

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
MEETING MINUTES
MONDAY MAY 2, 2016**

*Location: BOA Steakhouse
9200 Sunset Boulevard, West Hollywood*

I. CALL TO ORDER

The Sunset Strip BID Advisory Board meeting was called to order by Chairman Lee Maen at 11:00 a.m.

A. Roll Call:

Present: Chairman – Lee Maen
Vice Chair – Brett Latteri
Board member – Rod Gruendyke
Board member – Norbert Relecker
Board member – John Terzian

Absent: Board Member – Bert Seneca

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

B. Approval of the Agenda

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

C. Approval of the April 2016 Meeting Minutes

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

D. 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 the Excluded Consent Calendar.

Motioned by Board member Gruendyke, seconded by Vice Chair 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 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.

Block by Block submitted an update to its April 1 – April 26, 2016 report. The revised report includes that last five days of the month.

Steve Salisbury, Assistant Manager Block by Block, commented that the homeless situation in West Hollywood has increased.

Arts and Economic Development Manager Maribel Louie indicated she will request that the City's Code Compliance Division scout the area for potential code violations.

ACTION: Receive and filed revised report April 1 – April 30, 2016.

C. Street Media Ad Hoc Committee Update

The Board received and filed an update compiled by Selbert Perkins Design Collaborative on the West Hollywood Street Media (gateways and wayfinding) meeting held April 5, 2016.

Board member Gruendyke indicated the May 2016 Street Media Ad Hoc Committee was cancelled and he would attend the June 2016 meeting.

ACTION: Receive and file report.

III. UNFINISHED BUSINESS

A. Sunset Strip BID Budget Fiscal Year 2017

The Board received an update from staff on the revised proposed Sunset Strip Business Improvement District Budget for Fiscal Year 2017.

Arts and Economic Development Manager Maribel Louie indicated that the first draft budget for Fiscal Year 2017 did not take into anticipated cost of living increases and would be reflected in the final draft budget. She also indicated that Visit West Hollywood has expressed interest in assuming management of the Sunset Strip Business Improvement District as it explores the feasibility of streamlining its marketing efforts while working in tandem with West Hollywood BIDS to aide in that effort. Staff's role would shift and all public relations services including media would be under the purview of Visit West Hollywood if approved by the Board and City Council. However, the City would maintain management of Block by Block security ambassador services and Social Vocational Services (street maintenance).

Chairman Maen and Vice Chair Latteri expressed interest in meeting with visit West Hollywood and requested that staff arrange the meeting.

ACTION: Approved the Sunset Strip Business Improvement District Budget for Fiscal Year 2017.

Motioned by Board member Gruendyke, seconded by Boar member Relecker and approved.

IV. NEW BUSINESS

A. Board Member Nominations

Tabled to the June 6, 2016 meeting

B. Sunset Strip Street Light Pole Banner Policy

The Board received a presentation from staff on the Sunset Strip Street Pole Banner Policy and discussed nuances and next steps.

Arts and Economic Development Manager Maribel Louie indicated the Sunset Strip Street Pole Banner Policy allows for one banner sponsor or consortium of sponsor at any time for all banners spanning Sunset Boulevard between Doheny Road and ½ block west of Havenhurst. Typically, banners are expected to be replaced every 12 months. Revenue collected from the Sunset Strip street light pole banner sponsorship will be used to supplement the business improvement district.

Concerning next steps, staff will research legal options concerning the existing banner policy and speak Brown Forman about extending the banner program until a new sponsor is acquired. Ms. Louie suggested that the Board consider issuing a request for qualification for firm to work with the BID on obtaining sponsors for the Sunset Strip street light pole banners and that staff will provide a sample request for qualification for this type of service.

ACTION: By consensus, the Board requested that staff explore amending the Sunset Strip Street Light Pole Banner Policy to allow up to three (3) sponsors to be permitted at any time for banners spanning Sunset Boulevard and develop a fact sheet for potential sponsors that would include spec, stats and an image.

C. Los Angeles County Sheriff's Department West Hollywood Report

Tabled to the June 6, 2016 meeting.

D. Appointment to Serve on the Street Media Ad Hoc Committee

Continued to the June 6, 2016 meeting.

E. Sunset Strip BID Advisory Board July 2016 Meeting Schedule

The Board considered rescheduling its July 4, 2016 meeting in observance of Independence Day (July 4th).

ACTION: By consensus and in observance of the Independence Day, the Board rescheduled its July 4, 2016 meeting to July 11, 2016 at 11:00 a.m.

V. EXCLUDED CONSENT

None report

VI. PUBLIC COMMENT

None.

VII. ITEMS FROM BOARD MEMBERS

A. Sponsorship Ad Hoc Committee (Maen, Latteri)

No reportable information from Chairman Maen or Vice Chair Latteri.

B. West Hollywood Chamber of Commerce Board (Latteri)

No reportable information from Vice Chair Latteri.

VIII. ITEMS FROM THE STAFF

A. PR and Marketing Services Update –

Refer to Unfinished Business Item III.A

B. Transportation System Focus Group (Rod Gruendyke).

Staff will work on packaging potential vendors for review by the Board at a subsequent meeting.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board advised staff on development of the June 6, 2016 meeting agenda.

Agenda items shall consist of the following:

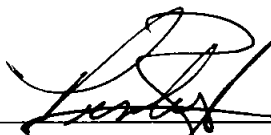
- Sunset Strip Street Pole Banner Policy
- Board Member Nominations
- Los Angeles County Sheriff's Department West Hollywood Report
- Appointment to Serve on the Street Media Ad Hoc Committee (July 2016)

X. ADJOURNMENT

The Sunset Strip BID Advisory Board adjourned at 11:26 a.m. to its next meeting scheduled Monday, June 6, 2016 at 11: a.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.



Lee Maen, Chair



Prentis Bonds, Jr., Recording Secretary