



Advocacy & Econ. Development Committee (Goal 4) Meeting Minutes

July 9, 2026, 3:00-4:00 PM

1. Call to Order - The meeting was called to order at 3:01 PM.

2. Roll Call - Roll Call was completed.

3. Public Comment - None.

4. Approval of Minutes

- a. April 9, 2026 Meeting Minutes - **It was moved by Franc Magana, seconded by Jimmy Rehfeld, and CARRIED to approve the April 9, 2026 Meeting Minutes with two abstentions by Gil Smith and Marty Shelton.**

5. Information Items

- a. Goal 4 Dashboard - Judge presented highlights from the Market Moves Dashboard and reviewed first-quarter market data, including pedestrian activity and domestic visitation levels. She reported that approximately nine million domestic visitors came to Hollywood during the first quarter and clarified that the figure does not include international visitors but allows for trends analysis. Judge also reviewed current market data for the office, hotel, multi-family sectors, and distributed a printed copy of the summary data to the Committee. The Committee discussed.
- b. District Node Mapping - Welliver introduced Nur Asri from ThinkPlace, the consultant assisting The Hollywood Partnership with development of the Sub-District Action Plan. Nur explained that the plan is an economic and urban development brief outlining recommendations to support future real estate development, business growth and attraction, and public realm programming, activation, and design. She presented maps of six sub-districts corresponding to Hollywood's six industry clusters and shared several sample strategies under consideration, including a Hollywood Industry Overlay Zone, livestream-friendly public spaces, an Entertainment District Overlay Zone, and an event infrastructure fund for meeting venues. Welliver provided additional context, explaining that staff researched best practices from comparable districts and cities to develop a broader portfolio of potential programs. He noted that the examples presented represent only a small portion of the approximately 40 strategies expected to guide the organization's work over the next ten years, with implementation directed through the respective Goal Committees as part of the next strategic plan. The Committee discussed.

6. Action Items

- a. None

7. New Business - None.

8. Adjournment - The meeting was adjourned at 4:05 PM.

Committee Members Present: Eric Eisenberg; Chair, Chase Gordon, Franc Magana, Joel Mendoza, Jimmy Rehfeld, Jasson Crockett, Marty Shelton, Gil Smith

Absent: Elvina Beck

Guests: Margaret Martin

Staff: Kathleen Rawson, Steven Welliver, Cole Judge, Mackenzie Carter, Céline Vacher