

SUNSET STRIP
BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD

MEETING AGENDA PACKET

TUESDAY, November 10, 2015

10:30 a.m.

BOA Steakhouse

9200 Sunset Boulevard

West Hollywood, CA 90069

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD**

SPECIAL MEETING AGENDA

Tuesday, November 10, 2015 – 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.

I. CALL TO ORDER

- A. Roll Call
- B. Approval of the Agenda
- C. Approval of the October 6, 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 Weekly Reports

The Board will receive the Block by Block Weekly Activity Reports for the past month.

RECOMMENDATION: Receive and file.

III. UNFINISHED BUSINESS

A. Sunset Strip Street Pole Banner Revenue Update

The Board will receive an update from staff regarding Sunset Strip street pole banners.

RECOMMENDATION: Receive update and provide direction as applicable.

B. Website and Social Media Update

The Board will receive an update from the Chair and Vice Chair on its negotiations to acquire the website domain of www.TheSunsetStrip.com and the social media handles @theSunsetStrip for Facebook, Twitter, and Instagram.

RECOMMENDATION: Receive update and provide direction as applicable.

C. Social Vocational Services Update

The Board will receive an update from staff regarding the Social Vocational Services contract for cleaning and maintenance on The Sunset Strip.

RECOMMENDATION: Receive update and provide direction as applicable.

IV. NEW BUSINESS

A. Marketing Efforts – West Hollywood Chamber of Commerce

The Board will receive a presentation from Genevieve Morrill, President/CEO, West Hollywood Chamber of Commerce regarding current and future marketing programs and business to business services/resources provided by the West Hollywood Chamber of Commerce.

RECOMMENDATION: Receive presentation and provide direction as applicable.

B. Street Media Project Presentation

The Board will receive a presentation regarding the City of West Hollywood Street Media project including: smart street furniture, wayfinding signage, and gateway signage.

RECOMMENDATION: Receive presentation and select a representative to serve on Design Ad Hoc Committee that will meet the first Tuesday of every month beginning January 5th, 2016 from 5pm-6:30pm at the Library. It is anticipated there will be 8-10 meetings with a design completed in late 2016.

C. Sunset Strip BID Advisory Board Ad Hoc Committees and Structure

The Board will discuss the creation/formation of ad-hoc committees and structure to work with staff on developing marketing, sponsorship, nominations and new BID categories/assessment strategic plan.

RECOMMENDATION: Approve the creation/formation of ad-hoc committees and structure to work with staff on developing marketing, sponsorship, nominations and new BID categories/assessment strategic plan.

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

VIII. ITEMS FROM THE STAFF

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board will advise staff on development of the December 9, 2015 meeting agenda.

X. ADJOURNMENT

The Sunset Strip BID Advisory Board will adjourn to its next meeting scheduled Wednesday, December 9, 2015 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
MEETING MINUTES**

Tuesday, October 6, 2015 – 10:30 a.m.
BOA Steakhouse,
9200 Sunset Boulevard, West Hollywood

- I. CALL TO ORDER:** Sunset Strip BID Advisory Board meeting was called to order by Chair Lee Maen at 10:30 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 members Stacy Bower, Lin Schatz and John Terzian.

Also Present: City of West Hollywood Staff: Shahiedah Coates, Assistant City Attorney; Arts and Economic Development Manager Maribel Louie; Economic Development Analyst Laura Minnich; Administrative Specialist IV Prentis Bonds, Jr.; and Public Safety Director Kristin Cook.

**Approval of the of September 2, 2015 meeting minutes
Motedioned by Board member Relecker, seconded by Board member Browning.**

**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.

Motioned by Board member Relecker, seconded by Board Member Browning 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.

III. UNFINISHED BUSINESS

A. Adoption of Sunset Strip Business Improvement District Bylaws

The Board reviewed and considered adoption of draft bylaws for the Sunset Strip Business Improvement District.

ACTION: Adopt Sunset Strip Business Improvement District Bylaws.

Motioned by Board member Relecker, seconded by Board member Latteri and approved.

B. Website and Social Media of the Previous Advisory Board

The Board received an update from staff on its negotiations to acquire the website domain of www.TheSunsetStrip.com and the social media handles of @theSunsetStrip for Facebook, Twitter and Instagram.

Assistant City Attorney Shahiedah Coates and Economic Development Analyst Laura Minnich jointly reported on communications with the Sunset Strip Business Association and as a result, The Sunset Strip Business Association expressed interest in retaining ownership of the website domain www.TheSunsetStrip.com and @theSunsetStrip social media handles. The Sunset Strip Business Association also expressed interest in partnering with the Sunset Strip BID Advisory Board on marketing and communications. Assistant City Attorney Coates suggested the Board continue its communication with the Sunset Strip Business Association.

The Board concurred with Assistant City Attorney Coats suggestion, and it was the consensus of the Board that Chair Maen and Vice Chair Latteri continue negotiations with the Sunset Strip Business Association on behalf of the Board and report back to the Board at the November 10, 2015 special meeting.

ACTION: Authorize Chair Maen and Vice Chair Latteri to continue negotiations with Sunset Strip Business Association regarding acquiring website domain of www.TheSunsetStrip.com and the social media handles of @theSunsetStrip for Facebook, Twitter and Instagram. **Moved by Board member Browning, seconded by Board Member Relecker and approved.**

C. Fiscal Year 2015-2016 Budget

The Board reviewed and considered approval of budget modifications for the Sunset Strip Business Improvement District FY 2015-2016 Budget and Work Plan.

Economic Development Analyst Laura Minnich provided an overview on the item, distributed additional documentation on Social Vocational Services and Block by Block and noted the budget indicates updated figures. The deployment schedule for Block by Block was reduced. Additionally, the City provides liability insurance for Board members. The City does not recommend reduction in the deployment schedule for Social Vocational Services nor a reduction in the legal fees budget at this time.

Block by Block deployment schedule and personnel include three (3) persons per night from Tuesday – Saturday. Deployment floats depending on events within the BID. Social Vocational Services deployment schedule includes three (3) persons from 6 a.m. to 2 p.m.

ACTION: Approved Fiscal Year 2015-2016 Budget noting the Board's authority to amend legal fees and the budget.

Motioned by Board member Relecker seconded by Board member Browning and approved.

IV. NEW BUSINESS

A. Sunset Strip Street Pole Banner Revenue

The Board received a presentation from staff on Sunset Strip Street Pole Banner Revenue and provided direction as applicable.

Assistant City Attorney Shahiedah Coates provided a brief overview on the item and indicated the City is operating under its current policy that the Sunset Strip Business Association administers and receives revenue from the Sunset Strip Street Pole Banner Program. The Sunset Strip BID Advisory Board does not affect this policy and banner revenue is not included in the BID's current operating budget. However, the Board can request staff communicate its desire to acquire the Sunset Strip Street Pole Banner revenue to City Council.

Board members spoke in opposition to the Sunset Strip Business Association administration of the street pole banner program and revenue and took the following action:

ACTION: Direct staff to explore the feasibility and next steps regarding acquiring Sunset Strip Street Pole Banner revenue in addition to outlining how potential revenue could be spent to enhance BID operations as well as a draft "letter"/staff report to City Council of the Board's interest in this matter.

Motioned by Board member Browning, seconded by Chair Maen and approved.

B. Marketing Efforts – Visit West Hollywood

The Board received a presentation from Alex Stettinski, Vice President, Operations & Strategic Planning, Visit West Hollywood regarding current and future Visit West Hollywood marketing programs that highlight Sunset Strip businesses.

Mr. Stettinski presented a Powerpoint presentation detailing Visit West Hollywood's intense work plan to market the City and the Sunset Strip as the West coast destination locally, nationally and internationally. The presentation included information about Visit West Hollywood's video advertising, pay-per-click marketing, content marketing, Facebook, Twitter, and Instagram. Visit West Hollywood has 17,000 Twitter, 130,000 Facebook, and 5,000 Instagram followers. Approximately half of the stats cited applied to the Sunset Strip with regards to hotel, nightlife, restaurants, etc. He spoke on a partnership with the Sunset Strip BID and Visit West Hollywood and expressed interest in continued dialogue with the Sunset Strip BID Advisory Board on how Visit West Hollywood could assist the BID with maintaining its presence.

ACTION: Receive and file.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

Genevieve Morrill, President/CEO, West Hollywood Chamber of Commerce spoke in support of the Sunset Strip BID Advisory Board acquiring the website domain www.TheSunsetStrip.com and social media handles.

VII. ITEMS FROM ADVISORY BOARD MEMBERS

None.

VIII. ITEMS FROM THE STAFF

Economic Development Analyst Laura Minnich spoke regarding sponsorships and indicated the city attorney is currently looking into sponsorship legalities. She also indicated sponsorships would be subject the approval of City Council. She also spoke regarding BID categories and assessments and indicated adding additional categories would require amending the BID Assessment and City Council approval.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board advised staff on development of the November 10, 2015 special meeting agenda.

Agenda items shall include:

- West Hollywood Chamber of Commerce (*presentation*)
- Sunset Strip Street Pole Banner Revenue (*update*)
- Sunset Strip BID Categories and Assessment (*discussion item*)
- Website and Social Media of the Previous Advisory Board (*update*)
- Board member recommendation(s) to replace Board member Stacy Bower.

X. ADJOURNMENT

The Sunset Strip BID Advisory Board adjourned at noon to its next special meeting scheduled Tuesday, November 10, 2015 at 10:30 a.m. at BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.

Motioned by Board Member Browning, seconded by Board Member Relecker.

Lee Maen, Chair

Prentis Bonds, Jr., Recording Secretary

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD**

MEETING DATE: November 10, 2015

ITEM TITLE: Block by Block Weekly Reports

ITEM SUMMARY:

The Board will receive the Block by Block Weekly Activity Reports for the period of September 30, 2015 – October 20, 2015.

RECOMMENDED ACTION:

Receive and file.

BACKGROUND:

Block-by-Block Security Ambassadors provide a presence on Sunset Boulevard Tuesday through Saturday nights from 8pm until 4am. Working closely with the Los Angeles Sheriff's Department West Hollywood Station and the City of West Hollywood, the Sunset BID Security Ambassadors aim to improve the quality of life for residents and member businesses.

The purpose of the Security Ambassadors is to reduce actual crime and unwanted behavior as well as provide a positive perception of safety on and near The Strip. The Security Ambassadors act as an extra set of eyes and ears for the West Hollywood Sheriff's Department. They also provide an additional role as representatives of The Strip offering information and directions to visitors on The Sunset Strip. The Security Ambassadors proactively patrol the Sunset BID on bikes to serve as a visible deterrent, report unwanted activity and address low level quality of life crimes.

ATTACHMENTS:

- Weekly Report for September 30, 2015 – October 6, 2015
- Weekly Report for October 7, 2015 – October 13, 2015
- Weekly Report for October 14, 2015 – October 20, 2015

Sunset Strip Business Improvement District
Weekly Summary
09-30-2015 to 10-6-2015

- 5 Total Calls for Service
 - Three requests for assistance with crowd control from venues during let out times.
 - Aggressive panhandler trying to grab alcoholic drinks from restaurant patios. Ambassadors requested compliance and the male left on the Metro bus.
 - Flagged down by bar security to assist in removing an intoxicated individual who was blocking the entrance. Ambassadors were also able to relocate the individual’s friends who took him home safely.
- 21 Total Ambassador Service
 - Crowd control and traffic control - Ambassadors assure the sidewalks are kept clear when clubs and venues let out large groups of individuals. As well as assure the streets are not blocked by vehicles double parking.
 - A homeless individual sleeping in Hart Park was provided PATH information and moved along.
 - Stopped an individual who was urinating in public in a residential area just north of Sunset.
 - Two individuals loitering in residential area and being loud were asked to return to Sunset and complied.
 - Contacted individual who was drinking alcohol in public, he complied with requests, emptied his drink and re-entered the venue.
 - Ambassadors provided crowd control and traffic control while paramedics were tending to a female who was convulsing in front of a bar. The female was transported to the hospital.
- Out of those services
 - 0 people were arrested
 - 1 was transported to the hospital for injuries
 - 0 needed the assistance of Deputies

Weekly Stats

Business Contacts	72
Hospitality Assistance	28
Pedestrian Escorts (Cross walk assistance)	311
Bicycle Miles	67
Crowd Control	8
Traffic Control	10
Homeless Contact	1
Panhandling - Aggressive	1
Panhandling - Passive	0
Request for Police Assist/EMS/Fire	0

Sunset Strip Business Improvement District
Weekly Summary
10-7-2015 to 10-13-2015

- 2 Total Calls for Service
 - Ambassadors were called by hotel staff with an intoxicated female disrupting business. Deputies were called out and took over the situation.
 - Ambassadors assisted bar security with an intoxicated male who was starting a fight with patrons and refusing to leave. After much persuasion, the ambassadors hailed the male a cab and he left the area.
- 20 Total Ambassador Service
 - Assisted with six traffic control and eight crowd control incidents at the request of businesses.
 - The Ambassadors contacted four homeless individuals who were sleeping on private property throughout the week. All individuals were offered PATH information, but declined and complied with requests to leave the properties.
 - An individual was observed drinking a beer bottle on the public sidewalk and was asked to discard of the drink. The individual complied without issues.
 - Ambassadors observed a male and female arguing in front of a bar. Ambassadors were informed that Deputies had been called by the female. Ambassadors showed presence and monitored the situation until Deputies arrived on scene and conducted an investigation.

Weekly Stats

Business Contacts	60
Hospitality Assistance	14
Pedestrian Escorts (Cross walk assistance)	541
Bicycle Miles	56
Crowd Control	8
Traffic Control	6
Homeless Contact	4
Disturbances	4
Panhandling - Aggressive	0
Panhandling - Passive	0
Request for Police Assist/EMS/Fire	0

Sunset Strip Business Improvement District
Weekly Summary
10-14-2015 to 10-20-2015

- 5 Total Calls for Service
 - Ambassadors assisted restaurant staff with a female who was denied service due to her inappropriate behavior inside the restaurant and was refusing to leave. Female complied with ambassadors and left.
 - Music venue requested assistance with an intoxicated male who was refusing to leave the property. Ambassadors explained the situation to the male and were able to convince him to move along.
 - Ambassadors responded to a call for assistance from a bar that was having issues with an intoxicated female. The female was very irate, yelling and even spitting at the Ambassadors. LASD was also called out, but the female left prior to Deputies arriving.
 - A parking attendant flagged down Ambassadors and requested a homeless male be removed from the parking garage. Ambassadors woke the male and moved him along without issues.
 - A resident flagged down ambassadors to report an overturned vehicle on W. Knoll Dr. No injured persons on scene and the solo occupant driver fled the scene on foot. Deputies arrived and began investigation. Ambassadors assisted with diverting traffic.
- 43 Total Ambassador Services
 - The Security Ambassadors heard gun shots a block away from them and located a male who was shot on the patio of The Comedy Store. Ambassadors waved in Deputies and kept individuals out of the crime scene until more Deputies arrived on scene. The victim was transported to the hospital and Deputies shut down Sunset Blvd. to conduct an investigation.
 - Ambassadors kept sidewalks clear, pedestrians out of the street and directed traffic during music venue and club let out times.
 - Outreach was provided to transients who were sleeping on private property. All individuals declined PATH information and complied with requests to leave private property.
 - Ambassadors stopped seven individuals who were throwing construction cones at each other and hitting parked vehicles. No damages observed to the vehicles.
 - Two separate instances of individuals drinking in public. Both individuals complied with Ambassador's requests to discard of the alcoholic drinks without issues.
 - The Ambassadors assisted several intoxicated individuals who were alone and appeared inebriated. None required medical attention and all were assisted in finding a safe ride home.
- Out of those services
 - 1 was transported to the hospital for injuries
 - 3 needed the assistance of Deputies

Weekly Stats

Business Contacts	64
Hospitality Assistance	40
Pedestrian Escorts (Cross walk assistance)	499
Bicycle Miles	66
Crowd Control	15
Traffic Control	12
Homeless Contact	11
Disturbances	10
Panhandling - Aggressive	0
Panhandling - Passive	0
Request for Police Assist/EMS/Fire	0

MEMO - DRAFT

TO: West Hollywood City Council

FROM: Sunset Strip Business Improvement District Advisory Board

DATE: November 10, 2015

RE: Sunset Strip Street Pole Banner Revenue

At its November 10, 2015 Board meeting, the new Sunset Strip Business Improvement District Advisory Board unanimously voted to request the following:

- That the West Hollywood City Council consider updating the Sunset Strip street pole banner policy that currently affords the Sunset Strip Business Association (SSBA) the opportunity to collect sponsorship revenue from the street pole banners along the Sunset Strip
- That when an update to the Sunset Strip street pole banner policy is approved by Council, that revenue from any new street pole banner sponsorship be directed to the City of West Hollywood to provide supplemental revenue for the Sunset Strip Business Improvement District activities
- That the Advisory Board be authorized to amend its budget for the Sunset Strip Business Improvement District and activities to include the additional supplemental revenue once secured

The new Advisory Board has discussed several uses for revenue from the street pole banners including marketing and promotion of the Sunset Strip.

Lee Maen, Chair