



Goal 2 Place Enhancement Committee

Meeting Agenda

11/8/2022, 9:30-10:30 AM

Meeting Locations:

<https://us02web.zoom.us/j/84321836965>

Location (Meeting ID): 843 2183 6965

Phone Number: +1 669 900 6833

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

	TIME	ITEM	SPEAKER
1	9:30	Call to Order	Chase Gordon
2	9:31	Public Comment (<i>2 minutes per speaker</i>)	Gordon
3	9:35	Approval of the Minutes Action: Approval of Minutes from 10/11/2022 Meeting	Gordon
4	9:37	Staff Updates	Welliver / Lechuga
5	9:42	Holiday Decor Preview	Welliver
6	9:57	New Business	Gordon
7	10:00	Adjourn	Gordon
		Next Goal 2 Committee Meeting: January 10, 2023 9:30-10:30 AM	

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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6562 Hollywood Blvd,
Hollywood, CA 90028

(323) 463-6767
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Goal 2 Place Enhancement Committee

Meeting Minutes

10/11/2022, 9:30-10:30 AM

Meeting Locations:

HP Office, 6562 Hollywood Blvd. Hollywood, CA 90028

<https://us02web.zoom.us/j/84321836965>

Location (Meeting ID): 843 2183 6965

Phone Number: +1 669 900 6833

Committee Members: Chase Gordon (Chair), Jeff Loeb, Jeff Moghavam, Tom Pollack, Nash Tennant, Natalie Yaru, Tony Zimbardi

Absent: Parisa Fischer, Jackie Lugo

Staff: Lorin Lappin, Ruben Lechuga, Becky Murdoch, Samuel Reyes, Steven Welliver

	ITEM
1	Call to Order – The meeting was called to order at 9:36 AM.
2	Public Comment (<i>2 minutes per speaker</i>) – <i>There was no public comment.</i>
3	Budget Review – Lappin presented the 2023 annual budget. It was noted that general revenue is projected to be \$8.6M and will be allocated across the four goals, general administration, management and 2024 carry forward. There is \$330K in restricted revenue for the three Overlay Zones. There is a revised format for the expenditures. Each goal has been divided into two categories: program funds and discretionary funds. The Goal 2 budget is 6.27% of the total budget. A portion for HP Personnel & Benefits and HP Administration & Overhead have been added to the budget breakdown. Each goal contributes a percentage of their budget to these funds. The Goal 2 Discretionary budget is \$30k and the Goal 2 Program budget is \$68k. The c3 will continue to look for monies to supplement the budget. Welliver added that the discretionary fund allows for the Committee to be more flexible in the decision-making process with the ability to make more timely project decisions. Loeb asked a clarifying question on the overall budget compared to the current year. He also asked for a summary of the 2022 budget compared to 2023. Welliver responded that a four-line budget summary could be provided. Gordon asked about the increases in the HP Personnel and Administrative costs and how that was figured. Welliver responded.
4	Approval of the Minutes

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	Action: Approval of Minutes from 9/13/2022 Meeting. It was moved by Chase Gordon, seconded by Jeffrey Moghavem, and CARRIED to approve the Minutes from the 9/13/2022 Meeting. Unanimously approved.
5	Durazo Grant Work Plan – Welliver updated the Committee on the Durazo Grant Work Plan. It was noted that this is a two-year plan with THP receiving \$400k a year for two years. Ideas presented for the funds were: 1) Landscaping/repairs to the linear median that runs from Sycamore to La Brea. 2) Planting/filling empty tree wells. 3) Painting light poles (e.g., Vine Street). 4) HWB triangular median & Four Ladies. This art installation is missing pieces, needs a deep cleaning, metal work and lighting fixed to be viable or to be decommissioned. The Hollywood Beautification Team (HBT) is able to take on work such as tree planting, watering, pruning, landscape irrigation and painting of light poles, trash cans and curbs. Moghavem questioned if getting a more detailed list of costs from HBT would be possible. Welliver indicated that that would be possible. Loeb suggested that curb painting be a priority due to the fact that it can be easily accomplished and has a high impact on the district. Gordon asked if the state spend-by-date is the guide as to when projects need to be accomplished. Gordon noted that he is in support of the median redo and stated that it might be good to look at the east entrance to HWB as well.
6	Hollywood Community Plan Update – This item was postponed to the November meeting.
7	Staff Updates – Lechuga presented the current Goal 1 projects as they relate to Goal 2. Tree trimming: It was stated that 301 of the 555 trees have been trimmed. Searchlights (aka, Skytrackers): Plans have been submitted to LADWP for approval and the project is currently on the waitlist. It was also noted that 16 locks have been replaced/oiled, three of four light fixtures have been installed. The fourth fixture requires repair to the metal light crown before it can be installed. A bid to replace the metal light crown has been received. Tree planting: The Goal 1 team has met with Urban Forestry to review the 53 approved planting locations. THP will continue to work with Urban Forestry on 32 new sites for review and approval. Holiday Décor: Documentation and fees have been submitted to BSL to install holiday décor. The install is expected to take place on November 18 th with a January 2 nd removal. This year is the end of life for the current décor. Gordon asked if THP can again partner with the Hollywood Chamber of Commerce on the project. Welliver responded saying that this is a conversation that will happen as well as how to have more impact with the décor. Gordon also questioned whether the searchlights are LED. Lechuga responded that they are LED. Loeb noted that there is a three-to-six-month lead on holiday décor and that it would be best to start conversations as soon as possible for 2023 décor.
8	New Business – There was no new business.
9	Adjourn – The meeting was adjourned at 10:16 AM.