

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS
Agenda
April 20, 2017
4 p.m. to 6 p.m.
6562 Hollywood Blvd.**

- I. 4:00 p.m. CALL TO ORDER – Mark Echeverria, President

- II. OPEN FORUM & INTRODUCTIONS
Guest: Sue Walter, h.Club Hollywood

- III. 4:05 APPROVAL OF THE MINUTES
 - **Action:** March 23, 2017

- IV. 4:35 p.m. TREASURERS REPORT – Brian Johnson
 - A. 2016 Financial Review – Fabio Vasco, GTL, LLP
Action: Review and approve the 2016 Financial Review
 - B. **Action:** Review/approve financial statement for March 31, 2017

- V. 4:50 p.m. COMMITTEE/ACTIVITY REPORTS
 - A. Streetscape and Planning– Jeff Loeb and Matthew Severson
 - 1. Wayfinding signage
 - 2. Canary Island Date Palm replacement
 - 3. Cahuenga string lights
 - 4. Quarterly maintenance report
 - B. Security – John Tronson/Kerry Morrison
 - 1. Measure H next steps
 - C. Ad-hoc BID Renewal -- John Tronson
 - 1. Report from April 6, 2017 meeting
 - D. Marketing and Communications – Devin Strecker
 - 1. Old Hollywood working group
 - a. Presentation of logo treatment
 - b. Launch of Walking Tour – April 28, 2017
 - 2. Old Hollywood Locals Night – April 19
 - 3. Make Music Day – June 21

VI. 5:50 STAFF REPORT
A. What we learned at CDA Long Beach

VII. 6:00 ADJOURN

Next meeting: May 18, 2017

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