

**Los Feliz Village Improvement District
Board Minutes
February 13, 2008**

Present: Allison Cohen, Ermanno Neiviller, Chris Serrano, Kerry Slattery, Laura Springer, Franciso Villarruel

Absent: Nelia Cacic, George Abrahamian, Nina Fayad, Tony Fanara

Guests: Dora Herrera, Marian Dodge (Los Feliz Improvement Association) and Autum Hyde (Childrens Hospital Los Angeles)

Call to order at 9:30 a.m.

1. **Minutes:** Minutes for the January 08 meeting were approved with no corrections.

2. **Guests:**

Marian Dodge, president of the Los Feliz Improvement Association introduced herself and indicated she would like to reach out to the BID to “share ideas and to work together.” She distributed a copy of *Watershed Magazine*, published by the Los Angeles and San Gabriel Rivers Watershed Council. She also announced an initiative called the “Zero Waste Program” out of the city’s bureau of sanitation that can offer assistance to restaurants and small businesses.

Autum Hyde, of Childrens Hospital spoke about the hospital’s current \$2 million philanthropic goal toward the construction of their new hospital building. She said she wanted to put together a special tour of the new site/plans for BID members. The BID invited Autum to speak at their next mixer and encouraged the hospital to sponsor a booth at the upcoming 2008 Street Fair. Autum told the group about the campaign’s “Kick Off” event, March 19th at 6:30 pm.

3. **Treasurer’s Report:** There was no treasurer’s report. Dora indicated that Nelia needed to revise the 2008 Proposed Budget and send new versions to board members.

4. **Committee Reports: (It was asked that each committee chair develop a one year plan and present that at the March 08 BID board meeting.)**

A. **Administration:** none.

B. **Beautification:** Kerry indicated she would outreach to the Silver Lake Chamber who has formed a “green” committee for that area.

C. **Communication:** Allison presented a plan to have 6 bimonthly newsletters created in 2008 (and January 2009) for BID members. (See attached 2008 Communications Plan). Allison’s recommendation was the glossy newsletter (produced once in 2007 and twice in 2006 for an approximate cost of \$1,500 each) be eliminated in favor of a more frequent, cost saving communication device to BID members. Laura Springer, however, indicated she liked the idea of more frequent communications with BID members, but thought the glossy version was important to maintain as a

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marketing vehicle for the area. The board agreed and recommended that 8 communications from the BID board should be done in 2008 as follows:

March 2008 Newsletter
May 2008 Newsletter
June 2008 Glossy Magazine for Street Fair Distribution
July 2008 Newsletter
September 2008 Newsletter
November 2008 Newsletter
December 2008 Glossy Magazine for Holiday Festival Distribution
January 2008 Newsletter

Allison indicated that there were not enough funds in the 2008 Budget for both a bi-monthly newsletter and two glossy magazines—that the current budget for the newsletter for 2008 would be nearly exhausted with the production, printing and distribution of the bi-monthly newsletters.

Dora indicated that there was probable money in the 2008 Budget that could be moved to fund all of the communications and said that we should speak with Nelia, the treasurer to investigate.

- D. **Public Relations/Marketing:** The board voted to hold our mixer on March 27th. Chris Serrano suggested we ask Little Dom's to host.

Special Projects:

- A. **Parking:** Allison and Ermanno are to hold a "Parking Summit" to investigate more parking opportunity in the Village.
- B. **Parking Meters:** Ermanno said he would attend a Feb. 13th Greater Griffith Park Neighborhood Council meeting where the issue of parking meters in the area was to be discussed.
- C. **Restaurant Committee:** Ermanno and Dora Herrera represent the BID on the Eastside Hospitality Association helping to streamline for restaurant owners the issues of liquor licenses, conditional use permits and more. Ermanno told the group that "Star Training" (Vice Squad) would have a presence on March 29th to check for IDs related to underage drinking.

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D. Events:

Street Fair: Chris Serrano indicated she had started raffle solicitation for this year's event. Chris will be the BID liaison between O Entertainment/Denise Saker and as such, will provide monthly updates to the board starting at the March 08 BID meeting.

The group voted that the Street Fair should be held either Sunday, June 1st or Sunday, June 8th. The board is to contact O Entertainment and Denise Saker to confirm either date.

Holiday Festival: The group decided this year's event should be December 6th.

3rd Event on Hollywood Blvd: Dora indicated that the BID had discussed before, the possibility of having an August or September event on Hollywood Blvd.

Mixers/Meeting: Ermanno encouraged the group to consider and invite businesses and speakers to BID mixers. Allison offered that she would like to invite Craig Weber, Los Angeles assistant city planner, to the April 08 BID meeting to discuss the SNAP (Station Neighborhood Area Plan). The board agreed.

It was also agreed that for the March mixer, the following would be invited:

- Los Angeles Police Dept.
- Los Angeles City Councilmember Tom LaBonge
- Childrens Hospital Los Angeles
- Los Feliz Improvement Association
- Greater Griffith Park Neighborhood Council
- Los Angeles Deputy Attorney, Donna Wong
- Cheryl Revkin, President Silver Lake Chamber

Other News:

Welcome Kit for New Businesses: The group talked, but took no action, regarding the development of a "Welcome Kit" for all new area businesses.

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BID Database: The group learned that the BID's current database for BID members is incomplete and needs updating. The board decided that an effort would be made at the upcoming March mixer to receive email addresses from all Los Feliz Village Improvement District in attendance (perhaps having attendees drop their business card/email address in a fishbowl to win a prize).

BID Block Captains: The board discussed the idea of breaking the current BID membership of approximately 271 businesses into 9 sub groups that each board member would be responsible for. The board agreed that Allison could take the current BID list and chose 30 businesses to represent and then send the list—with her marked choices—to Laura Springer to do the same. Laura agreed that she would then pass the list to the next board member.

BID Assessment Possible Change: Dora indicated that the Hollywood BID is a property based BID model compared to the Los Feliz Village BID's business based model. The board agreed to invite a member of the Hollywood BID to discuss the pros and cons of a property based BID assessment model at the board's March 08 meeting.

New Meeting Location: Ermanno announced that future BID meetings would be held upstairs at Washington Mutual at Hollywood and Vermont (1600 N. Vermont Avenue).

The meeting was adjourned at 11:30 am. The next meeting of the LFVBID will be held on Wed., March 12th at 9:15 AM at the Washington Mutual Bank, 1600 N. Vermont Avenue.

These minutes were approved with corrections at the BID Board's March 12, 2008 meeting.

Submitted by: Allison Cohen, Secretary