

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD  
ADJOURNED MEETING MINUTES  
Wednesday, January 13, 2016 – 10:30 a.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 10:35 a.m.

**A. Roll Call:**

Present: Chairman - Lee Maen  
Vice Chair- Brett Latteri  
Advisory Board Member - Amanda Browning  
Advisory Board Member - Norbert Relecker

Absent: Advisory Board Member John Terzian

Also Present: City of West Hollywood Staff: Economic Development Analyst Laura Minnich; Administrative Specialist IV Prentis Bonds, Jr.; Social Services Supervisor Corri Planck; Social Services Program Administrator Leslie Isenberg and PATH representatives: Associate Director, Hollywood Region, Karen Barnes; PATH Director of Metro LA Programs Tescia Uribe and PATH's West Hollywood Outreach Team La Toi Pledger and Reggie Holmes; Lt. David Smith of the West Hollywood Sheriff's Department and Steve Salisbury of Block by Block.

**B. Approval of the Agenda**

Staff requested the Board consider hearing public comment before approval of the minutes, and the board concurred.

**Motioned by Board member Browning, seconded by Board member Relecker member and approved noting concurrence of staff's request.**

**C. Public Comment**

MARK MONTGOMERY, SUNSET PLAZA, spoke regarding comments made by staff at the December 9, 2015 meeting (Item VII – Items from Staff) concerning the November 4, 2015 letter to City Council regarding traffic impacts on the Sunset Strip. He indicated traffic impacts mentioned in the letter were indeed part of the LaCienega project and the matter was not resolved satisfactory.

As a result of Mr. Montgomery comments, Chair Maen requested that staff agendize "Sunset Strip Traffic Control Presentation" for a future meeting.

- D. Approval of the of December 9, 2015 meeting minutes  
Motioned by Board member Browning, seconded by Vice Chair Latteri.**

**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 the Excluded Consent Calendar.

**Motioned by Board Member Browning, seconded by Board Member Relecker and approved.**

**A. Posting of the Agenda**

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and the West Hollywood Sheriff's Station.

**ACTION:** Receive and file.

**B. Block by Block Weekly Reports**

The Board received and filed the Block by Block Weekly Activity Reports for the past month.

**ACTION:** Receive and file.

**III. UNFINISHED BUSINESS**

**A. Board Nominations**

The Board discussed nominations to replace Board Member Bowers and Board Member Schatz.

**ACTION:** It was the consensus of the Board to continue this item to the February 10, 2016 meeting.

**IV. NEW BUSINESS**

**A. Presentation Regarding Homeless Outreach Services**

The Board received a presentation from the City of West Hollywood's Social Services Division team in partnership with representatives from PATH (People Assisting the Homeless), Block by Block, and the West Hollywood Sheriff's Department.

Social Services Supervisor Corri Planck and Social Services Program Administrator Leslie Isenberg spoke regarding the City's homeless outreach services and its partnership with PATH, AIDS Project Los Angeles, the Los Angeles LGBT Center as well as the greater Los Angeles Homeless Collaborative and its partnership with National Council of Jewish Women Fund and Jewish Vocational Services.

PATH representatives Associate Director, Hollywood Region, Karen Barnes; PATH Director of Metro LA Programs Tescia Uribe and PATH's West

Hollywood Outreach Team La Toi Pledger spoke briefly regarding its day-to-day, in the field outreach homelessness efforts and its relationship with the West Hollywood Sheriff's Department in addition to its engagement with the homeless with respect to transportation to shelters, food and medical services.

Ms. Planck distributed "Our Response to Homelessness" pocket brochure that includes a snap shot of services for adult and youth; year round emergency shelters; food; medical; 12-step recovery and Sheriff contact information. She indicated that Sunset Strip Businesses can contact the Social Services Division, PATH or the West Hollywood Sheriff's Department with any questions.

**V. EXCLUDED CONSENT**

None

**VI. PUBLIC COMMENT**

MARK MONTGOMERY, SUNSET PLAZA, spoke regarding Sunset Strip street pole banners.

**VII. ITEMS FROM BOARD MEMBERS**

**A. Street Media Adhoc Committee**

Board Member Browning reported on the January 5, 2016 Street Media Ad Hoc Design Committee. At the meeting, the committee received a presentation from Sylbert Perkins who presented three unique concepts for way-finding and West Hollywood gateways. Based on initial design concepts each district/area would have a defined identity. She indicated the committee will meet the 1<sup>st</sup> Tuesday of each month and requested that staff forward the presentation to the Board.

**B. Sponsorship Adhoc Committee**

Chair Maen and Vice Chair Latteri reported they met to discuss BID sponsorships and determined it would be in the best interest of the Board to focus its attention on the Sunset Strip Street Pole Banners.

Vice Chair Latteri spoke regarding the NFL's return to Los Angeles for the 2016 season as a potential marketing opportunity and benefit for the Sunset Strip.

Board member Relecker spoke regarding Employer Support of the Guard and Reserve and asked the Board to consider receiving a presentation from the organization that promotes cooperation and understanding between Reserve Component Service members and their civilian employers and to assist in the resolution of conflicts arising from an employee's military commitment.

## VIII. ITEMS FROM THE STAFF

### A. Sunset Strip Street Pole Banner Staff Report

Economic Development Analyst Laura Minnich indicated that Jack Daniels has expressed interest in continuing banner sponsorship along the Sunset Strip.

### B. Gridlock Officers on Sunset

Economic Development Analyst Laura Minnich indicated Mr. Montgomery's letter to City Council was included in the December 9, 2015 meeting agenda packet and that staff will seek additional information concerning Sunset Strip gridlock as part of the Sunset Strip Traffic Controls presentation for the February 10, 2016 meeting.

### C. City LineX

Staff announced the upcoming launch of City LineX on January 19, 2016 at 5 p.m. City LineX is a free shuttle service that will operate peak hours from West Hollywood to Hollywood and Highland.

Chair Main commented on certain transportation gaps in the City and questioned the feasibility of a trolley service along the Strip.

### D. BID Assessment

Staff announced that BID assessments notification will be mailed late January 2016.

## IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board advised staff on development of the February 10, 2016 meeting agenda. Agenda Items for consideration are as follows:

- Sunset Strip Traffic Update
- BID Assessment Update
- Sunset Strip Street Pole Banner Update
- Board member nominations
- Trolley System Focus Group

## X. ADJOURNMENT

The Sunset Strip BID Advisory Board adjourned at 11:43 a.m. to its next meeting scheduled Wednesday, February 10, 2016 at 3:00 p.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.



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Lee Maen, Chair



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Prentis Bonds, Jr., Recording Secretary