Goal 4 Advocacy & Economic Development Committee

Meeting Agenda
10/15/20, 2:30 - 3:30PM

Location (Meeting ID): 831 5367 1121
https://us02web.zoom.us/j/83153671121
Number: +1669909128,,83153671121# US

Attendees: Mike Gargano (Chair), David Gajda, Rana Ghadban, Dina Goldstein, Dan Halden, Peggy Ings, Dave Lapidus, Chad Lewis, Peyton Nealis, Drew Planting, Marty Shelton, Monica Yamada

<table>
<thead>
<tr>
<th>TIME</th>
<th>ITEM</th>
<th>SPEAKER</th>
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<tbody>
<tr>
<td>1</td>
<td>2:30</td>
<td>Call to Order</td>
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<tr>
<td>2</td>
<td>2:31</td>
<td>Housekeeping &amp; Roll Call</td>
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<tr>
<td>3</td>
<td>2:32</td>
<td>Public Comment</td>
</tr>
<tr>
<td>4</td>
<td>2:34</td>
<td>Approval of the Minutes</td>
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**Action:** Approval of Minutes from 09/17 meeting

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<tr>
<th>TIME</th>
<th>ITEM</th>
<th>SPEAKER</th>
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<tbody>
<tr>
<td>5</td>
<td>2:35</td>
<td>Hollywood Community Plan Update / CPIO</td>
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<td>1. Presentation by City Planning Staff (25 mins)</td>
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<td>2. Round Robin Q &amp; A (20 mins)</td>
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<td>6</td>
<td>3:20</td>
<td>Al Fresco Program Update</td>
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<td>7</td>
<td>3:24</td>
<td>2021 Advocacy Priorities Discussion</td>
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<tr>
<td>8</td>
<td>3:29</td>
<td>New Business</td>
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<tr>
<td>9</td>
<td>3:30</td>
<td>Adjourn</td>
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**MISSION:** To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

**VISION:** HOLLYWOOD: Where Experiences Exceed Expectations

For more information, contact The HP Staff at 323-463-6767. 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 Partnership at 323-463-6767.

6562 Hollywood Blvd,
Hollywood, CA 90028

(323) 463–6767
www.hollywoodpartnership.com
@hollywoodpartnership
Meeting Minutes
9/17/20, 2:30-3:30PM

Attendees: Michael Gargano, Dave Gajda, Rana Ghadban, Dina Goldstein, Dan Halden, Peggy Ings, Chad Lewis, Marty Shelton, Monica Yamada

Guests: Davon Barbour, Jack Illes, Mike Mulhearn

Staff: Kris Larson, April Clemmer, Devin Strecker, Cassie Hoeprich, Ruben Lechuga

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<tr>
<th>ITEM</th>
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<tr>
<td>1</td>
<td>Call to Order – The meeting was called to order at 2:33 PM.</td>
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<tr>
<td>2</td>
<td>Housekeeping &amp; Roll Call – were completed.</td>
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<tr>
<td>3</td>
<td>Public Comment – There was no public comment.</td>
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| 4    | Approval of the Minutes  
   A. Action: Approve minutes from 08/20 Meeting  
      It was moved by David Gajda, seconded by Peggy Ings, and CARRIED to approve the minutes from the 08/20 meeting. Unanimously approved. |
| 5    | Introduction of VP for Advocacy and ED/Q&A – The Committee was introduced to Davon Barbour, the new VP for Advocacy and Economic Development for the Hollywood Partnership. His official start date will be September 30th, 2020. |
| 6    | Q3 2020 Report Briefing – New Data Update – Hoeprich gave a report on the progress of the Q3 market report. The HP will be partnering with the Chamber for research and development tracking. Retail inventory is being monitored. Cassie provided an overview of the expanded elements of the third quarter market report, which will include boarding / alighting data from Metro, regional hotel occupancy data for comparison with Hollywood, and revised retail data collection methodology. Feedback from the Committee is being incorporated into this next Quarterly Report. |
| 7    | Draft ED Metrics Discussion – Larson reviewed the Goal 4 Draft Economic Development Metrics. Existing policies and tactics from the Strategic plan were reviewed. The 2021 program |
Goal 4: Advocacy & Economic Development

budget and draft metrics for the expanded economic development work program were discussed, and the committee provided staff with additional feedback on those items. Expanded goals related to this included advocating for Hollywood’s economic interests, supporting the retention of existing businesses, and developing and implementing strategies to stabilize and improve the composition of the area’s different storefront clusters. The desire of the Committee was expressed to have metrics with tangible, measurable results measuring outcomes rather than efforts. It was mentioned that parking costs in Hollywood discourage visitors.

8 Hollywood Community Plan Update – Discussion - As one of the major areas of focus for the committee this fall, the conversation resumed about the Hollywood Community Plan and the preparation of the official comments on the Plan & CPIO. Within the next 60 days, the committee will be recommending an official position for the board to consider on the plan. It was discussed that a joint letter to the Planning Department be drafted coming from both the BID and the Chamber. The Committee was invited to submit any questions and comments to Larson before the next meeting.

9 2021 Draft Goal 4 Budget – Larson presented the Goal 4 draft budget for 2021. The committee provided a favorable response to the program budget.

10 Partner Reports
   A. Hollywood Chamber of Commerce – The BID & Chamber are partnering to produce one of the panels at the upcoming Economic Development Summit.
   B. Heart of Hollywood – The Walk of Fame Master Plan is in the schematic design phase. Additional sources of funding are being researched, and the program has applied for three grants thus far. Digital occupancy signs have been installed on public garages in Hollywood.

11 New Business – Al Fresco Program/ED Summit Session – Larson updated the Committee on the BID’s efforts to aid local businesses in participating in the Al Fresco Dining Program. Feedback from the Committee was requested, and it was agreed that the Committee supports the BID working to help local businesses utilize this solution.

12 Adjourn – The meeting was adjourned at 3:38 PM.
Hollywood Entertainment District (HED) - Outdoor Dining Furniture Support Program

Purpose
To mitigate the impact of COVID-19 on area restaurants and their employees, The Hollywood Partnership (The HP) will assist restaurants in temporarily adding or expanding their outside dining options to accommodate COVID-19 related health standards. This will assist with business reopening and allow patrons to enjoy Southern California dining options safely amid the region’s warm climate. The HED Outdoor Dining Furniture Support Program provides furniture & fixtures to ground-floor food & beverage type businesses located within the HED to utilize the City of Los Angeles’s Al Fresco program to create dining locations within the public rights-of-way.

The Program
Food & beverage establishments that desire to use the public sidewalk or approved sections of the street for outdoor dining can apply to The HP to purchase some of the equipment required to implement outdoor dining. To help defer some of the costs for implementing these standards, the program contains the following components:

1. The HP will assist businesses on a first-come, first-served basis. In the 2020 fiscal year, the program has a budget of $15,000. Subsequent annual funding will be determined through The HP’s 2021 Budget process.

2. The HP will assist in the procurement of furniture for outdoor dining that is to be used in rights-of-way areas approved by the Los Angeles Department of Transportation. As a matching contribution, up to $3,000 per business will be allocated toward the cost of purchasing outdoor dining furniture and associated items and expenses as listed herein. Any expenditure that exceeds the maximum amount shall be the sole responsibility of the applicant(s). At a minimum, The HP intends to assist five businesses in the program’s pilot year. Funds remaining in the program budget at the end of the fiscal year will not be extended or rolled over into the following fiscal year.
Successful applicants will be required to utilize the right-of-way for outdoor dining in an ongoing, consistent basis for a period of at least 12 consecutive months, subject to approval of all required permits.

b. The business will be responsible for working with The HP to select vendors, furniture, and other approved equipment. The furniture must meet the standards and procedures outlined in relevant regulatory documents such as the City of Los Angeles’s municipal code. The HP will procure and deploy the furniture according to the approved site plan and permits.

c. All new or expanded outdoor dining facilities must comply with applicable Los Angeles County Environmental Health, Alcohol and Beverage Control (ABC), and California Department of Public Health (CDPH) requirements and regulations.

d. If the business ceases operation after the first year of participating in the program, the furniture purchased can be transferred by the business to another program applicant located within the HED boundaries with the approval of The HP’s Vice President for Advocacy and Economic Development who oversees the implementation of the program. If the operation ceases within a year, The HP may request reimbursement from the purchase or request that the furniture and equipment purchased is returned to The HP. In this instance, The HP could reassign the furniture to other program applicants or advance other program initiatives supported with the HED Management District Plan (MDP). Repayment of any funds will be reinvested into the program to aid additional businesses and extend the life of the program; or at the discretion of President & CEO, could be used to fund other programs of The HP consistent with its MDP.

Eligibility

Applicants must be owners or operators of a food & beverage type business located on the ground floor of a building within the HED zone as defined by the HED MDP. The applicant is required to be current with all relevant permits and licenses and must verify that there are no code enforcement actions currently active against the building or business.

Participation Agreement

Applicants shall be required to execute an Agreement after approval of the application package and after applicants receive any required permits required for the outdoor dining.
Eligible Equipment

Items eligible for the program include tables, chairs, umbrellas, umbrella stands, fencing, portable heaters, barricades, decorative lighting, large planter pots, or other construction materials directly used for in the creation of the approved patio dining area. Furniture and other items must meet any applicable design standards set forth in the City’s municipal code.

Ineligible Equipment

Ineligible items for program support include, but are not limited to, plastic furniture, bollards, table-top accessories, yard games, table linen and application and permit fees and bonds.

Questions?

Please contact:

Davon Barbour  
Vice President for Advocacy & Economic Development
The Hollywood Partnership

davon@hollywoodbid.org