

I. CALL TO ORDER

B. Akhavan called the meeting to order at 9:15am.

II. PUBLIC COMMENT

No public comment.

III. Approval of Minutes 10.16.07

MOTION: To approve Minutes 10.16.07

Moved by: B. Akhavan

Seconded by: D. Gonek

PASSED: Yes

IV. Financial Report

A. S. Gibson reviewed the Balance Sheet and Profit and Loss for NoHo BID. There was a total income of \$16, 078.90 and expenses of \$61,207.43 for the month of October. He stated that the expenses for office rent included 3 months rent and improvements to the space. He noted that management expenses were dispersed into varying categories and that extra maintenance had been bought for start-up, which explains the higher expenditure. Finally, he noted that the BID will have a large surplus at year's end, which will help when we renew after 3 years. D. Gonek stated she will be looking into the sweep account for the BID.

MOTION: To approve the financial report.

Moved by: B. Akhavan

Seconded by: D. Gonek

PASSED: Yes

V. Executive Director Report

A. *Update on Clean and Safe Teams*

R. Leddy distributed and reviewed the statistics report for both Clean and Safe Teams. She noted the large number of graffiti tags and hand bills that have been removed in the first month of operation. Starwell noted that drinking in public is a large problem and that many cited are the same people.

B. Akhavan introduced Officer Benavidez, who patrols Magnolia to Mulholland and works with Officer Catalano. Officer Benavidez reported that the main issues are continuous homeless, transient issues, drinking in public, narcotics in the alley, burglaries of vehicle and property crime.. He noted that the LAPD have low resources and look at Ambassadors as a good thing, as a way to report additional issues. Officer Benavidez has not heard of any burglaries since Ambassadors started.

Officer Benavidez reported on the Homeless in Park initiative. They have discovered tunnels where homeless and much of the drinking activity is occurring. It is their plan to close the tunnels and conduct an assessment of lighting. Nighttime is when much of the activity is occurring. LAPD does issue citations in the park after 10pm and the City Attorney is going after those not paying citations. LAPD is mapping repeat offenders out of the area and they will be in violation if they come back and this division is following the guidelines of the City Attorney at Van Nuys. Starwell added that they will most likely flush into the District and then the BID will provide assistance and social service alternatives to being in the District.

J. Whaley showed a PowerPoint Presentation of “before” and “after” photos of the clean up.

i. Schedule Change and Budget Increase

R. Leddy distributed a proposed schedule update for nighttime extension based on the conversation the Board had last month. (See schedule.) Officer Benavidez noted that there are less on duty and less resources in evening and it is not bad to have them on duty, but his concern is their safety. LAPD has less resources, therefore Ambassadors will have less resources. M. Robbins stated with his experience as Branch Manager for UPS, anything after midnight is unsafe. Discussion followed regarding the proposed change in hours for the Ambassadors.

MOTION: To approve change in schedule to increase hours to midnight on Thursday, Friday and Saturday nights. The staff will continually reevaluate to insure that the needs are being met. The second part of the motion is to approve a budget increase of \$13,994.24 to allow for the increase in nighttime safety patrol hours.

Moved by: A Freeman

Seconded by: D. Gonek

PASSED: Yes

B. Update on office at 5026 Lankershim

The BID has rented a new office space. There will be new windows and doors installed. Thank you to D. Gonek and A. Siegel for donating BID furniture. There will soon be a phone number and fax set up.

C. Update on logo, letterhead, newsletter, website

Business cards and letterhead are being made with the new logo approved by the Board. A new BID website and splash page are next. Staff is working on a survey to be distributed to all businesses in district.

D. CPAC meeting and Neighborhood Council meeting. R. Leddy met with the Studio City BID to establish a relationship with them.. She also met with Deputy

Chief Moore and the Studio City BID staff to these if there was opportunity to combine resources and assist the police in the future.

VI. New/Old Business

A. Update on Streetscape Improvements

R. Kirschenbaum reported on the streetscape improvements, stating that ballots are going out for a new lighting district within North Hollywood that includes an additional 50 pedestrian lights going on existing poles on Lankershim. The Board expressed concern about another assessment district and asked Staff to investigate this proposed district along with any other assessment districts in the area.

R. Kirshenbaum discussed the artistic design elements of the streetscape project.

B. Ahkavan stated that the Board needs to see a larger definition of what the scope of the project is, timelines, costs, design, etc. The Board asked R. Kirschenbaum for a timeline of the project at the next meeting.

B. Press Event with Councilman LaBonge November 26 at 9:00am at 5026 Lankershim-Reception to follow at Bank Heist

VII. Adjourn

Next meeting will be held December 18, 2007 at 9 a.m. at NoHo BID Offices.