

**NORTH HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT CORPORATION  
(NOHO BID)**

**Meeting Agenda**

**Wednesday, October 9th @ 11:30 a.m.  
NoHo BID Office, 5026 Lankershim Blvd.  
North Hollywood, CA 91601**

1. CALL THE MEETING TO ORDER (B. Akhavan)
2. PUBLIC COMMENT
  - a. Public comment on any agenda or non-agenda item is invited at this time. Public comment is limited to two minutes per individual.
3. CITY REPORTS
4. APPROVAL OF BOARD MINUTES **ACTION**
  - a. The Board will decide whether to approve the minutes of its meeting on 9/25/24
5. FINANCIAL REPORT (A. Aulenta) **ACTION**
  - a. The Board will review and decide whether to accept the current financial report
6. MARKETING REPORT (N. Bianconi)
  - a. Marketing update
7. OPERATIONS REPORT (A. Aulenta)
  - a. Clean/Safe updates
8. NEW BUSINESS
9. ADJOURN

*As a covered entity under Title II of the Americans with Disabilities Act, The North Hollywood Business Improvement District does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting (562)773.5852.*

**North Hollywood Business Improvement District**  
**Budget vs. Actuals: NOHO 2024 - FY24 P&L**  
As of September 30, 2024

	Sep 2024			Year-To-Date			Annual Budget
	Actual	Budget	Variance	Actual	Budget	Variance	
<b>Income</b>							
Assessment Interest & Penalties	\$ 773.52	\$ 166.67	\$ 606.85	\$ 1,582.51	\$ 1,500.03	\$ 82.48	\$ 2,000.00
Assessment Revenue	\$ 1,604.00	\$ 59,068.77	\$ (57,464.77)	\$ 714,933.80	\$ 738,343.77	\$ (23,409.97)	\$ 738,343.77
Assessment Revenue Prior Years		\$ 416.67	\$ (416.67)	\$ -	\$ 3,750.03	\$ (3,750.03)	\$ 5,000.00
General Benefit Income City		\$ 3,975.18	\$ (3,975.18)	\$ 47,702.20	\$ 35,776.62	\$ 11,925.58	\$ 47,702.20
Interest Income	\$ 0.04	\$ 0.83	\$ (0.79)	\$ 0.48	\$ 7.47	\$ (6.99)	\$ 10.00
Reserve for Non/Slow Payment		\$ (1,083.33)	\$ 1,083.33	\$ -	\$ (9,749.97)	\$ 9,749.97	\$ (13,000.00)
<b>Total Income</b>	<b>\$ 2,377.56</b>	<b>\$ 62,544.79</b>	<b>\$ (60,167.23)</b>	<b>\$ 764,218.99</b>	<b>\$ 769,627.95</b>	<b>\$ (5,408.96)</b>	<b>\$ 780,055.97</b>
<b>Expenses</b>							
<b>Administration</b>							
BID Renewal	\$ 1,500.00	\$ 1,500.00	\$ -	\$ 13,500.00	\$ 13,500.00	\$ -	\$ 18,000.00
City Fee		\$ -	\$ -	\$ 14,766.88	\$ 14,766.88	\$ -	\$ 14,766.88
Legal & Professional Fees		\$ 2,133.36	\$ (2,133.36)	\$ 6,687.00	\$ 6,400.00	\$ 287.00	\$ 6,400.00
Management	\$ 4,000.00	\$ 4,000.00	\$ -	\$ 36,000.00	\$ 36,000.00	\$ -	\$ 48,000.00
<b>Total Administration</b>	<b>\$ 5,500.00</b>	<b>\$ 7,633.36</b>	<b>\$ (2,133.36)</b>	<b>\$ 70,953.88</b>	<b>\$ 70,666.88</b>	<b>\$ 287.00</b>	<b>\$ 87,166.88</b>
<b>Communication</b>							
Events/Destination Marketing	\$ 850.00	\$ 1,125.00	\$ (275.00)	\$ 10,837.95	\$ 10,125.00	\$ 712.95	\$ 13,500.00
Management	\$ 834.00	\$ 834.00	\$ -	\$ 7,500.00	\$ 7,500.00	\$ -	\$ 10,000.00
Website		\$ 81.64	\$ (81.64)	\$ 305.98	\$ 245.00	\$ 60.98	\$ 245.00
<b>Total Communication</b>	<b>\$ 1,684.00</b>	<b>\$ 2,040.64</b>	<b>\$ (356.64)</b>	<b>\$ 18,643.93</b>	<b>\$ 17,870.00</b>	<b>\$ 773.93</b>	<b>\$ 23,745.00</b>

	Sep 2024			Year-To-Date			Annual
	Actual	Budget	Variance	Actual	Budget	Variance	Budget
<b>Office Expenses</b>							
Bank Charges		\$ 2.08	\$ (2.08)	\$ -	\$ 18.72	\$ (18.72)	\$ 25.00
Insurance		\$ 3,666.64	\$ (3,666.64)	\$ 11,907.11	\$ 11,000.00	\$ 907.11	\$ 11,000.00
Postage/Shipping		\$ 8.36	\$ (8.36)	\$ 40.80	\$ 25.00	\$ 15.80	\$ 25.00
Rent	\$ 2,750.00	\$ 2,750.00	\$ -	\$ 24,750.00	\$ 24,750.00	\$ -	\$ 33,000.00
Supplies		\$ 20.83	\$ (20.83)	\$ 224.19	\$ 187.47	\$ 36.72	\$ 250.00
Telecommunications/Internet	\$ 205.61	\$ 125.00	\$ 80.61	\$ 1,346.48	\$ 1,125.00	\$ 221.48	\$ 1,500.00
Utilities	\$ 503.03	\$ 375.00	\$ 128.03	\$ 2,776.89	\$ 3,375.00	\$ (598.11)	\$ 4,500.00
<b>Total Office Expenses</b>	<b>\$ 3,458.64</b>	<b>\$ 6,947.91</b>	<b>\$ (3,489.27)</b>	<b>\$ 41,045.47</b>	<b>\$ 40,481.19</b>	<b>\$ 564.28</b>	<b>\$ 50,300.00</b>
<b>Public Space Management</b>							
Landscape Maintenance	\$ 21.00	\$ 41.67	\$ (20.67)	\$ 189.00	\$ 375.03	\$ (186.03)	\$ 500.00
<b>Maintenance Expense</b>							
Maintenance Labor	\$ 20,260.12	\$ 20,186.83	\$ 73.29	\$ 181,461.66	\$ 181,681.47	\$ (219.81)	\$ 242,242.00
Pressure-washing Expense	\$ 460.00	\$ 460.00	\$ -	\$ 4,120.00	\$ 4,140.00	\$ (20.00)	\$ 5,520.00
Supplies	\$ 208.96	\$ 205.91	\$ 3.05	\$ 1,772.92	\$ 1,853.19	\$ (80.27)	\$ 2,470.92
Truck, Fuel & Dump	\$ 2,749.65	\$ 2,458.64	\$ 291.01	\$ 22,398.57	\$ 22,127.76	\$ 270.81	\$ 29,503.68
<b>Total Maintenance Expense</b>	<b>\$ 23,678.73</b>	<b>\$ 23,311.38</b>	<b>\$ 367.35</b>	<b>\$ 209,753.15</b>	<b>\$ 209,802.42</b>	<b>\$ (49.27)</b>	<b>\$ 279,736.60</b>
Management	\$ 1,666.00	\$ 1,666.00	\$ -	\$ 15,000.00	\$ 15,000.00	\$ -	\$ 20,000.00
<b>Safety Expense</b>							
Safety Exp. Bike Uniform	\$ 1,212.10	\$ 433.33	\$ 778.77	\$ 5,198.79	\$ 3,899.97	\$ 1,298.82	\$ 5,200.00
Safety Labor	\$ 24,959.80	\$ 26,000.00	\$ (1,040.20)	\$ 236,149.81	\$ 234,000.00	\$ 2,149.81	\$ 312,000.00
Safety Mobile Patrols		\$ 666.67	\$ (666.67)	\$ -	\$ 6,000.03	\$ (6,000.03)	\$ 8,000.00
<b>Total Safety Expense</b>	<b>\$ 26,171.90</b>	<b>\$ 27,100.00</b>	<b>\$ (928.10)</b>	<b>\$ 241,348.60</b>	<b>\$ 243,900.00</b>	<b>\$ (2,551.40)</b>	<b>\$ 325,200.00</b>
<b>Total Public Space Management</b>	<b>\$ 51,537.63</b>	<b>\$ 52,119.05</b>	<b>\$ (581.42)</b>	<b>\$ 466,290.75</b>	<b>\$ 469,077.45</b>	<b>\$ (2,786.70)</b>	<b>\$ 625,436.60</b>
<b>Total Expenses</b>	<b>\$ 62,180.27</b>	<b>\$ 68,740.96</b>	<b>\$ (6,560.69)</b>	<b>\$ 596,934.03</b>	<b>\$ 598,095.52</b>	<b>\$ (1,161.49)</b>	<b>\$ 786,648.48</b>
<b>Net Operating Income</b>	<b>\$ (59,802.71)</b>	<b>\$ (6,196.17)</b>	<b>\$ (53,606.54)</b>	<b>\$ 167,284.96</b>	<b>\$ 171,532.43</b>	<b>\$ (4,247.47)</b>	<b>\$ (6,592.51)</b>
<b>Reduction for Safety Labor Vacancies</b>							<b>\$ 6,215.00</b>
<b>Net Income</b>	<b>\$ (59,802.71)</b>	<b>\$ (6,196.17)</b>	<b>\$ (53,606.54)</b>	<b>\$ 167,284.96</b>	<b>\$ 171,532.43</b>	<b>\$ (4,247.47)</b>	<b>\$ (377.51)</b>

# North Hollywood Business Improvement District

## Balance Sheet

As of September 30, 2024

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
Wells Fargo Checking	\$ 197,819.16
WF Business Market Rate	\$ 5,292.07
<b>Total Bank Accounts</b>	<b>\$ 203,111.23</b>
<b>Accounts Receivable</b>	
Accounts Receivable	\$ 7,535.29
Other Receivables	\$ 5,658.96
<b>Total Accounts Receivable</b>	<b>\$ 13,194.25</b>
<b>Total Accounts Receivable</b>	<b>\$ 13,194.25</b>
<b>Other Current Assets</b>	
Prepaid Expense	\$ -
Undeposited Funds	\$ -
<b>Total Other Current Assets</b>	<b>\$ -</b>
<b>Total Current Assets</b>	<b>\$ 216,305.48</b>
<b>TOTAL ASSETS</b>	<b>\$ 216,305.48</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	\$ 49,227.20
<b>Total Accounts Payable</b>	<b>\$ 49,227.20</b>
<b>Other Current Liabilities</b>	
<b>Total Other Current Liabilities</b>	<b>\$ -</b>
<b>Total Current Liabilities</b>	<b>\$ 49,227.20</b>
<b>Total Liabilities</b>	<b>\$ 49,227.20</b>
<b>Equity</b>	
Retained Earnings	\$ (206.68)
Net Income	\$ 167,284.96
<b>Total Equity</b>	<b>\$ 167,078.28</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 216,305.48</b>

## 2024 Cash Flow Estimate

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
<b>Beginning Cash</b>	<b>\$35,242.00</b>	<b>\$196,060.92</b>	<b>\$131,654.17</b>	<b>\$63,924.98</b>	<b>\$127,514.93</b>	<b>\$255,296.48</b>	<b>\$405,969.52</b>	<b>\$333,610.52</b>
Assessment Received	\$220,928.58			\$70,115.43	\$194,624.77	\$212,894.14		
Other Income	\$184.87			\$47,725.15	\$601.67			
<b>Total Monthly Expense</b>	<b>\$60,294.53</b>	<b>\$64,406.75</b>	<b>\$67,729.19</b>	<b>\$54,250.63</b>	<b>\$67,444.89</b>	<b>\$62,221.10</b>	<b>\$72,359.00</b>	<b>\$68,869.44</b>
<b>Ending Cash</b>	<b>\$196,060.92</b>	<b>\$131,654.17</b>	<b>\$63,924.98</b>	<b>\$127,514.93</b>	<b>\$255,296.48</b>	<b>\$405,969.52</b>	<b>\$333,610.52</b>	<b>\$264,741.08</b>

	Sep-24	Oct-24	Nov-24	Dec-24
<b>Beginning Cash</b>	<b>\$264,741.08</b>	<b>\$204,551.13</b>	<b>\$143,630.96</b>	<b>\$83,028.12</b>
Assessment Received	\$1,604.00		\$5,397.16	\$4,329.00
Other Income	\$773.52			\$400.00
<b>Total Monthly Expense</b>	<b>\$62,567.47</b>	<b>\$60,920.17</b>	<b>\$66,000.00</b>	<b>\$61,000.00</b>
<b>Ending Cash</b>	<b>\$204,551.13</b>	<b>\$143,630.96</b>	<b>\$83,028.12</b>	<b>\$26,757.12</b>

### outstanding collectable assessments prior yrs.

Current + Prior Yrs- Private ownership	\$31,816
Prior Yr- Direct billed	\$4,329

### Annual Ending Cash

2023	\$35,242
2022	\$70,755
2021	\$53,617
2020	\$39,975
2019	\$37,357
2018	\$36,120
2017	\$81,000

As of 9/24 Outstanding BID assessments

APN	CY 2024-2023	PY 2023-2022	PY 2022-2021	PY 2021-2020	PY 2020-2019	Comments
2350014019	\$1,032.81	\$983.63	\$936.79			Prudential
2350014020	\$1,032.81	\$983.63	\$936.79			Prudential
2350014021	\$1,032.81	\$983.63	\$936.79			Prudential
2350014022	\$1,032.81	\$983.63	\$936.79			Prudential
2353007020	\$895.81	\$853.15				
2353010007	\$1,021.93	\$973.27	\$926.92	\$926.92	\$463.45	PROPERTY IS SUBJECT TO POWER TO SELL AND WILL BE OFFERED FOR SALE AT AUCTION
2353010008	\$882.26	\$840.25	\$800.24	\$800.24	\$400.11	PROPERTY IS SUBJECT TO POWER TO SELL AND WILL BE OFFERED FOR SALE AT AUCTION
2353010009	\$997.11	\$949.63	\$904.41	\$904.41	\$452.20	PROPERTY IS SUBJECT TO POWER TO SELL AND WILL BE OFFERED FOR SALE AT AUCTION
2353019009		\$613.56				
2350012222		\$4,329.38				direct billed- not on tax bill, 2023
2350016902	\$5,397.16					LA County- payment processing
<b>Total</b>	<b>\$13,325.51</b>	<b>\$12,493.76</b>	<b>\$6,378.73</b>	<b>\$2,631.57</b>	<b>\$1,315.76</b>	

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**Total outstanding CY + PY \$36,145.33**

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

September 25, 2024 @ 11 a.m.  
 5026 Lankershim Blvd, North Hollywood

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Linda Fulton	X	
Carl Mancuso	X	
Barbara Chase	X	
Nigol Manoukian	X	
James McIntyre	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, President, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Juan Arana, Securitas	X	
Emeline Neau/Ernesto Ramirez, Chrysalis	X	
Shannan Calland, CD2	X	
Nancy Bianconi, NoHo Communications Group	X	
LAPD SLO Kurtis Delbar	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:01 a.m.

## **2. Public Comment on Agenda/Non-Agenda Items**

None.

## **3. City Reports**

Senior Lead Officer K. Delbar discussed District crime trends. The board also discussed starting a safety committee to focus on issues throughout the BID.

S. Calland discussed the NoHo Gateway lighting, NoHo Plaza reopening, tree planting and a street string lighting project.

## **4. Approval of Minutes**

**MOTION:** To approve the 7/10/24 board minutes.

Moved by: L. Fulton

Seconded by: N. Manoukian

**PASSED: Yes**

## **5. Financial Report**

A. Aulenta explained the financials for month of August 2024. On the income side, received \$0 in assessment income. On the expense side, administration expenses finished over for the month and over for the year. Communication expenses finished under for the month and over for the year. Office expenses finished under for the month and over for the year. Public Space Management expenses finished under for the month and year. And total expenses finished under for the month and over for the year. Balance sheet as of end of August current assets at \$276,495, total liabilities/accounts payable at \$48,985, total equity at \$227,510, and total liability and equity \$276,495. A. Aulenta also presented the estimated cash flow to the end of 2024 and discussed delinquent parcels for both the current and prior years.

**MOTION:** To approve current financial report.

Moved by: L. Fulton

Seconded by: J. McIntyre

**PASSED: Yes**

## **6. Marketing Report**

N. Bianconi discussed the Starlight Bowl series and promotion of the NoHo Arts District.

## **7. Operations Report**

J. Arana (Securitas) discussed safety statistics and trends in the District. E. Ramirez (Chrysalis) discussed the monthly maintenance statistics and trends.

A. Aulenta gave an update on BID renewal and the contract with the City of LA. A. Aulenta also gave an update on opening the new bank account and discussed the authorized signers for the account.

**MOTION:** To approve Steve Gibson, Barbara Chase and Linda Fulton as authorized signers on the First Foundation bank account.

Moved by: C. Mancuso

Seconded by: J. McIntyre

**PASSED: Yes**



## **8. New Business**

None.

## **9. Adjourn**

Meeting adjourned at 11:45 a.m.