



## Goal 2 Place Enhancement Committee

### C Meeting Agenda 7/13/21, 9.30-10.10AM

Location (Meeting ID): 870 3897 0791  
<https://us02web.zoom.us/j/87038970791>  
Phone Number: +1 669 900 9128

Members: Chase Gordon (Chair), Parisa Fischer, Dan Halden, Rana Ghadban, Jeff Loeb, Jackie Lugo, Jeff Moghavem, Tom Pollack, Nash Tennant, Natalie Yaru, Tony Zimbardi,

	TIME	ITEM	SPEAKER
1	9.30	Call to Order	Chase Gordon
2	9.31	Welcome and Introductions	Chase Gordon
3	9.33	Public Comment	
4	9.35	Approval of the Minutes <i>A. Action: Approve minutes from May 11, 2021 meeting</i>	Chase Gordon
5	9.36	Mid-year budget Discussion	Kris Larson
6	9.41	SkyTrackers Update	Davon Barbour
7	9.56	Goal 2 Objectives Update	Davon Barbour
8	10.06	New Business	
9	10.10	Adjourn	Chase Gordon

**MISSION:** To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

**VISION:** HOLLYWOOD: Where Experiences Exceed Expectations

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## Goal 2 Place Enhancement Committee

### Meeting Minutes

5/11/21, 9.30-10.30AM

Location (Meeting ID): 870 3897 0791  
<https://us02web.zoom.us/j/87038970791>  
Phone Number: +1 669 900 9128

Members: Chase Gordon (Chair), Jeff Moghavem, Dan Halden, Tom Pollack, Jackie Lugo, Jeff Loeb, Nash Tennant, Natalie Yaru, Tony Zimbardi, Parisa Fischer

Staff: Kris Larson, Rich Sarian, Davon Barbour, April Clemmer, Devin Strecker,

#### ITEM

1	Call to Order – The meeting was called to order at 9:32 AM.
2	Welcome and Introductions were completed.
3	Public Comment – There was no public comment.
4	<b>Approval of the Minutes</b> <b>A. Action: Approve minutes from April 13, 2021 meeting</b> <b>It was moved by Jeff Loeb, seconded by Tom Pollack, and CARRIED to approve the minutes from the April 13, 2021 meeting. Unanimously approved.</b>
5	Lights Up: Hollywood - Final Applications Review – Barbour reviewed the process of the Lights Up: Hollywood Program. Improvements and use of funds that will/will not be considered as the Committee examines the applications were reviewed. The Ad hoc Review Committee vetted the presented applications consisted of Chase Gordon, Jeff Moghavem, and Tony Zimbardi. Barbour walked the Committee through the key funding agreement provisions of the program for applicants. The applications up for review were presented by Sarian with an overview of the scope of work and approved funding amount. Projects considered were: <ul style="list-style-type: none"><li>• 1604 N. Cahuenga at a funding amount of \$2,768.16.</li><li>• 5922 Hollywood Blvd. at a funding amount of \$5000.</li><li>• 6350 Hollywood Blvd. at a funding amount of \$10,000.00.</li></ul> ***The Ad hoc Committee decided to include in the agreement a requirement that the applicant maintain the project for a two-year period. <ul style="list-style-type: none"><li>• 6357 Selma Ave. at a funding amount of \$3805.00.</li><li>• 6554-6566 Hollywood Blvd. at \$6059.87.</li><li>• 6615 Hollywood Blvd. at a funding amount of \$9,525.00.</li><li>• 6801 Hollywood Blvd. at a funding amount of \$10,000.00.</li><li>• 6601 Hollywood Blvd. at a funding amount of \$10,000.00.</li></ul>

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Before/after photography of the projects will be obtained to help share the program and the work of the organization.

**A. Action: Approve applications for funding**

**It was moved by Jackie Lugo, seconded by Jeff Moghavem, and CARRIED to approve the applications and funding as presented. Unanimously approved.**

- 6 Goal 2 Objectives Update – Sarian walked the Committee Goal 2 Objectives as outlined in the strategic plan. The status of each objective's action items was reviewed.
- 7 New Business – It was suggested that the Affinity Group for Food & Beverage be updated on the Lights Up: Hollywood project for future reference. Ghadban reported that the unveiling of the Mural celebrating the Walk of Fame will be happening on June 11th at the Hollywood Roosevelt. Larson reported that the HP Board Nominations process is opening up. The deadline is May 27<sup>th</sup>.
- 8 Adjourn – The meeting was adjourned at 10:21 AM.