

North Hollywood Business Improvement District Corporation
 (NoHo BID)
 Board of Director's Meeting

June 17, 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	
<i>EX-OFFICIO DIRECTORS</i>		
Regina Kirschenbaum		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Rena Leddy, NoHo BID Executive Director	X	
<i>GUESTS</i>		
Rick Stoff, Chrysalis	X	
Lisa Bianconi, CRA	X	
Scott Neumann, CRA	X	

I. Call To Order

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

II. Public Comment

No Public Comment

meeting was adjourned at 10:44 a.m.

III. Approval of Minutes 04.15.08 and 5.20.08

MOTION: To approve

Moved by: L. Fulton

Seconded by: A. Siegel

PASSED: Yes

IV. Financial Report

A. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID for May 2008. Income for the month is slightly under budget but that is a timing issue with the City's collection. Overall year to date income is over budget. In the Expenses category Administration, Office Expenses and Communications budget are right on target. The Public Space Management expense is over for the monthly budget by \$3459.00 in the safety program area due to the increase patrols this summer. Overall, the budget is right in good shape.

MOTION: To approve the financial report for May

Moved by: A. Freeman

Seconded by: L. Fulton

PASSED: Yes

V. Executive Director Report

A. *NoHo BID website*

Leddy reported that it will be "live" at the end of the week. www.nohobid.com

B. *Economic Development/Real Estate data collection*

Leddy reported that the intern has been collecting data on businesses in the district, going door-to-door, meeting with tenants and owners. She is also gathering economic data including wealth demographic information. R. Leddy distributed a draft of the report. She asked the board members to review and get her comments by the end of the month. The report should be made available in July.

C. *BID Renewal*

Leddy reported that it is time for the NoHo BID to begin the BID renewal process for next year. The first meeting of the renewal committee is scheduled for July 9, 2008 at 10 a.m. at the BID offices.

D. Update on Valet Parking Plan

- a. R. Leddy reported on the valet parking program that the BID began in June as a response to lack of weekend evening parking. There are three locations (1 on Magnolia between Lankershim and Vineland; 1 on Lankershim between Magnolia and Weddington, 1 in front of Eclectic Café). There is no cost to the businesses. It is a \$5 fee for each car. She thanked A. Freeman and JSM Properties for providing the valet company with a parking lot.

VI. New/Old Business

A. Paving of Magnolia and Lankershim

A. Freeman discussed the dangerous nature of the mid-block crossing at Magnolia and Blakeslee. This is a very dangerous crossing with lots of residents and especially senior citizens and students walking home from school. He also discussed the poor conditions of Magnolia from Lankershim to Vineland. The Board asked A. Roth to aid in getting the block paved and re-stripped as well as setting up a meeting with the City Engineer to discuss traffic calming measures on that block.

B. Public Space beautification

Roth asked the board if there were any areas within the district that might be beautified with more green space. She said that there may be some Quimby Funds available. R. Leddy will get A. Roth some photos and ideas of location.

- C. CRA Report* – L. Bianconi and S. Neumann reported on the streetscape project. The subcontractor is on board. The CRA will notify area merchants of the construction impacts. R. Leddy reported that the tree wells are being watered by the City. The median does not have water. R. Leddy is investigating the process to get water to it. She is also working with A. Aulenta, her co-worker at Urban Place, to get the crew out there to clean up the dead plants. She will report more at next months meeting.

VII. Adjourn

Next meeting will be held July 15, 2008 at 9 a.m. at NoHo BID Offices.