



Goal 4 Advocacy & Economic Development Committee

Meeting Agenda

2/18/2021, 2:30-3:30PM

Location (Meeting ID): 847 2359 1882

Link:

<https://hollywoodpartnership.zoom.us/j/84723591882>

Phone Number: +1(669) 900-9128

Committee Members: Michael Gargano (Chair), Scott Blakeslee, David Gajda, Rana Ghadban, Dina Goldstein, Dan Halden, Bill Humphrey, David Lapidus, Amy Lemisch, Chad Lewis, Joseph Mariani, Peyton Nealis, Michael Nazzal, Drew Planting, Marty Shelton, Monica Yamada

	TIME	ITEM	SPEAKER
1	2:30	Call to Order	Michael Gargano
2	2:31	Welcome & Introductions	Michael Gargano
3	2:33	Public Comment	Michael Gargano
4	2:35	Approval of the Minutes Action: Approval of Minutes from 1/18/2021 Meeting	Michael Gargano
5	2:37	2021 Committee Work Plan/ Discussion Action: Approval of 2021 Work Plan	Davon Barbour
6	2:52	Hollywood Community Plan Update	Kris Larson
7	2:57	LAPD Staffing Letter / Advocacy	Kris Larson
8	3:07	General Updates <ul style="list-style-type: none"> • Outdoor Dining Support Programs • Goal 4 Metrics Report <ul style="list-style-type: none"> ○ Business Assists ○ Media Hits 	Davon Barbour
9	3:20	Partner Reports <ul style="list-style-type: none"> • Chamber of Commerce • CD-13 	Various
9	3:25	New Business	Michael Gargano
9	3:30	Adjourn	Michael Gargano

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THE
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Goal 4 Advocacy & Economic Development Committee

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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Meeting Minutes

1/21/2021, 2:30-3:30PM

Location (Meeting ID): 847 2359 1882

Link: <https://hollywoodpartnership.zoom.us/j/84723591882>

Phone Number: +1 669 900 9128

Committee Members Present: Michael Gargano (Chair), David Gajda, Michael Nazzal, Monica Yamada, Chad Lewis, Drew Planting, Peyton Nealis, Marty Shelton, Bill Humphrey, David Lapidus, Amy Lemisch, Rana Ghadban, Dina Goldstein, Joseph Mariani, Dan Halden

Absent: Scott Blakeslee

Guests: Jack Illes

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

ITEM

1	Call to Order – The meeting was called to order at 2:32 PM.
2	Welcome & Introductions were completed.
3	Public Comment – There was no public comment.
4	Approval of the Minutes Action: Approval of Minutes from 12/17/2020 Meeting It was moved by David Gajda, seconded by Drew Planting, and CARRIED to approve the minutes from the 12/17/20 meeting.
5	Goal 4 Committee Survey Results – Larson reviewed the results of the Goal 4 Committee regarding activities and priorities for 2021.
6	2021 Committee Goals Prioritization / Discussion - The Committee discussed what its role should be when businesses are able to re-open. Suggestions included assisting businesses in getting permits approved in a timely manner and helping businesses navigate City Hall. Planning a strategy for re-opening was discussed. Giving assistance to businesses as they navigate applying for relief programs was suggested. Examples were shared of ways property owners are working to keep their tenants by coming up with creative solutions. Experimenting with closing parts of Hollywood Blvd. for events/promotional purposes was suggested. It was suggested that the HP work with the City and Chamber to assist businesses in navigating their issues. Various strategies of working with the City were discussed. Staff will create a work plan based on feedback from the survey and this discussion and report back to the Committee.
7	General Updates

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	<ul style="list-style-type: none">• Outdoor Dining Support Program – Staff continues to pursue this program and are working to purchase heaters for outdoor dining.• COVID-19 Business Assistance – Staff continues to monitor what resources are available for COVID relief and sharing the information to the community.
8	New Business – Larson reported that the meeting regarding HPCU went well and the organization's comments were well-received. Larson also made the Committee aware of the importance of a show of support of the HP's position.
9	Adjourn – The meeting was adjourned at 3:34 PM.

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