

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
MINUTES**

Wednesday, February 10, 2016 – 3:00 p.m.

Location: BOA Steakhouse

9200 Sunset Boulevard, West Hollywood

I. CALL TO ORDER: The Sunset Strip BID Advisory Board meeting was called to order by Chair Lee Maen at 3:10 p.m.

A. Oath of Office

The Oath of Office will be administered to newly appointed Advisory Board members by the Board Secretary.

B. Roll Call:

Present: Chairman - Lee Maen
Vice Chair- Brett Latteri
Board Member - Norbert Relecker
Board Member - John Terzian

Absent: Board Member Amanda Browning

Also Present: Arts and Economic Development Manager Maribel Louie;
Economic Development Analyst Laura Minnich; Administrative
Specialist IV Prentis Bonds, Jr.

C. Approval of the Agenda

Staff requested that New Business precede Unfinished Business and the Board concurred.

Motioned by Vice Chair Latteri , seconded by Board member Relecker and approved as amended.

D. Approval of the of January 13, 2016 meeting minutes

Motioned by Board member Relecker seconded by Vice Chair Latteri.

E. Public Comment

None.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. There were no Individual items removed by the Board for separate discussion under Excluded Consent:

Motioned by Board member Terzian, seconded by Board member Relecker.

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.

ACTION: Receive and file.

B. Block by Block Monthly Report

The Board received the Block by Block Monthly Activity Summary Report for the past month.

Chair Maen requested that Block by Block include the location of an incident on its report.

ACTION: Receive and file.

III. UNFINISHED BUSINESS

A. Board Nominations

The Board discussed nominating Rod Gruendyke, General Manager of the Sunset Marquis Hotel to replace Board member Bowers and Bert Seneca General Manager of The Grafton hotel to replace Board member Schatz.

ACTIONS:

1. Motioned to approve the appointment of Rod Gruendyke, General Manager Sunset Marquis hotel as a member of the Sunset Strip Business Improvement District Advisory Board to replace Board member Bowers.
Motioned by Chair Maen, seconded by Board member Relecker and approved.
2. Motioned to approve the appointment of Bert Seneca, General Manager of The Grafton hotel as a member of the Sunset Strip Business Improvement District Advisory Board to replace Board member Schatz.
Motioned by Chair Maen, seconded by Board member Relecker and approved.

B. Website and Social Media of the Previous Advisory Board

The Board discussed and provided direction regarding the acquisition of the website domain of www.TheSunsetStrip.com, and social media handles of @theSunsetStrip for Facebook, Twitter, and Instagram.

ACTION: By consensus, the Board did not express support for acquisition of the website domain of www.TheSunsetStrip.com, and social media handles of @theSunsetStrip for Facebook, Twitter, and Instagram. The Board felt the website domain and social media handles are intellectual property of the Sunset Strip Business Improvement District and would prefer to receive them at no cost.

Genevieve Morrill, President/CEO West Hollywood Chamber of Commerce expressed interest in assisting the Board with negotiating the release of the website domain of www.TheSunsetStrip.com, and social media handles of @theSunsetStrip for Facebook, Twitter, and Instagram from the Sunset Business Association to the Sunset Strip BID Advisory Board. The Board agreed by

consensus to have Ms. Morrill make another contact attempt to the SSBA for the transfer of assets for no cost on the Board's behalf.

IV. NEW BUSINESS

A. Presentation Regarding Traffic Impacts of Construction on Sunset

The Board received a presentation from City of West Hollywood staff John Keho Assistant Director of Community Development, Senior Planner Joanna Hankamer in the Community Development Division and Parking Operations Supervisor Rod Marquez in the Department of Public Works regarding previous and upcoming traffic impacts of construction on Sunset Boulevard.

Ms. Hankamer indicated that City Council at its June 2015 meeting reviewed an update of recent coordinated efforts to improve traffic flow on Sunset Boulevard. Council approved to:

1. Extend the traffic officers being deployed to direct traffic at the Sunset Boulevard and Sunset Plaza intersection through September 2015;
2. Extend the changeable message signs installed along Sunset Boulevard through June 2015;
3. Direct staff to outreach to businesses, advising them to schedule deliveries such that travel lanes are not blocked, especially during peak hours; and
4. Request that the Sheriff's Department direct motorists off of major thoroughfares when conducting routine traffic stops, whenever possible and will continue to monitor.

In response to Board member questions/comments concerning signal timing, construction barriers and traffic/traffic accident mediation, Ms. Hankamer and Mr. Marquez replied respectively that the Planning Division is studying adding more setback to construction fencing and noted that excessive times of fifteen (15) to thirty (30) minutes from one end of the Strip to the other were due to unforeseen circumstances. The average time to go from one end of the Strip to the other in West Hollywood was from seven (7) to nine (9) minutes.

Ms. Hankamer also indicated that third party work in addition to police and fire activity along the Strip has adversely affected traffic flows and as a result of staff's monitoring of the Strip, there are also some public safety concerns due to increased jaywalking and motorists not observing traffic controls of which the City has and will continue to address.

Individuals that would like updates on the Sunset La Cienega project may visit www.sunsetlacienea.com or email info@sunsetlacienea.com.

B. RFP/RFQ for Public Relations Services

The Board discussed and provided direction regarding the use of additional monies from the Sunset Strip street pole banners to acquire public relations services to market and promote the BID.

ACTION: Motion to direct staff to prepare a RFP/RFQ bid for public relations services for its review and approval at its March meeting.

Motioned by Vice Chair Latteri, seconded by Board member Terizan and approved.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

Genevieve Morrill, President/CEO West Hollywood Chamber of Commerce spoke in support of the Board sponsorship objectives and commented on Chamber of Commerce marketing concepts that could be beneficial to the Board including Chamber membership. She also distributed a copy of the Works magazine to the Board.

VII. ITEMS FROM BOARD MEMBERS

A. Sponsorship Ad Hoc Committee

As reported at the February 2016 meeting, the Sponsorship Ad Hoc Committee will focus its attention on the Sunset Strip Street Pole Banners.

VIII. ITEMS FROM THE STAFF

A. Sunset Strip Street Pole Banner Update

Arts and Economic Development Analyst Laura Minnich spoke concerning the City Council's approval of amending the existing Sunset Strip Street Light Pole Banner at its January 19, 2016 meeting. At that meeting City Council approved to:

- a) withdraw authority of the SSBA to manage the street light pole banners along the Sunset Strip and retain revenue generated from banner sponsorships;
- b) transfer the authority to manage the street light pole banners along the Sunset Strip and collect revenue from the street light pole banner sponsorships along the Sunset Strip to the City of West Hollywood;
- c) direct future revenue generated from the street light pole banner sponsorships on the Sunset Strip to supplement the Sunset Strip Business Improvement District (District) budget and review the amount of supplemental funding annually as part of the District renewal process and
 1. make the new policy effective 90 days from its approval by City Council;
 2. authorize the City Manager or his designee to notify the SSBA of the amended policy and effective date; and

3. authorize the City Manager or his designee to contact the existing Sunset Strip Street Light Pole Banner Program sponsor (Brown-Forman Corporation) to negotiate a new sponsor agreement for the Sunset Strip.

B. Assessment Collection Rate Update

Arts and Economic Development Analyst Laura Minnich spoke concerning assessment collection rate and referenced the "Billing Category History" included in the agenda packet. To date, \$137,380 has been collected of the billable amount of \$169,190.00.

C. Trolley System Focus Group

Chair Maen requested that staff agendaize this item for the March 8, 2016 meeting.

D. Homeless Count Update

Arts and Economic Development Analyst Laura Minnich provided an update on the City participation in the Los Angeles Homeless Services Authority (LAHSA) annual homeless count.

The 2016 tally indicated a specific point-in-time count of 87 homeless persons in West Hollywood or an increase of approximately 49% in comparison to the 2015 Street Count tally of 43.

E. BID Renewal

Arts and Economic Development Analyst Laura Minnich updated the Board regarding the renewal process for the BID which will occur in May and June.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board advised staff on development of the March 8, 2016, meeting agenda. Agenda items shall include:

- Oath of Office New Board Members (Rod Gruendyke and Bert Seneca)
- Website and Social Media of the Previous Advisory Board (progress update)
- RFP/RFQ for Public Relations Services (review RFP/RFQ)
- Trolley System Focus Group
- Brief budget update on revenue and expenditures to date

X. ADJOURNMENT

The Sunset Strip BID Advisory Board adjourned at 4:09 p.m. to its next adjourned meeting scheduled Tuesday, March 8, 2016 at 10:00 a.m. BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.


Lee Maen, Chair


Prentis Bonds, Jr., Recording Secretary