

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS
Agenda
May 18, 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
- III. 4:05 APPROVAL OF THE MINUTES
 - **Action:** April 20, 2017
- IV. 4:35 p.m. TREASURERS REPORT – Brian Johnson
 - A. **Action:** Review/approve financial statement for April 30, 2017
 - B. **Action:** Review/approve potential CPI increase for assessments in 2017-18
- V. 4:50 p.m. COMMITTEE/ACTIVITY REPORTS
 - A. Streetscape and Planning– Jeff Loeb and Matthew Severson
 - 1. Wayfinding signage
 - 2. Cahuenga string lights
 - 3. Utility box artwork
 - B. Security – John Tronson/Kerry Morrison
 - 1. Communications with Deputy Mayor for Public Safety and Council re/ public safety trends in Hollywood
 - 2. Tracking Measure H implementation
 - C. Ad-hoc BID Renewal -- John Tronson
 - 1. Report from May 4, 2017 meeting
 - 2. Timetable for BID Renewal
 - D. Marketing and Communications – Devin Strecker
 - 1. Old Hollywood working group
 - a. Public launch of walking tour
 - b. Potential site for Hollywood miniature
 - 2. Make Music Day – June 21
 - 3. Upcoming event possibilities
 - a. Old Hollywood Locals Night 2
 - b. Jollywood Winter Market

VI. 5:50 STAFF REPORT

- Project matrix/priorities report (Jan – April)

VII. 6:00 ADJOURN

Next meeting: June 15, 2017

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