

## NOHO BID RENEWAL

A steering committee comprised of property owners and members of the NoHo BID Board of Directors has been meeting since May to discuss the upcoming renewal of the BID. The BID's original three-year term will expire on December 31, 2009, and the committee intends to have approval for a renewal by April or May of next year. A successful renewal requires both a petition and a ballot process. The petitioning will begin in November, with the ballots following in January or February. In order to pass, both processes require enough approval from property owners equaling 51% of the assessment to be paid.



NoHo BID Office

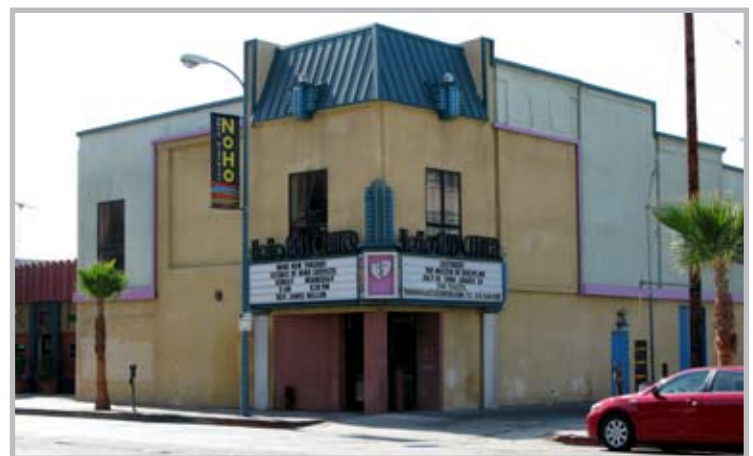
The renewal committee is making decisions on a variety of issues. One of the issues up for discussion is the possibility of expanding the boundaries of the BID. The decision centers around the areas' need for services in the areas, the number of property owners, how many of those owners are common to the current BID properties, and the ability to add revenue that doesn't deplete the services provided. The committee is also discussing the budget and the services to be provided, taking into consideration that the BID will now be without its grant from the MTA, which subsidizes the three years of the current BID. The BID is projecting a surplus at the end of the current term due to its late start date. That money will be used throughout the renewal term to supplement the funding from the assessment. The method of evaluation to determine property owners' contribution is also under consideration; currently, property is evaluated based upon building and lot square footage. The committee hopes to have a management plan by the end of September. If you are interested in more information, contact Rena Leddy at (818)761-8230.

## KEVIN BAILEY JOINS THE NOHO BID BOARD

Kevin Bailey, co-owner of the NoHo Arts Center was voted onto the board of directors of the NoHo BID this past July. He fills one of the property owner seats on the board and is the second theater owner to join it. The other theater owner is Linda Fulton owner of the Avery Schreiber Theater and is a founding board member of the NoHo BID. Kevin was interested in joining the board because he is really invested in the cultural growth of the community.

"As an active Valley person, I live in Studio City, but NoHo is part of my community and I am an active part of it. Since NoHo is an Arts District I feel it is critical that all of the arts organizations, especially people who own theatres, galleries, dance and recording studios, get directly involved in the day to day building of the community. We are watching our children grow up here. We want to be part of the NoHo revitalization and see it be a destination place - a place to live and grow up" states Kevin.

Kevin Bailey has been in Los Angeles since 1996, when he and his partner, James Mellon bought a home in nearby Studio City. Both James and Kevin had been working as actors and producers in New York City and Los Angeles for years. At the time, James was in Los Angeles writing a screenplay and Kevin was traveling with the show Phantom of the Opera, when they decided to put down some roots. Around this time, they went to a show in the newly opened Renegade Theater (now the NoHo Arts Center) in North Hollywood and became friendly with owner, David Cox.



NoHo Arts Center

The Renegade Theater was one of the first theaters to appear in NoHo. The former 1930's dress manufacturing building had been closed for some time and for a long time had been on the wrecking ball slate. But, after the 1994 Northridge earthquake, the CRA designated the Lankershim and Magnolia corridors as the NoHo Arts District and began encouraging arts and theater establishments to occupy the area. With a 0% interest loan from the CRA, the theater was born. About six years after opening, the Company Repertory Theater took up residence in the theater and it was at this time that James joined

# NOHOBID.COM IS LIVE!

# 2ND QUARTER STATS



Our new website, [www.nohobid.com](http://www.nohobid.com), is now up and running. It is full of resources including past meeting minutes and future agendas, current Clean Team and Safety Ambassador statistics, BID boundaries and programs, business directory, and much more.

## KEVIN BAILEY JOINS BOARD CONT'D.

the company. As both Kevin and James became very involved with the theater and its happenings, David Cox approached them and asked if they'd be interested in buying the building. The CRA transferred the remaining amount of the loan to them. The provisions of the loan are that they make a ten year commitment to maintain the property as a theater. They sought outside funding to renovate the façade and the internal infrastructure.

By the end of 2004, the renamed NoHo Arts Center had undergone a \$500,000 full renovation both inside and outside. They gutted and upgraded the entire electrical system, installed a new lighting grid, and a new sound system. They also gutted and redesigned each of the two performance spaces, new public lobby areas, new stage and a rehearsal studio. Outside the theater there is a new marquee and entranceway. The CRA helped the NoHo Arts Center with an additional \$80,000 façade and marquee renovation and upgrade grant.

Today, the resident company is Open at the Top Theater which is owned and operated by Kevin and James and has 60 actors, directors and writers. In their first three years, Open at the Top has received 17 Ovation Award nominations; 3 LADCC Award nominations; 2 Garland Awards and 10 Garland nominations; 2 LA Weekly Award nominations; 6 ADA

STATISTICS FOR 2008 (APRIL - JULY)	
<b>CLEAN TEAM.....</b>	<b>YTD (2ND QTR)</b>
Business/Property Contacts.....	358
Pedestrian Assist.....	19
Motorist Assist.....	1
Trash (in pounds).....	22360
Graffiti Removals.....	2360
Stickers/hand bills.....	2030
Shopping Carts.....	202
<b>SAFE TEAM.....</b>	<b>YTD (2ND QTR)</b>
Business/Property Contacts.....	1585
Pedestrian Assist.....	534
Motorist Assist.....	30
Passive/Aggressive Panhandling.....	672
Drinking in Public.....	208
Lewd Conduct.....	72
Homeless Contacts/Referrals.....	195
Arrests.....	43

Awards and 12 ADA Award nominations. They also operate the NoHo Arts Center for New Thought, of which James is the founding Pastor. The Repertory Interactive Theater Company and 49th Parallel also produce shows in the theater. The theater is always busy whether with productions, religious services or theater classes for adults and children. In addition, the NoHo Arts Center can be rented for outside productions, table reads, and workshops. For example, last summer Ed Begley, Jr. rented the theater for his critically acclaimed musical, Caesar & Reubin.

Kevin Bailey and James Mellon are writers, actors, dancers, singers, producers, business men and property owners. Their talents, energy and knowledge are a welcome addition to the NoHo BID Board.



## Metro Red Line. Work. Shopping. Schools. Entertainment.

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# LETTER FROM THE DIRECTOR



One of the things that the NoHo BID provides to the North Hollywood Arts District community is enhanced safety services. Seven days per week, the NoHo BID Safety Ambassadors patrol the streets within the BID boundaries on foot or by bike. They carry radios and cell phones that can contact the police, fire and emergency departments. They are also trained in First Aid and CPR and most importantly they are trained to identify a variety of situations and act responsively, quickly and sensitively. The Ambassadors training and presence within the area help to ensure a cleaner and safer environment which makes NoHo more attractive to consumers, visitors, and businesses. A great example of their contribution occurred the weekend of July 19, 2008.

On that Saturday at approximately 6:30 p.m., two NoHo BID Safety Ambassador Officers were on routine patrol when they noticed a homeless elderly man lying in the bushes at the southwest corner of Magnolia and Vineland. Ambassadors Oliverio Montejo and Tristan Robinson noticed him and discovered that he was having an unknown type of medical condition. They attempted to gain his attention and quickly discovered that he was having heart problems. The Ambassadors dispatched for the Los Angeles City Fire Department via radio. LA City Fire responded to the call and discovered that the man was having a heart attack and had had a few of them for the past hour, prior to the Ambassadors arrival. The fire and rescue personnel stated that if it had not been for the keen and quick thinking of the two Ambassadors, the man would have died.

The actions of these two officers clearly exemplify what it means to be a Safety Ambassador. We at the NoHo BID congratulate them for their alertness, quick thinking, and life saving actions in regards to this incident. It is the good work of the Ambassadors that continues to make NoHo a great place!



**Officer Montejo** has been with the Ambassador program since it started in October, 2007 and was quickly promoted to Sergeant because of his leadership skills. Though trained and licensed as an electrician, he joined the Ambassador program because he enjoys the law enforcement area and wanted to gain experience and exposure. Recently, he re-signed with the U.S. Army and will go on active duty, based in California, within the next two or three months. When he is finished with his four or five month commitment, he will be ready to join LAPD, where has completed all of his testing for the job.



**Officer Robinson** started with the Ambassador program in May. Prior to his work with the NoHo Ambassadors he worked for a few months with the Sherman Oaks BID Ambassador program. He came to work for the Ambassador program because he is interested in joining the L.A. County Sheriff's Department. He is currently enrolled at the College of the Canyon in Valencia where he studies Criminal Justice. He enjoys making contacts with the businesses within the district and knows almost all of the managers personally.

*-Rena Master-Leddy*

## 2ND ANNUAL NOHO SCENE ARTS FESTIVAL

North Hollywood will welcome the return of the NoHo Scene Arts Festival on Sunday, October 5, 2008. Last fall, the inaugural festival drew more than 7,000 visitors in one day, and coordinators hope that the number this year will grow to 10,000. Lankershim Blvd. will be transformed into a stage to showcase the arts in North Hollywood, as well as a hub of activity for those hoping to explore local shopping and cuisine. Thirty-five local businesses have already signed on to be involved by offering discounts, samplings, and promotions. Changes to this year's festival include a new location south of Magnolia Blvd., a booth where local businesses without a storefront at the festival can have a presence, more involvement from community organizations, and an expansion



of the kids' arts program. The festival will be promoted by its media sponsors, the LA Times, LA News, KPFK, and Time Warner. The festival is meant to be an example of arts and business working together in North Hollywood, and a venue to show its residents and those of greater Los Angeles that it truly is a vibrant and growing community.

### 2008 SPONSORS

- Art Directors Guild of LA
- AT&T
- Community Redevelopment Agency
- Corporate Impressions LA
- Councilman Tom LaBonge
- The Gallery at NoHo Commons
- LA Metro

- The Loft at NoHo Commons
- Lowe Enterprises
- Meta Housing
- Millennium Dance
- NBC Universal
- NoHo 14
- NoHo BID

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Executive Director  
Rena Masten Leddy

# NORTH HOLLYWOOD PARK GETS A BIT OF A FACELIFT

As the NoHo BID continues its efforts of providing a safe and exciting environment, the LAPD and North Hollywood Park Agency have been working to bring North Hollywood Park up to the same standard. Their work has made the park a much safer and



**Jogging path in North Hollywood Park**

more attractive destination for leisure and recreation. In the past year, they have cleaned up the facilities and worked with an outreach team to lead many of the homeless off the streets and into shelter. As a result, crime in the area has dropped dramatically. These improvements, though, are not the end of the park's growth and development. Plans have been made to install solar lighting panels to light the jogging track for increased safety. The panels will provide increased visibility in the rest of the park as well. In addition, programming for children is expanding. These upgrades to the safety, lighting, infrastructure and programming are an ongoing effort to turn the park into a lively center of family and community life. A lively and inviting park improves the quality of life for the residents living within and around the NoHo BID.



5026 Lankershim Blvd.  
North Hollywood, CA 91601

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