

**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 agendize 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.

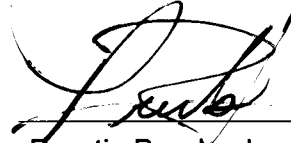
**IX. ADJOURNMENT**

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



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Prentis Bonds, Jr., Recording Secretary