

North Hollywood Business Improvement District Corporation
 (NoHo BID)
 BOARD OF DIRECTORS MEETING
 9:00 Tuesday, September 25, 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
EX-OFFICIO DIRECTORS		
Regina Kirschenbaum	X	
MTA Representative		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
STAFF MEMBERS/GUESTS		
Jessica Whaley, UPC Staff	X	
Rena Leddy, UPC Staff	X	

I. CALL TO ORDER

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

II. PUBLIC COMMENT

None.

III. Approval of Minutes 6.19.07

MOTION: To approve Minutes 8.21.07

Moved by: B. Akhavan

Seconded by: T. Dujovne

PASSED: Yes

IV. Financial Report

A. R. Leddy reviewed the first Financial Report of the NoHo BID consisting of a Balance Sheet and Profit/Loss for August 2007. B. Akhavan asked what has been collected so far in the way of assessment dollars. R. Leddy stated that \$57,000 has been collected. B. Akhavan reaffirmed that the BID is to collect \$150,000, and then asked what it meant that not all money had been collected. R. Leddy will investigate which property owners have yet to pay.

B. Board resolution for online banking transfer

a. **MOTION:** To provide BID staff authority to conduct online banking only to review bank statements and transfer money between checking and savings, not to pay bills.

Moved by: T. Dujovne

Seconded by: G. Weddington

PASSED: Yes

C. Update on accessing Transportation Funds

An invoice has been sent to the LA DOT for the first installment of \$500,000.

The check should arrive within the next 30 days.

V. Update on Clean and Safe implementation and contracts

R. Leddy reported that we had received a contract from Chrysalis (Clean Team) and that we are waiting on a contract from UPS (Safety). and Safety Teams will begin work on October 1st. R. Leddy stated that she will present the schedule and phone numbers to the Board at the next meeting.

Clean Team: R. Leddy reported that storage for the Clean Team carts and security bikes will be located in the Arden Building. R. Leddy thanked D. Gonek for setting this up. The Clean Team will be wearing yellow shirts and caps. They will begin with a

large clean-up consisting of litter pick-up, weeding, graffiti removal and power washing. The Team will begin on public property for graffiti removal, but will need to get private property owners or sign off for graffiti removal on such properties. The Safety Ambassadors will assist with obtaining signatures.

R. Leddy reported that the City's process for obtaining trashcans for the District requires the BID staff to obtain signatures of business owners for every trash can that is placed in front of a business. These signatures suggest that each owner would be responsible for individual cans. R. Leddy stated that staff will investigate creating separate contracts stating the BID will be responsible for emptying trash. Additionally, she is working with the other LA BIDs, who are also having the hardest time getting trash cans, to try to change this policy.

Safety Team: R. Leddy reported that the Safety Ambassador Supervisor will work 40 hours a week, 9:00am to 10:30pm. There are a total of 280 hours of security in the District; 2 to 3 Ambassadors from 9:00am to 12:00pm, Tuesday through Saturday and 3 to 5 Ambassadors, 12:00pm to 10:00pm Tuesday through Saturday. Hours would be 11:00am to 7:00pm Sunday and Monday. Hours can be adjusted based on experience into the next few weeks. A. Freeman agreed with the existing schedule, stating we should begin with these hours and change accordingly. B. Akhavan suggested that the Ambassadors begin later in the morning about 10:30am and add a later schedule Friday and Saturday nights. It was decided that the Ambassadors should at least go from 9:30 to 11:00 p.m. R. Leddy will let UPS know of change. She stressed that the hours are flexible and that Staff will continue to monitor them and make any changes needed.

UPS has a good relationship with the LAPD. Staff and the supervisors will meet with the Senior Lead next week. R. Leddy stated BID staff will invite the LAPD to the next Board meeting.

R. Leddy asked R. Kirschenbaum for an update on the Streetscape improvements project so that the maintenance can be worked out. R. Kirschenbaum will provide an update at the next meeting. R. Leddy asked to be added to mailing lists for streetscape meetings and other important meetings affecting the BID District. A. Freeman will let Staff know when the neighborhood council meets so that Staff can give a presentation to them on the clean and safe programs.

VI. Logo and Letterhead Design

R. Leddy reported that RFP's were sent out and that four were returned; two designers were local, one from Downtown Los Angeles and one national. She stated that the Committee will ask the selected firm to provide three logo choices, which will then be brought to the Board for review. She added that the firm who designs the logo can do all the work we want, as a one-stop-shop, or we can take the logo and find someone else to create letterhead, business cards, website, etc. The Board agreed that having one company do all the work we require would be the best route to take.

VII. Office

R. Leddy discussed the needs for the office. Space is mostly needed for the clean and safe teams so that they can have a breakout room and a place to do reports. She has called on several places but have not received calls back. A. Freeman and B. Akhavan will continue looking.

VIII. New/Old Business

R. Leddy reported that she and J. Whaley had been doing a lot of work behind the scenes, such as choosing a logo designer, taking before/after photos of the district, developing a database of business and property owners, meeting with stakeholders and beginning to work on a newsletter for November. R. Leddy encouraged the Board to provide her with any ideas for the first newsletter. Board members suggested new business openings such as; Bank Heist opening, X and Y Martial Arts, "Eat MY Cupcake" (5227 Lankershim), Vicious Dogs, EAT and Body Theory.

IX. Adjourn

Next meeting will be held October 16, 2007 at 9am at CRA Offices.