

North Hollywood Business Improvement District Corporation
 (NoHo BID)
 BOARD OF DIRECTORS MEETING
 9:00 Tuesday, April 15, 2008
 NOHO BID Office, 5026 Lankershim

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		
Rena Leddy, NoHo BID Executive Director	X	
Jessica Whaley, NoHo BID Deputy Director	X	
Sarah Segal, Arden Realty		X
Rick Stoff, Chrysalis	X	

I. CALL TO ORDER

B. Akhavan called the meeting to order at 9:05am.

II. PUBLIC COMMENT

No public comment.

III. Approval of Minutes 01.15.08 and 02.19.08

MOTION: To approve Minutes 01.15.08 and 2.19.08

Moved by: B. Ahkavan

Seconded by: A. Freeman

PASSED: Yes

IV. Financial Report

A. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID for March 2008. There was a total income of \$21,860.73 and expenses of \$49,641.72 for the month of March. Leddy reported that assessment dollars come in quickly in the early part of year and that BID has received the \$500,000 MTA grant, which is in an interest bearing savings account. Leddy added that per the agreement with the City of LA, the BID must do an annual review of its financials and submit it to the Clerk. A CPA is doing the review and it should be complete by the City Clerk's April 30th deadline.

MOTION: To approve the financial report for January, February and March.

Moved by: A. Freeman

Seconded by: L. Fulton

PASSED: Yes

B. *Develop a policy on assessment revenue and Prop C revenue*

MOTION: The North Hollywood Business Improvement District Board of Director's resolves that each year, the first money spent towards fulfilling the operating budget will be assessment revenue so that any surplus rolled to the following year's operating budget is the Prop C funding from the MTA.

Moved by: L. Fulton

Seconded by: A. Freeman

PASSED: Yes

V. Executive Director Report

A. *NoHo Arts District website column*

Leddy reported that she is writing a monthly column about the BID for the www.nohoartsdistrict.com.

B. NoHo Scene Sponsorship Proposal

Leddy reported that Nancy Bianconi has asked the BID to be a sponsor for the NoHo Scene in the fall. She is proposing that the BID provide cleaning and security services for the festival as an in-kind sponsorship. This would cost the BID \$3171.38. In return, NoHo BID would be a "Cheers" level sponsor. Leddy added that more than just providing a check, our BID Ambassadors will be present. A. Freeman asked if we could have regular patrol in addition to what we provide the NoHo Scene. Leddy stated it would cost the BID more money to have service at both the NoHo Scene and regular patrol. L. Fulton stated that we still have to fulfill our obligation to the community and therefore we should spend the money to have regular patrols as well.

MOTION: In addition to the normal weekly schedule, the NoHo BID will also contribute Clean and Safe services for the NoHo Scene, not to exceed \$3500 and consider earmarking for an annual contribution in the future.

Moved by: L. Fulton

Seconded by: A. Freeman

PASSED: Yes

C. Intern for Economic Development/Real Estate data collection

Leddy reported that Sandra Setti is the BID's new intern from UCLA and works 2 days a week, collecting data on businesses in the district, going door-to-door, meeting with tenants and owners. She is also gathering complete names, phone numbers, website info, and addresses for the website directory. R. Leddy will forward the scope of work to the Board.

D. BID Renewal

Leddy reported that it is time for the NoHo BID to begin the BID renewal process for next year. Leddy will begin organizing this process next month.

E. Annual Meeting-May 20, 2008

Leddy reported that per City contract the BID has to invite all the property owners to an Annual Meeting. She stated that it will be the same date of the regular Board meeting. At the meeting, there will be discussion on the BID renewal and determine if there is interest from anyone to sit on a new steering committee.

F. Update on Clean and Safe Teams

a. Ambassador Hours Discussion and Possible approval of increasing budget for short term

Leddy reported that there have been some incidents in and around the district; including one shooting in the district and two just outside of the boundaries. Staff met with LAPD to ask about the perception of

increased crime in the area. LAPD noted that the crime has increased since winter, but that they were not shocked this happened because generally when it gets warm, crime increases. Leddy proposed to the board adding additional patrols during the day to show that there is a presence to deter crime and make people more comfortable.

MOTION: To approve the attached budget for the additional increase in safety for the period of May through August and increase the hours of service to 308 hours.

Moved by: B. Akhavan

Seconded by: A. Siegel

PASSED: Yes

VI. New/Old Business

No new or old business

VII. Adjourn

Next meeting will be held May 20, 2008 at 9 a.m. at NoHo BID Offices.