

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT (BID) ADVISORY BOARD
MINUTES
WEDNESDAY, SEPTEMBER 2, 2015
BOA STEAKHOUSE
9200 SUNSET BOULEVARD, WEST HOLLYWOOD**

- I. **CALL TO ORDER:** Economic Development Analyst Laura Minnich called the meeting to order at 2:06 p.m.

A. Oath of Office

Assistant City Clerk Melissa Crowder administered the Oath of Office to newly appointed Advisory Board members Amanda Browning, Brett Latteri, Lee Maen, John Terzian and Norbert Relecker.

B. Roll Call:

Present: Board member Amanda Browning, Board member Brett Latteri, Board member Lee Maen, Board member Norbert Relecker and Board Member John Terzian.

Noted for the record *Board member Terzian must leave at 3:00 p.m.* and Board member Latteri must leave by 3:30 p.m.

Absent: Board member Stacy Bowers and Board member Lin Schatz

Also Present: City of West Hollywood Staff: Shahiedah Coates, Assistant City Attorney; City Clerk Melissa Crowder; Arts and Economic Development Manager Maribel Louie; Economic Development Analyst Laura Minnich; and Administrative Specialist IV Prentis Bonds, Jr.

C. Approval of the Agenda

Motioned by Board member Maen, seconded by Board member Latteri to approve the September 2, 2015 agenda and approved.

D. Public Comment

None.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. No items were removed from the Consent Calendar for separate discussion under Excluded Consent Calendar. Staff noted the **Motioned by Board member Maen seconded by Board member Latteri and approved.**

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station. The agenda was posted at BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood on the day of the meeting.

III. ITEMS FROM STAFF

A. Board Member Training

The Board received a brief training from Assistant City Clerk Crowder on Rosenberg's Rules of Order and the Brown Act that included establishment of a quorum, legal requirements for public meetings and basic motions in addition to board member decorum and public engagement. Ms. Crowder also distributed a copy of "Simple Parliamentary Procedures Cheat Sheet" adapted from Rosenberg's Rules of Order.

ACTION: Receive and file "Rosenberg's Rules of Order" and "Simple Parliamentary Procedures Cheat Sheet."

IV. NEW BUSINESS

A. Approval of Bylaws

The Board reviewed and considered approval of draft bylaws for the Sunset Strip BID Advisory Board.

Economic Development Analyst Minnich spoke on the establishment of the Sunset Strip Business Improvement District Advisory Board and commented how the revenue from assessments can be used and how the assessments will be collected and indicated City Council changed the level of assessments per the recommendations of the Board for the current fiscal year. She noted the Board would need to establish a regular meeting schedule (i.e., date, time and location) within the boundaries of the district in accordance with the Sunset Strip BID Advisory Board Bylaws.

Several Board members expressed reservations with adoption of the bylaws and suggested staff, with the assistant of the city attorney, explore the feasibility of adding indemnification language to the bylaws and include assessment levels as an exhibit.

The Board was unable to reach consensus on a regular meeting schedule. However, majority of the Board expressed a preference for meeting at BOA Steakhouse.

Staff will pole board members as recommended by the city attorney on a regular meeting date and time. However, the Board would adjourn to its next meeting on Tuesday, October 6, 2015 from 10:30 to noon at BOA Steakhouse.

ACTION: Continue review and adoption of the bylaws to the October 6, 2015 meeting to allow Board members time to thoroughly review bylaws, provide recommendations and establish a regular meeting date, time and location to conduct its business and noting a request from the Board for staff to research with the assistance of the city attorney indemnification provision(s) for inclusion in the Sunset Strip BID Advisory Bylaws in addition to referencing the assessment levels as an exhibit.

Motion by Board member Latteri, seconded by Board member Maen and approved.

B. Selection of Board Officers

The Board elected a Chair and Vice Chair to preside over the Sunset Strip Business Improvement District Advisory Board respectively in accordance with the Sunset Strip Business Improvement District Advisory Board Bylaws.

Economic Development Analyst Minnich opened for the floor for nominations for Chair.

Board member Relecker nominated Board member Maen for Chair of the Sunset Strip BID Advisory Board. Board member Maen accepted the nomination and Board member Terzian seconded the nomination.

Hearing no other nominations, Minnich closed the floor for nominations and called for the vote.

ACTION: Elect Board Member Lee Maen as Chair of the Sunset Strip Business Improvement District. **Motioned by Board member Relecker seconded by Board member Terzian and approved.**

Economic Development Analyst Minnich then opened for the floor for nominations for Vice Chair.

Chair Maen nominated Board member Latteri for Vice Chair of the Sunset Strip BID Advisory Board. Board member Latteri accepted the nomination and Board member Browning seconded the nomination.

Hearing no other nominations, Minnich closed the floor for nominations and called for the vote.

ACTION: Elect Board Member Brett Latteri as Vice Chair of the Sunset Strip Business Improvement District Advisory Board. **Motioned by Chair Maen seconded by Board member Browning and approved.**

At Chair Maen's request staff continued facilitation of the meeting.

C. Fiscal Year 2015-2016 Budget

The Board reviewed and considered approval of budget modifications for the Sunset Strip Business Improvement District fiscal year 15-16 Work Plan.

Economic Development Analyst Minnich introduced the item and commented BID assessment invoices would be mailed the week of September 7, 2015. BID invoices would reflect the reduced assessment levels approved by City Council at its August 17, 2015 meeting but would not be prorated or retroactive to previous fiscal years.

Arts and Economic Development Manager Maribel Louie provided an overview on the proposed budget of \$274,080 and noted the budget assumes an 80% collection rate with no anticipation of banner revenue for fiscal year 15-16. She spoke on challenges of identifying expenses of two key contractors and called attention to line items that support security (\$185,000 Block by Block), maintenance (\$30,000 Social Vocational Services) and marketing and public relations (\$30,000). She also spoke on the reallocation of funds from marketing and public relations to cover budget revisions for contracted services. She indicated staff will continue to monitor Block by Block and Social Vocational Services provisions and deployment levels in order to reallocate potential savings to the marketing and public relations. In the meantime, it is anticipated the BID could take advantage of existing marketing services in collaboration with Visit West Hollywood, the West Hollywood Chamber of Commerce and the City's Art and Business Partnership Program.

The Board expressed some concerns with the proposed budget revision and questioned the budget for Block by Block and Social Vocational Services. The Board also questioned the lack of banner revenue to support the BID and indicated additional information and supporting documentation specific to service provisions and deployment levels of contracted services were needed in order to make a qualified decision.

The Board briefly spoke of marketing opportunities via Visit West Hollywood and the West Hollywood Chamber of Commerce and identified the concept of "Adopt a Block" as a potential source of revenue.

Chair Maen requested staff agendaize the following items for the October 6, 2015 meeting:

- Sponsorship opportunities and other sources of revenue (*Adopt a Block for example*).
- Sunset Strip Street Pole Banner Revenue

ACTION: Continue review of fiscal year 15-16 Budget to the October 6, 2015 meeting noting a request from the Board for staff to provide additional detailed information/documentation that support budget differentials particularly for Block by Block and Social Vocational Services in addition to service provisions and deployment levels. **Motioned by Board member Relecker seconded by Chairman Maen and approved.**

D. Website and Social Media of the Previous Advisory Board

The Board considered initiating negotiations to acquire the website domain of www.TheSunsetStrip.com and social media handles of @theSunsetStrip for Facebook, Twitter and Instagram.

Staff provided a brief overview and commented the website (TheSunsetStrip.com) social media handles @thesunsetStrip and passwords are retained by the Sunset Strip Business Association. She noted as of August 18 the website has not been updated and social media handles are inactive.

It was consensus of the Board to request that staff explore the feasibility of the Sunset Strip Business Association donating the website and social media handles to the Sunset Strip BID and that the Board give consideration to the administration of the digital resources providing staff is successful at acquiring the website and social media handles.

ACTION: Authorize staff to initiate negotiations with the Sunset Strip Business Association (SSBA) to acquire the website domain www.TheSunsetStrip.com and @theSunsetStrip via a donation from the Sunset Strip Business Association and report back to the Board at the October 6, 2015 meeting. **Motioned by Board member Browning seconded by Board member Latteri and approved.**

Board member Terizan left the meeting at 3:05 and quorum was maintained.

V. EXCLUDED CONSENT

None

VI. PUBLIC COMMENT

None

VII. ITEMS FROM BOARD MEMBERS

None.

VIII. ITEMS FROM STAFF


None.

IX. ADJOURNMENT

The Sunset Strip Business Improvement District Advisory Board adjourned at 3:08 p.m. to its next meeting on Tuesday, October 6, 2015 at 10:30 a.m. at BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.



Lee Maen, Chair



Prentis Bonds, Jr., Recording Secretary