

only in HOLLYWOOD®

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www.onlyinhollywood.org

news from the

HOLLYWOOD
ENTERTAINMENT DISTRICT

&

SUNSET & VINE
DISTRICT

Presenting Hollywood Pop! A New Pop-Up Park Demonstration Project

On May 20th, the Sunset & Vine District officially launched Hollywood Pop! with a community event, complete with food, music, and fun. The semi-permanent pop-up, commissioned by the BID and design-built by LA-Más, is a park installation and a year-long living laboratory to explore the future of public space in Hollywood. The park features colorful cartoon-like furniture pieces and amenities like seating, tables, landscaping, shade, and wayfinding signage.

One of the main goals of the project was to collect data and feedback from the community to help inform future Hollywood placemaking initiatives. Through interactive feedback boards and in-person interviews, information was collected from a diverse range of residents, professionals and visitors. Respondents were asked how they believe



The community was invited to a grand opening of Hollywood Pop! on May 20. (Photo by Devin Strecker)

public space could be improved throughout Hollywood, with a focus on site-specific amenities, wayfinding, and mobility.

Park Specific: The unveiling of the park revealed that the majority of the community wanted a more extensive amount of seating and shade. Also repeatedly mentioned was

the need for a space that was more secure and that emphasized the Hollywood culture. Specific amenities, such as the need for landscaping and water drinking fountains, were often expressed.

Wayfinding Specific: Comments surrounding the wayfinding structures signaled that directions should include specific nightclubs and grocery stores, as well as an emphasis on popular sites such as Amoeba Music.

Mobility Specific: One of the main concerns of the community was the safety of the areas they are walking and taking transit to and from. A significant portion of notes focused on the need for policing and monitoring of parks and bus stops. The majority of participants noted that Hollywood is in need of public spaces where they could take breaks and rest, ultimately encouraging them to take public transit and explore the community more often.

Hollywood Pop! is just an introduction to future public space projects from the BID. We hope, based on the feedback and success of this installation, to advance the streetscape agenda through additional public realm improvements throughout Hollywood.

-MATTHEW SEVERSON

LA City Launches Sidewalk Repair Plan

Last month, the LA City Council passed a comprehensive plan to repair the City's crumbling sidewalks. The "fix and release plan" is poised to repair sidewalks city-wide, whether or not sidewalk damage was caused by tree roots, before passing off future maintenance responsibility to property owners.

Under the program, property owners who opt to repair sidewalks themselves will be reimbursed for roughly half of the average cost per square-foot of repairs during the first 3 years of the program. To help jump start the program, the City will also waive all permitting fees.

Sidewalks repaired by the City will have a 20-year warranty for residential properties and 5-year warranty for commercial properties to cover any negligence caused by the City. The program is expected to launch in July of this year.

-MATTHEW SEVERSON

Hollywood Community Plan: The Sequel

A walk through the newsletter archives reveals a front page article in the July 2012 issue of HEDLine News. The title proclaims, "Hollywood Community Plan Passes" and describes the long eight-year journey to the unanimous approval by the Los Angeles City Council on June 19, 2012. The plan outlined policies to protect historic and residential neighborhoods while allowing density along transit corridors. It also aimed to increase green space and reduce traffic through encouraging public transportation options. It was a much needed improvement to the existing plan, last updated in 1988 – a time that pre-dates the invention of the World Wide Web.

So why was the Hollywood community invited to a "Community Plan Scoping Session"

at First Presbyterian Church of Hollywood on May 17, 2016? To round out this recent history lesson, a lawsuit was filed shortly after the passage of the plan, and in December 2013, a superior court judge ruled that city leaders failed to comply with environmental laws and relied on inaccurate population data. The city was required by the judge to start afresh.

The May 17 "public scoping meeting" provided an opportunity for all members of the community to come together in an "open house" format with staff from the city's planning department to look at the various elements that will be studied and updated for the new plan. Maps and data were presented

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Hollywood Property Owners Alliance

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President's Message: We Value Your Ideas

Greetings fellow property owners.

The HPOA staff is settling into our new headquarters located at 6562 Hollywood Blvd., and we were delighted that so many of you were able to attend the Open House in February. Please know that you are welcome to visit, and as always, you are also welcome to attend our monthly board meetings, now located in the new office conference room. Contact the office to set up an appointment and please consult the website for board meeting details.

The board supported a move into this storefront location to raise the presence of the BID at street level, and also to serve as a catalyst for transforming a section of the District that possesses opportunities of increased potential. To that end, an ad-hoc committee has been created to discover and celebrate the distinctive attributes of this section of Hollywood Boulevard, identified as rich in history and anchoring the "middle of the action" between Highland and Vine. We are looking forward to a big reveal later this summer of a new "micro-neighborhood" name and brand identity that will reflect the unique characteristics of this section of the BID.

The staff, working with committee members, is improving vendor accountability and evaluating vendor performance. The Board has authorized an investment in updated operations software, which can track, through smartphone technology, the performance, location and schedule of work performed. This software will provide the much-needed metrics to identify and document trends and workload to immediately address current service needs while helping to anticipate service needs for the new BID.

Later this year, be on the lookout for improved branding of the HPOA through our various vendors including vehicles, uniforms, and business cards, which will highlight the presence of the maintenance and security teams provided by the BID. We believe this is important for our property stakeholders to see their dollars in action.

Finally, it goes without saying that the city of Los Angeles is reeling under the weight of a growing homeless presence that transcends the entire city, including Hollywood. Every corner of the city is seeing evidence of this crisis and public opinion polls are documenting the pervasiveness of

the problem. In our BID, our security teams continue to experience record-level calls for service, and our maintenance teams have experienced an unprecedented increase in trash and sidewalk clean-up, owing to the proliferation of encampments.

The board is kept aware of these developments, and our staff works diligently to respond to calls and to address problems that we can undertake. Please know that this is not a problem that we can solve, but we are grateful that our staff and board members are involved in key conversations with elected officials to keep their attention on this issue, and ensure that Hollywood and the BID is represented.

Along these lines, we continue to value our productive working relationship with LAPD. We were saddened that **Captain Pete Zarcone** was transferred in March to the 77th Division. But it was great to welcome back a

friend, **Captain Corey Palka**, who did a tour in Hollywood in 2013-14 as patrol captain.

We value our city partnerships as well as the energy and good ideas advanced by members of our community and our board. As always, please do not hesitate to reach out to me with any comments or suggestions: myamada@cimgroup.com.

-MONICA YAMADA, PRESIDENT, HPOA



Photo by Devin Strecker

Mariani Promoted

Joe Mariani was recently promoted to serve as the Executive Director of the Sunset & Vine Business Improvement District. Since **Sarah Besley** left in December 2014, **Kerry Morrison** returned to that role for an interim period. "It is a good time to hand the reins of this BID to Joe," she said. "He has experience in every facet of running a BID. The board is in capable hands."

Fabio Conti, president of the Central Hollywood Coalition, was delighted at the news. "Joe is extremely capable and knowledgeable," said Conti. "I am pleased that we will be working so closely together to serve the members of the Sunset & Vine District."



A Foodie's Tour of Hollywood

Hollywood continues its transformation into a foodie heaven. With more than \$4.8 billion in investment announced since 2000, more retail, commercial, residential and hospitality projects have brought lots of new life – and new flavors – into Hollywood!

To spread awareness of some of the newer eateries in the district, we worked with our PR team at Haines & Co. to invite a group of freelance journalists and food bloggers to experience a walking tour featuring six locations.

First up, we visited the newly opened **Demitasse Roastery and Kitchen** (1542 N. Cahuenga Blvd.). While many were familiar with Demitasse and their home-brewed coffee, they were delighted to discover the full food menu available at this location. Since Demitasse is big on seasonal ingredients, the group was first treated to beverages including a Strawberry Ginger Latte, the boozy Strawberry



A group of ten food writers and bloggers began their foodie tour of Hollywood at Demitasse Roastery and Kitchen. (Photo by Devin Strecker)

Mariani arrived in Hollywood in 2007, shortly after graduating from U.C. Riverside in 2006 with a degree in Business Administration. In 2013, he was awarded an MBA from UC Irvine. In the last nine years, he has moved through various roles in the Hollywood Property Owners Alliance (HPOA) organization, from coordinating operations to ultimately serving as Associate Executive Director. He will retain that title while assuming the executive director responsibilities for the Sunset & Vine BID.

The staff are considered as employees of the Hollywood Property Owners Alliance, which manages the affairs of the Central Hollywood Coalition/Sunset & Vine BID under a management contract.

-KERRY MORRISON, @KERRYHMORRISON



Reggie Markham, Mama Shelter, serves a round of drinks to the writers, who excitedly photographed them. (Photo by Devin Strecker)

Fresa, and a delicious Strawberry Gazpacho which included jamon serrano, quail eggs and croutons. A medley plate including Crudo, Hangar Steak and Vegetarian Lumpia was served to provide a better idea of the menu offerings.

The next stop on the tour, **Mama Shelter** (6500 Selma Ave.), gave the group a bird's eye view of Hollywood. From the rooftop restaurant and bar, the writers were treated to a selection of Mama's craft cocktails. Staff reminded the group that while many people have raved about Mama's food and drinks, it is also a hotel featuring over 70 guest rooms and suites.

From there, the group stopped by the brand new **Cre8 Crepes** (6654 Hollywood Blvd.), where everyone received their own custom-made crepe. The crepes are designed to be hand-held so they can be eaten while on the move! Fresh ingredients and quality toppings combine for a memorable indulgence.

Two newcomers to the Hollywood & Highland complex (6801 Hollywood Blvd.) were visited next, both on the third floor dining deck overlooking Hollywood Boulevard. **Jinya Ramen Express** is "where the relationship between broth and noodles is serious but delicious business." Here, you can create your own ramen bowl with handmade noodles and a wide array of authentic toppings. "I was most impressed, however with the perfectly cooked ramen egg!" **Kristi Hang**, one of the food writers on the tour, said. "It's really hard to get a soft boiled marinated egg just right."

calendar

SVBID / CHC Board Meeting

Tuesday, July 12, 2016
4:00 - 6:00 p.m.

HED/SVBID Joint Security Committee Meeting

Wednesday, July 13, 2016
10:00 - 11:30 a.m.

HED / HPOA Board Meeting

Thursday, July 21, 2016
4:00 p.m. - 6:00 p.m.

HED/SVBID Joint Streetscape and Planning Committee Meeting

Wednesday, July 27, 2016
8:00 - 9:00 a.m.

All meetings take place at:
HED & SVBID Headquarters
6562 Hollywood Blvd.

Please RSVP to 323-463-6767 or info@hollywoodbid.org. Visit www.onlyinhollywood.org to confirm meeting times and locations. All meetings are open to the public.

Next door, **PokiNometry** specializes in Poki bowls, a dish originating in Hawaii. At PokiNometry, you can customize your bowl with eight types of fish including different types of tuna, salmon, shrimp, octopus, and more. Over fifteen toppings are available to get just the flavor you're craving!

The last stop on the tour was east coast transplant **Sushi of Gari** (6201 Hollywood Blvd.), now open at Eastown. The high-end restaurant was founded by **Chef Masatoshi "Gari" Sugio** in New York City. One of the writers on our tour, **Chef Jay Terauchi**, had previously experienced Sushi of Gari in New York and was glad to have a closer location. "Gari san takes pride in creating original sauces and topping to enhance the individual fish served to his customers," Terauchi, said. "But, it doesn't overpower the flavor of the fish."

-DEVIN STRECKER, @DEVINTAIT



A trio of sashimi from Sushi of Gari. (Photo by Devin Strecker)

Update on the Hollywood Community Plan

...Continued from Page 1

It will be important for BID stakeholders to participate fully in this planning process and to provide input at the various hearings along the way. The future of Hollywood is at stake, and by the end of 2017, it would be in everyone's best interest to have a legally defensible blueprint for the future adopted by the City Council. Information about meetings and public hearings will be listed at onlyinhollywood.org/meetings.

-KERRY MORRISON, @KERRYHMORRISON

showing traffic and mobility patterns, proposed land use and zoning designations, population projections and the like. Because the plan is intended to serve as a blueprint for guiding change and accommodating growth in this community, the population projections are especially important. The following represents data under consideration for forecasting growth:

	2016 Existing Conditions	2040 SCAG Forecast	2040 Proposed Plan
Housing Units	104,000	113,000	115,000
Persons	206,000	226,000	233,000
Jobs	100,000	120,000	129,000

Based on SCAG estimates and forecast (RTP/SCS 2016-2040). All numbers rounded to nearest thousand.

Reminder: Sidewalk Trash Receptacles are for Pedestrian Waste Only!

As a reminder to all Hollywood stakeholders, sidewalk trash cans should not be used for trash generated by your business operations. We count on property and business owners to help us by cooperating with city laws related to trash removal.

The city of Los Angeles requires that you make arrangements to remove your trash and not leave it in public areas, alleys or in neighboring dumpsters. Section 6617.1 of the Los Angeles Municipal Code states the following:

"The manager or person in charge of, or in control of, any refuse of trash of any hotel, motel, restaurant, office building or commercial business shall furnish written proof, whether in the form of

contracts or receipts, to any appropriate municipal authority on request that said business establishment maintains a rubbish service that collects rubbish emanating from said establishment in a manner in keeping with current health regulations."

Please DO NOT put any trash from your business – boxes, food waste, or trash bags – in public trash receptacles, on sidewalks, or in alleys. You must make arrangements to put your trash into a dumpster, or take it home at night. Violators may be subject to fine by the City of Los Angeles.

We thank you for your cooperation in keeping our streets clean!

-MATTHEW SEVERSON



PATH Hollywood Homeless Shelter to Close

Owing to shifting federal funding priorities, Hollywood's 65-bed emergency homeless shelter operated by People Assisting the Homeless (PATH) is closing June 30.

In a letter to the community from CEO Joel Roberts, he noted what a difficult decision this was for the PATH board. The Fernwood property will be listed for sale this summer and every effort will be made to see that it is converted into permanent supportive housing for homeless individuals.

The next issue of the BID newsletter will

feature a story that summarizes the current state of funding for homelessness programs. City, county and state-level officials are growing increasingly aware of the crisis situation befalling more people experiencing homelessness.

It is a fluid situation with respect to funding proposals, proposed ballot and bond measures and systems change. The unprecedented cooperation occurring between the city and county of Los Angeles, however, is a hopeful sign.

-KERRY MORRISON, @KERRYHMORRISON

NavHwd

street closures

NAVIGATEHOLLYWOOD.COM

"INDEPENDENCE DAY: RESURGENCE" PREMIERE + HAND/FOOTPRINT CEREMONY Monday, June 20, 2016 from 10:00 a.m. - 11:00 p.m. Westbound lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed. The north sidewalk will be closed beginning at 4:00 p.m.

"BFG" PREMIERE Tuesday, June 21, 2016 from 2:00 a.m. to Wednesday, June 22 at 5:00 a.m. Eastbound lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

LOS ANGELES CULTURAL FESTIVAL AND PARADE Saturday, June 25, 2016 from 11:00 a.m. to 5:00 p.m. All lanes of Hollywood Blvd., between Highland Ave. and Vermont Ave., will be subject to rolling closures along the parade route.

"TARZAN" PREMIERE Monday, June 27, 2016 from 10:00 a.m. to 11:00 p.m. Westbound lanes, and the north sidewalk, of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed. The north curb lane will be closed from 5:00 a.m. until 11:00 p.m.

"GHOSTBUSTERS" PREMIERE Saturday, July 9, 2016 from 10:00 a.m. to 11:59 p.m. All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed. The north sidewalk will be closed from approximately 4:00 p.m. until 7:45 p.m.

"PETE'S DRAGON" PREMIERE Monday, August 8, 2016 from 2:00 a.m. to Tuesday, August 9, 2016 at 5:00 a.m. Westbound lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed. The sidewalk directly in front of El Capitan Theatre will be closed from 4:00 p.m. until 10:00 p.m.

For a complete list of closures, or to sign up to receive text and/or e-mail alerts, visit www.navigatehollywood.com.

Hollywood Pop! Opening Event



@onlyinhwd

On Friday, May 20, the Sunset & Vine BID and LA-Más invited the community to come celebrate a new pop-up park for Hollywood, called Hollywood Pop! Over 51 individuals stopped by the park and gave feedback about the project and pedestrian space in Hollywood. (See story on Page 1)



Nerissa Silao, Haines and Co., sits at the park with Matthew Severson, HPOA. Haines & Co. helped publicize the event. (Photo by Devin Strecker)



Helen Leung, Co-Executive Director of La Más, and Joe Mariani, Executive Director of the Sunset & Vine District, attend the opening event for Hollywood Pop! The project is a collaboration between LA Más and the Sunset & Vine District. (Photo by Devin Strecker)



DJ Jesse James Felice created a party atmosphere for the park's opening. (Photo by Devin Strecker)



Community members stopped by to speak with staff from LA Más and the District to help identify needs and desires for public spaces in Hollywood. (Photo by Devin Strecker)



The community feedback gathered by LA Más is now on view in the HPOA's storefront windows on Hollywood Boulevard. (Photo by Devin Strecker)



A group of friends from the neighborhood came out to support the opening of the park and gave feedback about the project. (Photo by Devin Strecker)

News Briefs

Minimum Wage Increases July 1st

Some important changes to minimum wage requirements will take effect on July 1st for businesses operating in Los Angeles. The City of Los Angeles will require a minimum wage of \$10.50 for businesses and employees that meet the eligibility criteria. Paid sick time requirements may also be effective as early as July 1, 2016. Information and tools for businesses, including deferral applications and mandatory workplace posters, are available at www.wagesla.lacity.org and questions can also be directed to 1-844-WAGESLA or wagesla@lacity.org.

Community Update

Last month, the Salvation Army hosted The Greater West Hollywood Food Coalition for a three night "pilot" of serving meals in their Hollywood Boulevard facility. The pilot proved successful and both organizations are exploring a possible collaboration. If and when an agreement is reached by both organizations, the Salvation Army will be happy to notify the neighboring property owners and invite them to an information session to share what the relationship between the GWHFC and the Salvation Army will look like. Salvation Army, 5939 Hollywood Blvd., 323-469-2946

Searching for Space

HPOA is currently seeking a space to locate a bulky item bin. Our cleaning and maintenance crew regularly removes large items, such as couches, mattresses, and other pieces of furniture from the public right of way. We aim to remove these items quickly. However, we need a space to locate the bin which holds these items until the time they can be transferred to the proper waste facility. If you are a property owner with a space that you are willing to donate, please contact the office at 323-463-6767.

Illegal Food Vending: Who to Call

The BID office has been receiving calls regarding illegal sidewalk and street vending. The phone number for the Los Angeles County Street Vending Compliance Program is (626) 430-5160.

Sunset & Vine

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Michael Pogorzelski - AMPAS

Fred Rosenthal - Ametron

Adam Tartakovsky - Crescent Heights

Joyce Williams-Maxwell - Emerson College

www.sunsetandvinebid.org

5th Annual Sunset & Dine Taking Place Sept. 1

The fifth annual Sunset & Dine food festival will celebrate some of the eclectic and innovative culinary concepts taking root near the famed intersection of Sunset and Vine – from chef-driven restaurants to well-known favorites. Guests will enjoy bites, beer and wine, as well as entertainment curated by Amoeba Music. The event sold out in 2015.

Tickets, which include food, beverages and entertainment, are available for \$35 beginning on June 20 (early bird rate of \$30 if purchased before Aug. 5). Children under 12 attend the event free of charge.

This year's participating restaurants confirmed so far include Beso, Fabiolus Cucina, Greenleaf Gourmet Chopshop, The Melt, McDonald's, and Tinhorn Flats.

The event will take place at Blessed Sacrament, 6636 Selma Ave., on Thursday, Sept. 1, 2016, from 6-10 p.m.

Visit www.SunsetAndDine.org for tickets, participating restaurants and performers, as well as exhibitor and sponsorship information.

Proceeds from the event benefit The Center at Blessed Sacrament (www.thecenterinhollywood.org) a local non-profit dedicated to ending isolation and homelessness in Hollywood.

-GENEVIEVE HAINES, @GENEVIEVEHAINES

Step Into a Time Warp at Paley



Interior of Paley, now open at Columbia Square in the Sunset & Vine District. (Photo courtesy of Paley)

Paley, the breathtaking new restaurant in the bustling Columbia Square, is now open and is the first West Coast opening from the Plan Do See restaurant group. The interior stylings are quintessential Midcentury Modern, with blue, orange and gold hues accented by oak wood throughout. There's an elegance to dining here, with rounded edges, brown leather booths and close-knit, vertical lines being a hallmark.

Named after the legendary CBS CEO **William Paley** and his wife Babe, the space is an ode to Hollywood's early radio roots inside the historic 1930s building, which actually used to house the TV and radio station. **Chef Greg Bernhardt** incorporates all the multicultural influences of Los Angeles while still maintaining a cohesiveness across his menu.

Now open for brunch, lunch and dinner, Paley is a great restaurant for any time of day - imparting a lot of natural sunlight during the day, and an opulent atmosphere at night. The beautiful bar in the front is definitely worth a pre-meal cocktail - or two - as it's a masterpiece in itself. Of course, the dining area is just as gorgeous if you'd rather get right down to it.

You'll probably want to start off with a selection of crudo from their raw bar, whether it be scallops, hamachi, or albacore, as they're always topped off with the right amount of citrus and interesting sprouts. Pastas are made in-house, perfect for a flavor-filled and tender second course.

You'll also find delicious, wood-roasted selections with smokey notes in a few of the dishes, reminiscent of the appetizing scent you smelled when you first walked in the door. And while the culinary influences are global, the ingredients are locally sourced, ensuring

that each dish is not only beautiful, but fresh and delicious.

While there are a few solid cocktails available, Paley has an extensive wine list with a decent number of wines available by the glass - something you'll want to take advantage of as far as pairing with your food. The service is always on point, as well, with a team effort ensuring that all your needs are taken care of in a prompt fashion.

Also, don't forget dessert - order the Popcorn Ice Cream and Green Tea Calamansi Vacherin. The former will bring you straight to your favorite movie theatre - but with mind-blowing refreshments, and the latter is like a



A trio of dishes from Paley Hollywood. (Photo by Esther Tseng)

cross-textural, citrus punch in the mouth you never knew you craved.

In all, Paley is beautifully delicious all-around but also inventive with all the global influences it ushers in. A meal here is almost like stepping into a time warp but while enjoying the best of today's exciting food. You'll want to make your reservation pronto.

Paley, 6115 Sunset Blvd.; (323) 544-9430; www.paleyhollywood.com.

-ESTHER TSENG, @ESTARLA

“Guided Enforcement” Technology Allows DOT to Strictly Enforce Parking Limits

We've all done this, but I will speak for myself. I'm in the midst of a meeting that extends more than two hours or am finishing up lunch. A quick dash to the parking meter to add change to extend the time would forestall a ticket. Earlier this year, we got wind that this “custom” must've changed here in Hollywood. Several people attending meetings at the BID office reported that they received tickets from the city for parking beyond the stated time limit, despite adding money.

We reached out to the Department of Transportation (DOT), feeling that if something had changed, we owed it to the neighborhood to communicate a new enforcement strategy. In fact, we learned that a pilot is underway in Hollywood called the “Guided Enforcement Pilot Program.” According to DOT, it began in Hollywood in February 2016.

Now, no one is disputing that the signs call for a one or two-hour limit, it's just that this new enforcement strategy took everyone by surprise. A web search on “guided enforcement” indicates that this is an application which, using smartphone technology, “directs enforcement officers to the location of parking violations in real-time.” In other words, say goodbye to white chalk on tires.

DOT sent some clarifying information in April. According to **Bruce Gilman** with the Communications Office, “Los Angeles Municipal Code 88.13(b) provides that it

is unlawful for any vehicle to remain in any parking meter space for more than the time indicated by the posted signs. This ordinance is not a new law and has been enforced by LAPD and LADOT officers for many years. The intent of this law is to help ensure there is “turnover” of a parking space and also recognition that there are a limited number of available parking spaces for a growing demand from motorists.”

Mr. Gilman indicated that complaints had been received from businesses in the area resulting from area employees that “feed the meters and park for extended periods of time, which hamper the ability of potential customers to locate convenient parking.” He indicated that there are now “embedded sensors in the pavement and technology to alert traffic officers that a motorist has parked in excess of the posted time-limit.” The city is working on a brochure and a YouTube video to discourage feeding the meter, and we will communicate when that is available.

In the meantime, there is one more piece of information I learned, since the business complaints that come into the BID office involve food trucks or tour vans parking at a meter beyond the expired time. It appears that if a vehicle is parked, and the time has expired, only one ticket will be issued for the duration.

-**KERRY MORRISON, @KERRYHMORRISON**

Staff Attends Urban District Forum in Oakland

The California Downtown Association, in partnership with the International Downtown Association, held the West Coast Urban District Forum in Oakland from May 4 - 6, 2016. Three members of the HPOA staff, Kerry Morrison, Matthew Severson, and Devin Strecker, attended the conference.

This year's theme was “The Art of Building Vibrant Communities,” and Oakland proved to be the perfect backdrop. Attendees learned about Oakland's extraordinary artists, vibrant small businesses, community organizations, and the people who have brought new life to Oakland's downtown.

Master talks and breakout sessions explored numerous key BID management topics such as the art of placemaking, strategies for retail attraction and retention, economic development through the arts, and more.

“I gained insight into utilizing BID dollars to invest in long-term vision plans, which can be used to obtain additional funding through grants and partnerships,” Severson said.

With BID renewal coming up for both the HED and SVBID, staff learned about impor-



HPOA staffer Devin Strecker checks out the hanging planters installed by Oakland's Jack London Square BID. (Photo by Matthew Severson)

tant updates and best practices from other districts that have recently renewed.

The International Downtown Association's 62nd annual conference will take place in Atlanta this fall.

shutterbug



Jeff Briggs, attorney for the HPOA, was honored at the Chamber Community Foundation's Heroes of Hollywood luncheon on May 11. (Photo by Devin Strecker)



HPOA staff accompanied a group of bloggers on the Metro Red Line during the Hollywood Foodies blogger tour on May 26 - see story on page 3. (Photo by Devin Strecker)



Actress Erin Murphy spoke at the Hollywood Museum's opening reception for the third annual “Reel to Real: Portrayals and Perceptions of Gays in Hollywood” exhibition on June 9. (Photo by Devin Strecker)

onlyinhwd



Have photos from an event or happening that you'd like to share? Send them in!
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let us **entertain** you

music



Come to Hollywood & Highland every Tuesday evening starting *June 28th through July 26th* for the annual Wine & Jazz Summer Concert Series. The concerts are free! Nominal charge for wine and appetizer box. 100% of proceeds benefit Project Angel Food. 7:00-9:00 p.m. in the Central Courtyard on level two. Artists scheduled to perform are as follows (subject to change): 6/28 Jose Rizo's Jazz on the Latin Side All Stars; 7/05 Angel Town Combo; 7/12 Poncho Sanchez Latin Jazz Band; 7/19 Lavay Smith & Her Red Hot Skillet-Lickers; 7/26 New Breed Brass Band.

www.hollywoodandhighland.com

movies



Ghostbusters makes its long-awaited return, rebooted with a cast of hilarious new characters. Thirty years after the beloved original franchise took the world by storm, director Paul Feig brings his fresh take to the supernatural comedy, joined by some of the funniest actors working today – Melissa McCarthy, Kristen Wiig, Kate McKinnon, Leslie Jones, and Chris Hemsworth. This summer, they're here to save the world! The premiere of the new film will take place in Hollywood at the TCL Chinese Theatre on *Saturday, July 9*. The official opening date is *Friday, July 15*.

www.tclchinesetheatres.com

theatre



The Tony® Award-winning hit, *Beautiful - The Carole King Musical*, about the early life and career of the legendary and groundbreaking singer/songwriter, is coming to Hollywood for a limited engagement from *June 22 through July 17*. *Beautiful* tells the inspiring true story of King's remarkable rise to stardom, from being part of a hit songwriting team with her husband Gerry Goffin, to her relationship with fellow writers and best friends Cynthia Weil and Barry Mann, to becoming one of the most successful solo acts in popular music history.

www.hollywoodpantages.com