

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

Meeting Agenda

**Wednesday, March 12th @ 11:00 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 (CD2/LAPD)
4. APPROVAL OF BOARD MINUTES **ACTION**
 - a. The Board will decide whether to approve the minutes of its meeting on 2/12/25
5. FINANCIAL REPORT (A. Aulenta) **ACTION**
 - a. The Board will review and decide whether to accept the current financial report
 - b. Annual Financial Review
6. MARKETING REPORT (N. Bianconi)
 - a. Marketing update
7. OPERATIONS REPORT (A. Aulenta)
 - a. Clean/Safe update
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 Corporation
(NoHo BID)
Board of Director's Meeting*

*February 12, 2025 @ 11:00 a.m.
5026 Lankershim Blvd, North Hollywood*

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Linda Fulton	X	
Carl Mancuso	X	
Barbara Chase	X	
Nigol Manoukian		X
James McIntyre	X	
STAFF MEMBERS		
Steve Gibson, President, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
GUESTS		
Juan Arana, Securitas	X	
Ernesto Ramirez, Chrysalis	X	
Christoper Antonelli/Adrian Grigorian, CD2	X	
Nancy Bianconi, NoHo Communications Group	X	
Kurtis Delbar, LAPD	X	

1. Call to Order

B. Akhavan called the meeting to order at 11:09 a.m.

2. Public Comment on Agenda/Non-Agenda Items

None.

3. City Reports

K. Delbar, LAPD reported on trends in the area and listened to concerns on locations around the area.

C. Antonelli and A. Grigorian, part of the new team at CD2, introduced themselves. A. Grigorian will be the new field deputy for the NoHo Arts District and attending the BID meetings going forward.

4. Approval of Minutes

MOTION: To approve the 11/13/24 board minutes.

Moved by: L. Fulton

Seconded by: B. Chase

PASSED: Yes

5. Financial Report

A. Aulenta explained the financials for month of January 2025. On the income side, received \$230,947 in assessment income and \$4,329 in prior year 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 under for the year. Office expenses finished under for the month and the year. Public Space Management expenses finished under for the month and under for the year. And total expenses finished over for the month and for the year due to the timing of the City Fee line item. Balance sheet as of end of January current assets at \$215,809, total liabilities/accounts payable at \$55,960, total equity at \$159,848, and total liability and equity \$215,809. A. Aulenta presented the estimated cash flow to the end of 2025 and also presented an update on delinquent parcels for prior years.

MOTION: To approve current financial report.

Moved by: L. Fulton

Seconded by: B. Chase

PASSED: Yes

6. Marketing Report

N. Bianconi also discussed NoHo Communications Group 2025 workplan and what it entails.

MOTION: To approve the 2025 work plan from NoHo Communication Group

Moved by: L. Fulton

Seconded by: B. Chase

PASSED: Yes

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 presented the Board and Officer slates for 2025.

MOTION: To approve the Board of Director slate and Officer slate for 2025.

Moved by: L. Fulton

Seconded by: B. Chase

PASSED: Yes

8. New Business

L. Fulton announced the new Korean BBQ restaurant coming into the old Fat Dog location.

9. Adjourn

Meeting adjourned at 12:07 p.m.

North Hollywood Business Improvement District
Budget vs. Actuals: NOHO 2025 - FY25 P&L
As of February 28, 2025

	Feb 2025			Year-To-Date			Annual Budget
	Actual	Budget	Variance	Actual	Budget	Variance	
Income							
Assessment Interest & Penalties		\$ 166.67	\$ (166.67)	\$ -	\$ 333.34	\$ (333.34)	\$ 2,000.00
Assessment Revenue		\$ -	\$ -	\$ 230,946.70	\$ 299,099.50	\$ (68,152.80)	\$ 854,570.00
Assessment Revenue Prior Years		\$ 416.67	\$ (416.67)	\$ 4,329.38	\$ 833.34	\$ 3,496.04	\$ 5,000.00
General Benefit Income City		\$ 2,202.50	\$ (2,202.50)	\$ -	\$ 4,405.00	\$ (4,405.00)	\$ 26,430.00
Interest Income	\$ 403.60	\$ 125.00	\$ 278.60	\$ 403.64	\$ 250.00	\$ 153.64	\$ 1,500.00
Reserve for Non/Slow Payment		\$ (6,379.92)	\$ 6,379.92	\$ -	\$ (12,759.84)	\$ 12,759.84	\$ (76,559.00)
Total Income	\$ 403.60	\$ (3,469.08)	\$ 3,872.68	\$ 235,679.72	\$ 292,161.34	\$ (56,481.62)	\$ 812,941.00
Expenses							
Administration							
City Fee		\$ 4,272.85	\$ (4,272.85)	\$ 17,091.40	\$ 8,545.70	\$ 8,545.70	\$ 17,091.40
Legal & Professional Fees		\$ 583.33	\$ (583.33)	\$ -	\$ 1,166.66	\$ (1,166.66)	\$ 7,000.00
Management	\$ 4,000.00	\$ 4,000.00	\$ -	\$ 8,000.00	\$ 8,000.00	\$ -	\$ 48,000.00
Total Administration	\$ 4,000.00	\$ 8,856.18	\$ (4,856.18)	\$ 25,091.40	\$ 17,712.36	\$ 7,379.04	\$ 72,091.40
Communication							
Events/Destination Marketing	\$ 1,375.50	\$ 1,264.58	\$ 110.92	\$ 2,490.37	\$ 2,529.16	\$ (38.79)	\$ 15,175.00
Management	\$ 833.00	\$ 833.00	\$ -	\$ 1,666.00	\$ 1,666.00	\$ -	\$ 10,000.00
Website		\$ 27.08	\$ (27.08)	\$ -	\$ 54.16	\$ (54.16)	\$ 325.00
Total Communication	\$ 2,208.50	\$ 2,124.66	\$ 83.84	\$ 4,156.37	\$ 4,249.32	\$ (92.95)	\$ 25,500.00

	Feb 2025			Year-To-Date			Annual
	Actual	Budget	Variance	Actual	Budget	Variance	Budget
Office Expenses							
Bank Charges	\$ (40.00)	\$ 2.08	\$ (42.08)	\$ (20.00)	\$ 4.16	\$ (24.16)	\$ 25.00
Insurance		\$ 1,012.50	\$ (1,012.50)	\$ -	\$ 2,025.00	\$ (2,025.00)	\$ 12,150.00
Postage/Shipping		\$ 4.17	\$ (4.17)	\$ 7.30	\$ 8.34	\$ (1.04)	\$ 50.00
Rent	\$ 3,100.00	\$ 3,100.00	\$ -	\$ 6,200.00	\$ 6,200.00	\$ -	\$ 37,200.00
Supplies		\$ 83.33	\$ (83.33)	\$ 106.92	\$ 166.66	\$ (59.74)	\$ 1,000.00
Telecommunications/Internet	\$ 92.33	\$ 133.33	\$ (41.00)	\$ 137.33	\$ 266.66	\$ (129.33)	\$ 1,600.00
Utilities	\$ 419.00	\$ 375.00	\$ 44.00	\$ 834.79	\$ 750.00	\$ 84.79	\$ 4,500.00
Total Office Expenses	\$ 3,571.33	\$ 4,710.41	\$ (1,139.08)	\$ 7,266.34	\$ 9,420.82	\$ (2,154.48)	\$ 56,525.00
Public Space Management							
Landscape Maintenance	\$ 21.00	\$ 175.00	\$ (154.00)	\$ 153.86	\$ 350.00	\$ (196.14)	\$ 2,100.00
Maintenance Expense							
Maintenance Labor	\$ 20,020.00	\$ 21,287.25	\$ (1,267.25)	\$ 37,906.55	\$ 42,574.50	\$ (4,667.95)	\$ 255,447.00
Pressure-washing Expense	\$ 960.00	\$ 920.00	\$ 40.00	\$ 1,440.00	\$ 1,840.00	\$ (400.00)	\$ 11,040.00
Supplies	\$ 219.41	\$ 219.58	\$ (0.17)	\$ 438.82	\$ 439.16	\$ (0.34)	\$ 2,635.00
Truck, Fuel & Dump	\$ 2,951.10	\$ 3,152.25	\$ (201.15)	\$ 5,902.20	\$ 6,304.50	\$ (402.30)	\$ 37,827.00
Total Maintenance Expense	\$ 24,150.51	\$ 25,579.08	\$ (1,428.57)	\$ 45,687.57	\$ 51,158.16	\$ (5,470.59)	\$ 306,949.00
Management	\$ 1,667.00	\$ 1,667.00	\$ -	\$ 3,334.00	\$ 3,334.00	\$ -	\$ 20,000.00
Safety Expense							
Safety Exp. Bike Uniform	\$ 357.63	\$ 458.33	\$ (100.70)	\$ 744.24	\$ 916.66	\$ (172.42)	\$ 5,500.00
Safety Labor	\$ 25,166.76	\$ 27,022.97	\$ (1,856.21)	\$ 52,184.26	\$ 54,045.94	\$ (1,861.68)	\$ 324,275.60
Total Safety Expense	\$ 25,524.39	\$ 27,481.30	\$ (1,956.91)	\$ 52,928.50	\$ 54,962.60	\$ (2,034.10)	\$ 329,775.60
Total Public Space Management	\$ 51,362.90	\$ 54,902.38	\$ (3,539.48)	\$ 102,103.93	\$ 109,804.76	\$ (7,700.83)	\$ 658,824.60
Total Expenses	\$ 61,142.73	\$ 70,593.63	\$ (9,450.90)	\$ 138,618.04	\$ 141,187.26	\$ (2,569.22)	\$ 812,941.00
Net Operating Income	\$ (60,739.13)	\$ (74,062.71)	\$ 13,323.58	\$ 97,061.68	\$ 150,974.08	\$ (53,912.40)	\$ -

North Hollywood Business Improvement District

Balance Sheet

As of February 28, 2025

	Total
ASSETS	
Current Assets	
Bank Accounts	
First Foundation Checking	\$ 13,110.40
First Foundation Savings	\$ 107,884.81
Wells Fargo Checking	\$ 1,558.99
WF Business Market Rate	\$ 5,292.24
Total Bank Accounts	\$ 127,846.44
Accounts Receivable	
Accounts Receivable	\$ 7,535.29
Other Receivables	\$ 15,284.53
Total Accounts Receivable	\$ 22,819.82
Total Accounts Receivable	\$ 22,819.82
Other Current Assets	
Prepaid Expense	\$ -
Undeposited Funds	\$ -
Total Other Current Assets	\$ -
Total Current Assets	\$ 150,666.26
TOTAL ASSETS	\$ 150,666.26
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	\$ 48,796.94
Total Accounts Payable	\$ 48,796.94
Other Current Liabilities	
Loan Payable	\$ -
Total Other Current Liabilities	\$ -
Total Current Liabilities	\$ 48,796.94
Total Liabilities	\$ 48,796.94
Equity	
Retained Earnings	\$ 4,807.64
Net Income	\$ 97,061.68
Total Equity	\$ 101,869.32
TOTAL LIABILITIES AND EQUITY	\$ 150,666.26

2025 Cash Flow Estimate

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
Beginning Cash	\$38,843.58	\$194,500.70	\$129,345.47	\$127,263.55	\$148,693.55	\$258,623.55	\$438,623.55	\$366,623.55
Assessment Received	\$213,855.30		\$57,771.17	\$60,000.00	\$177,230.00	\$245,000.00		
Other Income	\$4,329.38	\$430.60	\$146.91	\$26,430.00	\$700.00			
Total Monthly Expense	\$62,527.56	\$65,585.83	\$60,000.00	\$65,000.00	\$68,000.00	\$65,000.00	\$72,000.00	\$68,000.00
Ending Cash	\$194,500.70	\$129,345.47	\$127,263.55	\$148,693.55	\$258,623.55	\$438,623.55	\$366,623.55	\$298,623.55

	Sep-25	Oct-25	Nov-25	Dec-25
Beginning Cash	\$298,623.55	\$236,323.55	\$170,323.55	\$104,323.55
Assessment Received	\$2,000.00			\$5,000.00
Other Income	\$700.00			\$700.00
Total Monthly Expense	\$65,000.00	\$66,000.00	\$66,000.00	\$66,000.00
Ending Cash	\$236,323.55	\$170,323.55	\$104,323.55	\$44,023.55

outstanding collectable assessments prior yrs.

Prior Yrs- Private ownership	\$14,175
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Annual Ending Cash

2024	\$38,844
2023	\$35,242
2022	\$70,755
2021	\$53,617
2020	\$39,975
2019	\$37,357
2018	\$36,120