

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS
Agenda
August 17, 2017
4 p.m. to 6 p.m.
6562 Hollywood Blvd.**

- I. 4:00 p.m. CALL TO ORDER – Evan Kaizer
- II. OPEN FORUM & INTRODUCTIONS
- III. 4:05 APPROVAL OF THE MINUTES
 - **Action:** July 20, 2017
- IV. 4:10 p.m. TREASURERS REPORT – Brian Johnson
 - A. **Action:** Review/approve financial statement for July 31, 2017
- V. 4:20 p.m. COMMITTEE/ACTIVITY REPORTS
 - A. **Ad Hoc BID Renewal Steering Committee** – John Tronson
 - i. Review of recommendations forwarded by the ad hoc committee:
 - ii. Boundary: Unified property-based business improvement district encompassing former boundaries of both Hollywood Entertainment District and Sunset & Vine BID
 - iii. Four zones of benefit
 - iv. Inclusion of an Alley Zone in former HED and potential for a Tourism District Overlay Zone
 - v. Budget - \$7,262,718 (subject to slight modification by City Clerk)
 - vi. Assessment formula tied to following characteristics: 50 percent front footage; 20 percent parcel size; 30 percent building square footage.
 - vii. Ten year term (2019 – 2028)
 - viii. Cap on annual increase of three percent, subject to the discretion of the owners association

Action: Approve recommendations forwarded by the ad-hoc BID Renewal Steering Committee for the 2029 – 2028 business improvement district, subject to minor modifications that may be required by City Clerk’s office in confirming parcel configuration, application of assessment formulas, and conformance to local and state regulations governing BID formation.

B. Review recommendation forwarded by the ad-hoc committee re/ a proposed governance structure for a new 501(c)6 nonprofit corporation.

Action: Approve concept of a unified owners association to manage the business improvement district contract, subject to additional details to be presented no later than the October meeting.

C. Streetscape and Beautification – Jeff Loeb and Matthew Severson

(1) Holiday decoration project in collaboration with Chamber: Review of proposal to share costs associated with acquisition and installation of holiday decorations with anticipated ongoing budget impacts for next three to five years.

Action: Approve proposal to set aside funds (\$40,000) from beautification budget and HED 04-08 Special Projects account to fund installation of holiday decorations for 2017, in partnership with the Chamber of Commerce.

VI. 5:50 NEW BUSINESS

VII. 6:00 ADJOURN

Next meeting: September 21, 2017

All Property Owners Meeting: Thursday August 24, 2017 at Hollywood Roosevelt Hotel

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