

**Los Feliz Village Improvement District
Board Minutes
March 12, 2008**

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

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

Guests: Dora Herrera, Denise Saker (Rosetta Stone Events),
John Forrester (Los Feliz Media), Rosemary DeMonte,
Kerry Morrison (Hollywood Entertainment District
Property Owners Association)

Call to order at 9:30 a.m.

1. Minutes: Minutes for the February 08 meeting were approved with the following corrections.

- a) Correct spelling of board member Villarruel
- b) Adding Dora Herrera as a representative of the BID's Restaurant Committee
- c) Changing Francisco Villarruel to Chris Serrano as the BID liaison between O Entertainment/Denise Saker.
- d) Rewording of BID Assessment Possible Change to read that the Hollywood BID has always been a property based BID.
- e) To correct the address of Washington Mutual Bank as 1600 N. Vermont Avenue.

2. Guests:

Kerry Morrison

- a) Kerry Morrison of the Hollywood Entertainment District Property Owners Association spoke regarding the pros and cons of becoming a property based BID. She indicated that assessments for property based BIDS are applied on a landlord's property tax bill. She indicated if payments were not made, the county puts the property up for auction. She also indicated the property based BIDs, once they are established for five years, can then renew for up to 10 years. (Business based BIDs are renewed annually, due to high tenant turnover.)

Kerry indicated that the Los Feliz BID could potentially have more assessment funding as every property in the BID is assessed, even Los Angeles School District property and city property. She indicated there are no exemptions in this model.

Kerry also indicated that BID assessments on a property-based model are determined by property characteristics/features and by other formulas such as front footage, lot size and building square footage. She indicated it was up to the BID—with city approval—to determine the assessment formula based on the BID's priorities for the area. For example, if much of the BID's purpose was to improve store frontage (sidewalk clean up, graffiti abatement, etc.) then the frontage area of a business would weigh heavily

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into assessment calculations. A steering committee, she said, of property owners supporting the idea would be important to establish to garner support for the change. Property owners representing 50% plus \$1 of the total BID assessment must approve of support the change.

Dora indicated that the BID had, in the past, prioritized the need for security for the BID as well as an executive director to manage BID daily functions. Any increased revenues from a property-based BID, she said, could possibly funds those needs.

b) John Forrester (Los Feliz Media) and Denise Saker (Rosetta Stone Events)

The board had a lengthy discussion about the procedures and process leading up to the April 5th and 6th HollyGras event for Hollywood Blvd. Allison, Kerry and Chris each indicated the finalization of the event (and the subsequent launching of a HollyGras.com website and printed promotional materials) came as a surprise given that at the BID's previous board meeting in February, no date for the event had been given or voted on.

Dora indicated that board member Tony Fanara had been put in charge of signing the contract for the event in either October or November of 2007. Denise and John indicated they had been working with Tony since that time on the details of the event, including the date.

The board discussed how, in the future, better communication to the board would be required of such transactions and decisions.

Kerry indicated she felt the HollyGras event was to draw vendors from outside of the BID area and she indicated a preference for events more for local merchants. Dora indicated the name of the event "HollyGras—Rio Comes to Hollywood" was not in keeping with the mission of the BID to help brand "Los Feliz"—and that any kind of event like this should not include the Hollywood name.

Denise and John indicated to the board that they had learned on March 11th that the event had only been provisionally approved by the city and that as of 3/11/08 the city had informed them it would impose a new \$25,000 assessment for this (and any street events). Denise and John asked if the board could draft a letter to the city requesting the assessment fee be waived, even though they indicated they believed the request would be

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denied. (If the fee is not waived, John and Denise indicated they would endeavor to recoup the \$25,000 fee in sponsorships.)

The board voted 4-1 to write a letter of request of waiving the \$25,000 fee as follows: Ermanno: yes; Chris: yes; Allison: no; Kerry: yes; Francisco: yes.

Allison indicated she would like to have the board reconvene after the decision from the city was received (by Tuesday, 3/18/08 at the latest) in order to allow the board to make an informed decision as to if the event should continue. Allison indicated concern over the lack of a comprehensive budgetary breakout for the event, one which shows expenses as well as expected revenues. She and others on the board were concerned that Denise and John would not have adequate time to obtain sponsorships to offset production costs and did not want the BID or Denise and John to be held personally responsible if the event did not garner enough funds to cover its cost. (John indicated an estimated expenditure of approximately \$5,000 to date on the event as of 3/13/08). Kerry also expressed concerns about liabilities of breaking contracts with performers if, indeed, the event were cancelled.

Next Steps: John and Denise to draft a letter for Ermanno's signature and to inform the board the city's decision on waiving the \$25,000 fee. The board will then meet (either in person or by conference call) after that to discuss the implications of moving forward with the event.

3. **Treasurer's Report:** There was no treasurer's report.

4. **Committee Reports:**
 - A. **Administration:** none.
 - B. **Beautification:** Kerry indicated that the Greater Griffith Park Neighborhood Council and the Los Feliz Improvement Association would like to support the BID in beautification efforts.
 - C. **Communication:** Allison indicated the first 2008 BID Newsletter had been mailed on 3/10/08. Additionally, Allison indicated that all BID email is now being checked twice a day and responses written by her as required. Allison indicated she would be starting to evaluate the BID's website and update it with business names, addresses and photographs of

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businesses. Allison indicated she would create BID business cards for board members, provided the BID logo be forwarded to her.

- D. **Public Relations/Marketing/Special Events:** Committee chair Chris presented a 2008 plan for the committee including an update on the March 27th BID mixer and the possibility of securing Los Feliz Village banners for the area, budget permitting.

Special Projects:

- A. **Parking Summit:** Allison said she would create a list of parking lots in the area, find contacts for those lots and provide to Ermanno.
- B. **BID Block Captains:** Allison, Kerry, Chris and Laura have each selected 30 businesses from the BID membership to represent. Other board members need to make their selections.
- C. **Meeting Location:** the board decided to return to its previous meeting location at the Community Police Center, 2nd Floor, Citibank Building, 1965 Hillhurst.

The meeting was adjourned at 11:50 am. The next meeting of the LFVBID will be held on Wed., April 9th at 9:15 AM the Community Police Center, 2nd Floor, Citibank Building, 1965 Hillhurst.

Submitted by: Allison Cohen, Secretary