

CENTRAL HOLLYWOOD COALITION
BOARD OF DIRECTORS MEETING
AGENDA

Monday, August 14, 2017
4 p.m. to 6 p.m.

Meeting Location: Principal office for Central Hollywood Coalition
6562 Hollywood Blvd., Los Angeles, CA 90028

- I. **CALL TO ORDER** – Fabio Conti, President
- II. **PUBLIC COMMENT*, INTRODUCTIONS, & SPECIAL GUESTS**
- III. **APPROVAL OF BOARD MINUTES**
 - **Action:** Approve 7/11/17 minutes
- IV. 4:30 p.m. - **TREASURER'S REPORT** – Joyce Williams-Maxwell, Treasurer
 - A. **Action:** Review and approve July 31, 2017 Financial Statement
- V. 4:45 p.m. - **COMMITTEE & PROGRAM REPORTS**
 - A. **Ad Hoc BID Renewal Steering Committee** – Brian Folb
 - a. Review of recommendations forwarded by the ad hoc committee:
 - i. Boundary: Unified property-based business improvement district encompassing former boundaries of both Hollywood Entertainment District and Sunset & Vine BID
 - ii. Four zones of benefit
 - iii. Inclusion of an Alley Zone in former HED and potential for a Tourism District Overlay Zone
 - iv. Budget - \$7,262,718 (subject to slight modification by City Clerk)
 - v. Assessment formula tied to following characteristics: 50 percent front footage; 20 percent parcel size; 30 percent building square footage.
 - vi. Ten year term (2019 – 2028)
 - vii. 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.
 - B. **Marketing and Communications** - Strecker

* Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda.

- a. Sunset & Dine 2017
 - i. September 28, 2017 at Columbia Square

VI. NEW BUSINESS

A. Legislation tracking

- AB 1479 (Bonta) – Public Records: custodian of records, civil penalties

Action: communicate position to "oppose unless amended"

Action: support retainer for government affairs advocacy, from contingency budget, provided by Gonzalez, Hunter & Quintana LLC

B. Review of bylaws provision (Section 5.5 (a) vi) regarding director attendance¹.

- **Action:** ratification of resignation of seat held by Adam Tartakovsky

VII. 5:50 p.m. - **STAFF REPORTS**

- a. Annual All Property Owners Meeting – Thursday August 24 at Roosevelt Hotel

VIII. **NEXT MEETING –**

Tuesday September 12, 2017

IX. **ADJOURNMENT**

As a covered entity under Title II of the Americans with Disabilities Act, organizations that contract with the City of Los Angeles do not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the office of the Hollywood Property Owners Alliance at 323-463-6767.

¹ vi. In addition, if any director shall fail to attend three (3) consecutive regular meetings of the board of directors, or an aggregate of four (4) regular meetings of the board of directors in any calendar year, without leave of absence by the president, then such director shall be deemed to have automatically resigned and the vacancy may be filled for the balance of the unexpired term by the board of directors. Any decision of the president shall be announced at the board meeting that it affects and may be reviewed by the board of directors only at the next board meeting, and at that time, if not challenged by a majority of the board then present, the decision shall be deemed reasonable, final, and not subject to subsequent review.