

North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 ANNUAL PROPERTY OWNER MEETING  
 9:00 Tuesday, May 20, 2008  
 NOHO BID Office, 5026 Lankershim

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel		X
Dominique Gonek		X
Allen Freeman	X	
Thomas Dujovne		X
Jason Feld		X
Linda Fulton	x	
<b>EX-OFFICIO DIRECTORS</b>		
Regina Kirschenbaum	X	
MTA Representative		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<b>STAFF MEMBERS</b>		
Rena Leddy, NoHo BID Executive Director	X	
Jessica Whaley, NoHo BID Deputy Director	X	
Roy Wimberly, Clean Team Supervisor	x	
Tashaka Starwell, Safety Ambassador Supervisor	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Gerald Fecht, Museum of San Fernando Valley	X	
Gary Ohanian, F1 Motor Sport	X	
James Mellon, The NoHo Arts Center	X	
Kevin Bailey, NoHo Arts Center	X	
Scott Neuman, CRA	X	
Nancy Bianconi, NoHo Arts District	X	
Lisa Bianconi, CRA	X	
Ray Rubenstein	X	
Gazala Pirzada, CRA	X	

## I. Call To Order

B. Akhavan called the meeting to order at 9:25 a.m. and welcomed everyone to the meeting and asked people to introduce themselves.

## II. Public Comment

J. Mellon and K. Bailey from the NoHo Arts Center noted their continued battle with the owner of the Starbucks parking lot that is adjacent to the Center. They reported their concern with the significant lack of maintenance on this property, and the location of the dumpsters that are often not well maintained. R. Leddy will look into speaking with the owner as well as ask the Clean Team to help with the parking lot maintenance.

## III. Celebrating the 1<sup>st</sup> Year of Operations (*R. Leddy*)

R. Leddy reported on the first year of BID operations. She noted that in August 2007, Urban Place Consulting Group was hired as the management company for the BID. BID services began on October 1, and businesses and property owners have started to see the BID's presence, communication efforts, cleaning and safety in the district. She added that staff has been working to build community relationships as well.

Leddy reviewed the timeline of BID approval, incorporation and subsequent BID services and operations. She noted that BID staff opened its office in the center of the district, and that a logo, stationary and first newsletter was created. She reported on the combined statistics for the Clean and Safe Teams in their first 3 months of operations, which included 1357 business and property contacts, 2760 pounds of trash removed from the district and 544 graffiti removals.

Leddy described the BID Communication efforts that are underway, which include quarterly newsletters and launch of a website, which she said would occur in about two weeks. Leddy reported on other initiatives the BID staff is working on, which includes a proposed valet parking program, an overall parking strategy and an economic development survey project which will include demographics, retail/office vacancies and intercept surveys. She added that the economic development data will be information used to generate interest in NoHo; the end goal is to create a packet of information to recruit businesses.

## IV. 2008 Budget

Leddy reviewed the approved 2008 Operating Budget. The total income for the NoHo BID is \$679,003.00. The largest portion of the budget goes toward Clean and Safe programs, the bulk of the BID services. Leddy noted that there is a Special Projects line item of \$26,000 which can be used at the Board's discretion. Leddy noted that per

city contract, the BID is required to do a CPA annual review and made copies available to the board.

A. Freeman added that the Board decided to add 100 extra security hours per week on patrol during the summer months. Leddy added that the Safe Team was fully staffed as of last weekend and that the district should see an increase in patrol in the daylight hours.

## Renewal

Leddy reported that the NoHo BID is a 3 year BID that expires at the end of 2009 and therefore the renewal process to extend the BID needs to begin now. She added that the process to renew the BID is exactly the same as formation, with petition and ballot process and involvement by property owners. Leddy reviewed the timeline and noted that the current Board would act as the Steering Committee and she invited other property owners to be involved. She added that the Committee meetings and renewal process would be the time when assessments, boundaries, services, terms, and budgets are determined, as well as creation of the Management Plan for the District. B. Akhavan encouraged participation on behalf of other property owners.

## V. Awards and Recognition

B. Akhavan thanked Roy Wimberley, Clean Team Supervisor, and Tashaka Starwell, Ambassador Captain, for their hard work and service. He added that these men are the two that make it happen in the district. Akhavan also thanked the board for their hard work as well. G. Weddington thanked B. Akhavan for his hard work as chair of the Board.

## VI. Public Discussion

**CRA:** G. Pirzada congratulated the BID for its first year of operations. She reported that 84 trees have been planted. Leddy confirmed that the BID would be maintaining the streetscape elements. B. Akhavan and R. Leddy repeated their request to be included in the coming implementation and be more informed of the project. She added that the Board will be creating their budget for renewal and needs to determine how much money to allocate for the maintenance. G. Pirzada stated that the newly planted trees should have been watered by the BID already. Leddy indicated that this is the first time the BID is hearing that the trees planting was completed and that they did not irrigation. She stated that the drawings showed irrigation in the tree wells. S. Neuman, CRA's consultant, stated he would set up a meeting between the streetscape contractor and a landscape company and the BID so that the BID could get a full understanding of the scope of work for maintenance. He will also share with the BID, the "green book", which will determine what needs to be done to appropriately maintain the plants.

**NoHo Scene:** N. Bianconi reported that Saturday October 5, is the Annual NoHo Scene. She added that there are some good sponsors this year, including the BID and that 16 theaters are involved. She asked people to check the website for more details; [www.nohoartsdistrict.com](http://www.nohoartsdistrict.com).

**The Museum of San Fernando Valley: G. Fecht** added that the museum is negotiating with LA Conservancy to develop a walking tour in this area that will tie people to the area from Ventura County and beyond.

## VII. Adjourn

The meeting was adjourned at 10:44 a.m.