

SUNSET STRIP  
BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD

MEETING AGENDA PACKET

WEDNESDAY, JANUARY 13, 2016

10:30 A.M.

BOA Steakhouse

9200 Sunset Boulevard

West Hollywood, CA 90069

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD**

**ADJOURNED MEETING AGENDA**

**Wednesday, January 13, 2016 – 10:30 a.m.**

*Location: BOA Steakhouse*

*9200 Sunset Boulevard, West Hollywood*

Written materials submitted to the Sunset Strip Business Improvement District Advisory Board members within 72 hours of the Sunset Strip Business Improvement District Advisory Board meeting are available for public inspection immediately upon distribution in the Arts and Economic Development Division at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Sunset Strip Business Improvement District Advisory Board meeting at the staff liaison's table. For a complete listing of the Sunset Strip Business improvement District Agenda, please visit [www.weho.org/bids](http://www.weho.org/bids).

**I. CALL TO ORDER**

- A. Roll Call
- B. Approval of the Agenda
- C. Approval of the December 9, 2015 Meeting Minutes
- D. Public Comment

*The public is given the opportunity to address the Board on any item within its responsibility. At the discretion of the Board, speakers may be limited to three minutes each.*

**II. CONSENT CALENDAR**

The following routine matters can be acted upon by one motion. Individual items may be removed by the Board for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items.

**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.

RECOMMENDATION: Receive and file.

**B. Block by Block Monthly Report**

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

RECOMMENDATION: Receive and file.

**III. UNFINISHED BUSINESS**

**A. Board Nominations**

The Board will discuss nominations to replace Board Member Bowers and Board Member Schatz.

RECOMMENDATION: Discuss nominations, vote to approve Board Member replacements, and provide direction as applicable.

**IV. NEW BUSINESS**

**A. Presentation Regarding Homeless Outreach Services**

The Board will receive 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.

RECOMMENDATION: Receive presentation and provide direction as applicable.

**V. EXCLUDED CONSENT**

**VI. PUBLIC COMMENT**

*The public is given the opportunity to address the Board on any item within its responsibility. At the discretion of the Board, speakers may be limited to three minutes each.*

**VII. ITEMS FROM BOARD MEMBERS**

- A. Street Media Ad Hoc Design Committee (Browning)
- B. Sponsorship Ad Hoc Committee (Maen, Latteri)

**VIII. ITEMS FROM THE STAFF**

- A. Sunset Strip Street Pole Banner Staff Report
- B. Gridlock Officers on Sunset

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Board will advise staff on development of the February 10, 2016 meeting agenda.

**X. ADJOURNMENT**

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

**AFFIDAVIT OF POSTING**

State of California    )  
County of Los Angeles    )

City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Human Resources, Administrative Services Department in the Office of the City Clerk and that I posted this agenda on:

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Office of the City Clerk

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

**Wednesday, December 9, 2015 – 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 3:07p.m.

**A. Roll Call:**

Present: Chairman - Lee Maen  
Vice Chair- Brett Latteri  
Advisory Board Member - Amanda Browning  
Advisory Board Member - Norbert Relecker  
Advisory Board Member - Lin Schatz  
Advisory Board Member – John Terzian (*arrived at 10:43 a.m.*)

Absent: Advisory Board Member Stacy Bower

Also Present: City of West Hollywood Staff: Shahiedah Palmer, Assistant City Attorney; Economic Development Analyst Laura Minnich; Administrative Specialist IV Prentis Bonds, Jr.

**A. Approval of the Agenda**

**Motioned by Board member Relecker, seconded by Board member Browning and approved**

**C. Approval of the of November meeting minutes**

**Motioned by Board member Browning, seconded by Board member Schatz.**

Board member Schatz spoke on the passing of Brad Burlingame, President and CEO of Visit West Hollywood.

**E. Public Comment**

Jake Stevens, Government Relations Director, Afriat Consulting Group spoke on behalf and introduced representatives of the Arts Club, a London-based firm with a location in London and Aspen that is interested in opening a location in West Hollywood on the Sunset Strip.

Todd Steadman, Executive Director of the Sunset Strip Business Association (SSBA), spoke in support of the Sunset Strip BID Advisory Board (SSBIDA)

and its interest in working with the SSBIDA on issues of importance to the BID.

## 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 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 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.

### C. Social Vocational Services Update

The Board received the requested map and photo for the Social Vocational Services area contract for cleaning and maintenance on The Sunset Strip.

**ACTION:** Receive and file.

## II. UNFINISHED BUSINESS

### A. Sponsorship

The Board discussed sponsorship ideas, including advertising on the Block By Block uniforms, to supplement funding for the BID and the creation/formation of an ad-hoc committee to set sponsorship levels, benefits, and pursue sponsors.

Chair Maen and Vice Chair Latteri expressed interest in serving on the ad-hoc committee.

**ACTION:** Approval of Chair Maen and Vice Chair Latteri to serve on the ad-hoc committee to set sponsorship levels, benefits and pursue sponsors.  
**Approved by consensus.**

## III. NEW BUSINESS

### A. Board Nominations

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

It was the consensus of the Board that staff follow-up with Board member Browning, Vice Chair Latteri and Chair Maen on potential nominations. The Board requested that staff agendaize continued discussion on potential nominations and schedule a vote to approve Board Member replacements for the January 13, 2016 meeting.

**IV. EXCLUDED CONSENT**

None.

**V. PUBLIC COMMENT**

None.

**VI. ITEMS FROM BOARD MEMBERS**

Board member Browning reported that she and Board member Terzian met to develop an ad concept for the Chamber's Works magazine. The concept, "Spend the Day, Spend the Night on the Strip" invites locals and visitors alike to spend the day and night on the Sunset Strip while highlighting businesses and activities in the BID that have a strong daytime and nighttime appeal. Each ad would emphasize what it is like to spend the day and night on the Sunset Strip.

**VII. ITEMS FROM THE STAFF**

Economic Development Analyst Laura Minnich spoke concerning her conversation with Dan Cutler, President of Enabler Media. She also spoke concerning a letter from Mark Montgomery regarding traffic impacts on the Sunset Strip. She indicated the incident mentioned in the letter was not part of the La Cienega project, and the matter has been resolved.

Assistant City Attorney Shahiedah Palmer spoke concerning the Board's letter to City Council requesting an update of the Sunset Strip Street Pole Banner Policy. She indicated staff has prepared the letter, but the letter has not been finalized. However, once a date has been scheduled for Council's review, staff will forward the letter to City Council. It is anticipated that staff will forward an item to City Council with the next two (2) months.

**VIII. DEVELOPMENT OF NEXT MEETING AGENDA**

The Board advised staff on development of the January 13, 2016 meeting agenda.

- Board member nomination (confirmation and vote)
- Merchandising Sunset Strip
- Sponsorship(adopt a block)
- Report on the Streetscape meeting
- Banner Revenue (follow-up from City Council meeting)
- Update from Ad Hoc Committee on the SSBA meeting.

## **IX. ADJOURNMENT**

The Sunset Strip BID Advisory Board adjourned to its next meeting scheduled Wednesday, January 13, 2016 at 10:30a.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood. Meeting adjourned at 3:35 p.m.

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Lee Maen, Chair

Prentis Bonds, Jr., Recording Secretary





**Sunset Strip Business Improvement District  
Security Ambassador's Report - December 2015**

- 13 Total Calls for Service
  - Five calls from businesses in regards to intoxicated individuals causing a disturbance. The Security Ambassadors were able to get each individual to leave without needing to call the Sheriff's Department.
  - Security Ambassadors responded to two calls from businesses in regards to individuals refusing to leave the property. In both instances, the individual was intoxicated and unable to care for themselves. Paramedics were called out and transported the individuals to the hospital.
  - Two requests were received for assistance with crowd control during the let out times for the business.
  - There were four calls received in regards to homeless individuals causing a disturbance. One was smoking inside the restroom, two were panhandling and one was loitering on private property. All individuals complied with the Security Ambassadors' requests to move along.
- 141 Total Ambassador Services
  - The Security Ambassadors assisted five separated individuals who were intoxicated, lost and by themselves. Two were male and three were female. The individuals were found passed out on the public sidewalk or stumbling into vehicle traffic. All five individuals were relocated with their friends who took care of getting them home.
  - While on routine patrol the Security Ambassadors observed a homeless man instigating a fight with several individuals who were leaving a club. Ambassadors were able to persuade him to move along.
  - While providing traffic and crowd control during a club let out, Security Ambassadors heard a traffic collision and saw the at fault party driving away. The driver finally stopped at the next red light, where the Ambassadors spoke to the driver and were able to get him to stand by until LASD Deputies arrived on scene.
  - Security Ambassadors contacted nineteen homeless individuals while on patrol. Contact with these individuals was due to them sleeping on private property, panhandling, loitering inside a business and/or harassing pedestrians. The Ambassadors always treat each individual with respect and provide PATH information.
  - While on patrol, the Security Ambassadors intervened in between four altercations and were able to separate the involved parties before it escalated into a physical fight.
  - There were two fights in which the Security Ambassadors attempted to deescalate. One involved an individual refusing to leave a music venue. LASD Deputies were called out and the man was arrested. The other fight involved two groups of four and five individuals. Security Ambassadors utilized their flashlights and gave verbal commands to stop fighting. The fight lasted approximately two minutes and no injuries were reported.

**Monthly Statistics**

Business Contacts	301
Hospitality Assistance	131
Pedestrian Escorts (Cross walk assistance)	1242
Safety Escorts	5
Motorist Assistance	0
Bicycle Miles	279
Vehicle Miles	390
Crowd Control	54
Traffic Control	39
Homeless Contacts	23
Panhandling - Aggressive	2
Panhandling - Passive	4
Disturbances	19
Medical Emergency	2
Request for Police/EMS/Fire Assistance	3