

North Hollywood Business Improvement District Corporation
 (NoHo BID)
BOARD OF DIRECTORS MEETING
9:00 Tuesday, October 16, 2007
CRA Office, Lankershim Blvd.

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Dominique Gonek	X	
Allen Freeman		X
Thomas Dujovne		X
Jason Feld		X
Linda Fulton		X
<i>EX-OFFICIO DIRECTORS</i>		
Regina Kirschenbaum	X	
MTA Representative		
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS/GUESTS</i>		
Jessica Whaley, UPC Staff	X	
Rena Leddy, UPC Staff	X	
Rick Stoff, Chrysalis	X	
Capt. Starwell, Security Ambassadors	X	
Rollin Phillips, Clean Team Supervisor	X	

I. CALL TO ORDER

B. Akhavan called the meeting to order at 9:10am

II. PUBLIC COMMENT

No public comment.

III. Approval of Minutes 9.25.07

MOTION: To approve Minutes 9.25.07

Moved by: B. Akhavan

Seconded by: G. McCreary

PASSED: Yes

IV. Financial Report

- A. R. Leddy reviewed the Balance Sheet and Profit and Loss for NoHo BID. There was a total income of \$43,066 and expenses of \$8,306 for the month of September. Staff will investigate whether a 'Sweep' account would be better suited for the BID's savings goals. R. Leddy set up online banking with D. Gonek so that D. Gonek can view accounts online and soon BID Quickbooks will be set up online.

MOTION: To approve the financial report.

Moved by: G. Weddington

Seconded by: D. Gonek

PASSED: Yes

V. Update on NoHo BID Clean Team

R. Leddy introduced R. Phillips, Clean Team Supervisor and R. Stoff, Chrysalis account manager. R. Stoff reports that Chrysalis is in the district working daily. He thanked A. Siegel for dumpster and thanked D. Gonek for storage location. Stoff reported that the larger project at hand is removing stickers from poles and graffiti removal. Stoff reported that the security team is working with property owners to get permission to remove graffiti. He stated that the Clean Team tries to match the exact color to repaint over graffiti. B. Ahkavan inquired about trashcans and asked whether Leddy thinks the policy will change. Leddy reported that she believes the process will change and it will become easier to obtain cans. B. Akhavan asked whether the BID could purchase the trash cans itself. It is a policy issue right now that is holding up the process in that the business owner needs to sign off and take responsibility for each can, even though the BID is responsible for emptying the can. R. Kirschenbaum will find out if BID is getting any trashcans as part of the proposed streetscape project.

R. Leddy reported that pressure washing will finish today on Magnolia and that weeds should be gone from end to end of the district. Leddy and Whaley will be walking the

district after the meeting with Rollin and his supervisor, identifying specific areas that need attention, as there are still a lot of weeds and graffiti.

B. Akhavan asked staff to get a quote for tree trimming for the board to consider.

VI. Update on NoHo BID Safety Ambassadors

R. Leddy introduced Capt. Starwell, the Safety Ambassador Captain. Chris Kaub is the nighttime supervisor. Leddy reported that the current schedule for the Security Team is as follows:

Tues-Sat: 930am to 11pm (2 per shift)

Sun-Mon: 11am to 7pm

B. Ahkavan asked Starwell what his experience has been to date. The Board discussed the possibility of increasing the Ambassador hours into later in the evening. The Board expressed that they wanted the Ambassadors to work until 2 a.m. Leddy expressed concerns that later into the night that the teams work, the more issues they may encounter. She asked them to not make such a quick judgment based on only two weeks of Ambassador services, but to wait at least 30 days to make the decision with more facts and an opinion from the police department. However, she did concede to having the Ambassadors extend their hours to midnight for the time being.

The Board also agreed that if a car patrol was needed during the nighttime shift, that the BID should consider acquiring a vehicle.

A. Statistics/Daily Activity Reports

R. Leddy passed out the Weekly Activity Reports for the Board to review. B.

Ahkavan asks that the Board receive a copy of the monthly report at every meeting.

B. Update on Meeting with North Hollywood LAPD Senior Leads

Leddy reported that staff met with Captain Buck of the NoHo LAPD and Senior Lead Officers Catalano and Benevidez. She also reported that Starwell and Kaub have had continual contact with them and that they will meet on a regular (weekly) basis, sharing reports.

VII. Update on Logo and Letterhead Design

A. Presentation of new NoHo BID Logo

Leddy reported on the logo. Staff and L. Fulton chose "Once Blind Studios" to create the NoHo BID logo. Leddy presented three choices to the Board for review. The Board chose two of the three in a tie. They will be emailed to the Board members who are not here for a tie-breaking vote. Leddy reported that staff is working on the first newsletter and that the Board should see something in the next 4 weeks.

VIII. Update on Office

Leddy reported that two spaces have been looked at. Rent for the one chosen is \$2100 a month and the BID pays gas and electricity, water shared. The address is 5026 Lankershim. This office will be a space for the Safety Team and Clean Team to store their items, take breaks, and write their reports. Gonek will provide desks and book shelves and other items to furnish the office.

IX. New/Old Business

A. R. Kirschenbaum reported that the NoHo Scene was very successful; she is hearing good things from the community. She noted that people have returned to restaurants after having tasted the food from the Scene. She added that the bands were good, crowd was pleasing and that the CRA hit their target demographic for attendees.

B. A. Roth will check the Councilman's calendar for a press conference on the start of the BID, tentatively scheduled for October 29th, but hope is that we wait for the office to be finished in November.

X. Adjourn

Next meeting will be held November 20, 2007 at 9 a.m. at CRA Offices.