



THE  
HOLLYWOOD  
PARTNERSHIP

## **Place Enhancement Committee (Goal 2) Meeting Agenda**

March 14, 2023, 9:30-10:30 AM

### **Meeting Location**

6922 Hollywood Blvd, Suite 925

Hollywood, CA 90028

**1. Call to Order** (Gordon)

**2. Roll Call** (Murdoch)

*Agenda items may be reordered at the discretion of the Committee Chair.*

**3. Public Comment** (Gordon)

*Hollywood Partnership meeting guidelines allow two minutes per speaker.*

**4. Approval of Minutes** (Gordon)

a. January 10, 2023

b. February 14, 2023

**5. Staff Update** (Various)

**6. Information / Action Items**

*Committee may take action or provide direction to staff on any agenda item.*

a. Lighting Master Plan Implementation (Welliver)

**7. New Business**

**8. Adjournment** (Gordon)

**Committee Members:** Chase Gordon (Chair), Parisa Fischer, Jeffrey Loeb, Jackie Lugo, Jeffrey Moghavem, Nash Tennant, Jenifer Paquette, Michael Pogorzelski, Tom Pollak, Natalie Yaru, Tony Zimbardi

**Vision:** HOLLYWOOD: Where Experiences Exceed Expectations

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

**Goal:** Enhance and beautify the public realm to create a positive and memorable Hollywood experience.

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## **Place Enhancement Committee (Goal 2) Meeting Agenda**

January 10, 2023, 9:30-10:30 AM

1. **Call to Order** (Gordon): The meeting was called to order at 9:33 AM.
2. **Roll Call** (Murdoch): Roll call was completed.
3. **Public Comment** (Gordon): There was no public comment.
4. **Approval of Minutes** (Gordon)
  - a. November 8, 2022 **It was moved by Jeffrey Moghavem, seconded by Tom Pollak, and CARRIED to approve the November 8, 2022 Meeting Minutes. Unanimously approved.**
5. **Staff Update** (Various) Welliver welcomed new Committee members. Updates were provided on holiday decor and power outages due to heavy rainfall. It was also noted that the Walk of Dames project is being revisited and staff will work to determine if current art will be reprinted or if new art will be obtained.
6. **Action Items**

*Committee may take action or provide direction to staff on any agenda item.*

  - a. Hollywood Urban Forest (Reyes / Welliver) Welliver shared the objectives and tactics of the strategic plan pertaining to Hollywood's urban forest. Reyes went on to discuss the benefits of the urban canopy including greenhouse gas, air quality and water conservation benefits. Reyes continued by providing updates on phase 1 and phase 2 of tree planting and expansion, noting that 32 locations have been approved. Discussion was had regarding the responsibilities of The HP.
7. **New Business:** There was no new business.
8. **Adjournment** (Gordon): The meeting was adjourned at 9:59 AM.

**Committee Members Present:** Chase Gordon (Chair), Aziz Banayan, Jeffrey Loeb, Jeffrey Moghavem, Jenifer Paquette, Michael Pogorzelski, Nash Tennant, Natalie Yaru, Parisa Fischer, Tom Pollak, Tony Zimbardi

**Absent:** Jackie Lugo

**Guests:** Steve Salisbury

**Staff:** Samuel Reyes, Lorin Lappin, Becky Murdoch, Steven Welliver



## **Place Enhancement Committee (Goal 2) Meeting Minutes**

February 14, 2023, 9:30-10:30 AM

- 1. Call to Order** - The meeting was called to order at 9:34 AM.
- 2. Roll Call** - Roll Call was completed.
- 3. Public Comment** - There was no public comment.
- 4. Approval of Minutes**
  - a. January 10, 2023 - Tabled until March 2023 meeting.
- 5. Staff Update** - Welliver updated the Committee on the grand opening of the Community Dispatch Center (HPCDC) and highlighted key news coverage. It was noted that tree lights that were damaged during January's heavy rain have been repaired. Updates were also provided on the urban forest, tree trimming, public restrooms and lights on Las Palmas.
- 6. Information / Action Items**
  - a. Walk of Fame Management / Funding Opportunities - Rawson discussed Walk of Fame management and funding opportunities noting that it has been suggested that the Walk of Fame be turned into a National Park. Rawson went on to present pros and cons of this idea as well as provide other information. The Committee discussed.
  - b. Utility Box Art - Welliver updated the Committee on the state of the "Walk of Dames" utility box art installation. Three options were presented as a way to refresh this project: 1) clean the boxes and install no art, 2) clean the boxes and reinstall Walk of Dames, and 3) clean the boxes and begin a new program with new artists. Rawson noted that some funding has already been received for this project. The Committee discussed the options and directed staff to gather further information about Option 2.
- 7. New Business** - Yaru questioned how The HP can effectively be in contact with property owners with empty storefronts to better utilize space.
- 8. Adjournment** - The meeting was adjourned at 10:08 AM.

**Committee Members Present:** Parisa Fischer, Jeffrey Loeb, Jackie Lugo, Natalie Yaru, Tony Zimbardi

**Absent:** Chase Gordon (Chair), Jeffrey Moghavem, Jenifer Paquette, Michael Pogorzelski, Tom Pollak, Nash Tennant

**Guests:** Steve Salisbury

**Staff:** Becky Murdoch, Kathleen Rawson, Samuel Reyes, Steven Welliver