had approximately the same number of BID restaurants participating, which normally is between 10-14.

**Los Feliz Village Improvement District**  
**Board Minutes**  
**July 9, 2008**  
**Page 3**

The board discussed if they wanted to only offer participation in the Fair to local restaurant vendors. Currently, the board subsidizes the cost of participation to the restaurants—requiring them to only pay their own health permit and coordination fees (which was \$200 in 2008). The board discussed having the restaurant vendors, instead, pay full price for the Fair (an approximate \$200 vendor fee plus health permit—based on 2008 figures) in the future if they want to make the Fair an exclusive Los Feliz event.

Ermanno suggested, and the board agreed, the BID board would have a meeting with the restaurants in October 2008 to discuss the issue. Ermanno suggested a representative from the health department also be present at the meeting—in the hope that the agency would accept one health permit for the entire Fair rather than requiring individual vendor permits. Ermanno requested that John calculate what he feels would be an appropriate restaurant participation fee for 2009.

John and Denise both indicated that the inclusion of outside restaurants and vendors would be necessary, going forward, in order to help offset the new “inordinate fees” that could be imposed by the city for street closures (the \$25,000 Dept. of Transportation fee was waived for the 2008 event) in light of the Fair’s \$8,000 budget. John said: “I am not in the business of shrinking events.” And Denise said, regarding not allowing outside restaurant vendors for future Fairs: “It’s cost prohibitive.”

The board discussed the possibility of charging an “entrance fee,” \$1 per person for example. If such a fee had existed in 2008, that would have raised approximately \$15,000.

Chris indicated that she felt there was “less and less” support for the raffle (especially by the event’s emcee and that perhaps the message of the raffle was lost due to the event having two stages) and ask the board if it wanted to continue that fundraising device in the future or if the producers would like to assume that responsibility as part of their contract/role. John indicated no, but suggested the board might look into other fundraising opportunities for future Fairs. John and Denise indicated they felt the emcee had done an excellent job announcing the raffle/winners.

Ermanno said he had also heard complaints that people wanted to hear “local bands,” and bands that were not “too heavy metal,” but more “mellow.”

**7. Committee Reports**

- a) **Administration/Treasurer:** Nelia indicated that the BID's mail had not been picked up since approximately May 22<sup>nd</sup>. The board agreed that Francisco will pick up the mail every week from now on (either on Thursdays or Fridays) and deliver it to Ermanno.

Nelia indicated that insurance for the board was in place and effective from July 2<sup>nd</sup>. Nelia said she would provide the name of the insurance company at a later date.

Nelia indicated 1Q expenses were \$2,856.53 and 2Q expenses were \$38,444.50. The current balance of the BID account is \$8,952. Allison requested Nelia provide an up to date accounting report so that it could be officially included in the record.

Nelia indicated she has received the financial statements, ending December 2007, from CPA Stuart Zimmermann and passed the document around for the board to review. The statements have been copied and are attached.

Dora suggested that the board set up electronic deposit.

**b) Beautification (Kerry)**

Kerry was not present but she had previously forwarded to Allison her update, which was as follows: The Los Feliz Village BID will participate in a pilot program with the City of L.A./Stormwater Anti-Litter Campaign, whereby 6 or 7 locally-owned BID retail businesses will receive canvas anti-litter tote bags to give to their customers, in return for helping educate the customers about the program. The retail stores designated for the program so far are: Ozzie Dots, Skylight Books, Blue Rooster Art Supplies, Dragonfly DuLou and Atmosphere.

**c) Marketing/PR (Francisco)**

There was no report.

**Los Feliz Village Improvement District  
Board Minutes  
July 9, 2008  
Page 5**

**d) Communication (Allison)**

Allison indicated the deadline for the board to submit information and reports for the July/August 2008 newsletter was June 27, 2008 and since she had not received any information, the newsletter would be cancelled, as was the case for the May/June 08 newsletter. Allison asked the board if it still wanted to produce the newsletter in the future. There was no decision on this.

Allison indicated she was unable to produce the "Welcome Letter" she had presented at the June 11, 2008 meeting because she had not received suggested changes from Dora and Kerry, who indicated a need for such at the last meeting.

Dora clarified for Allison that the BID does not have an e-mail blast list. Allison had inadvertently assumed that BID emails sent by Dora were sent using the BID's email list. Dora indicated instead that the email database is her personal email list. Dora also indicated that she had asked those in her email list if they wanted their email shared with the BID and they had declined.

Ermanno directed Allison to order business cards for all current board members. Additionally, Allison requested of Dora if there were any more directories as there had been a few requests for them via email to the board. Dora indicated there were not.

Ermanno requested Allison and Chris meet with him on Tues. July 15<sup>th</sup> to discuss the development of a full "Welcome Kit" for BID members.

The meeting was adjourned at approximately 11:30 AM. The next meeting of the Los Feliz Village BID will be Wed., August 13<sup>th</sup> at 9:15 AM the Community Police Center, 2<sup>nd</sup> Floor, Citibank Building, 1965 Hillhurst.

Submitted by: Allison Cohen, Secretary