



Place Enhancement Committee (Goal 2) Meeting Minutes

January 13, 2026, 9:30-10:30AM

1. Call to Order - The meeting was called to order at 9:40 am

2. Roll Call - Roll Call was completed.

3. Public Comment - There was no public comment.

4. Approval of Minutes

a. November 11, 2025 Meeting Minutes

It was moved by Sarah Garber, seconded by Matthew Ajayi, and CARRIED to approve the November 11, 2025 Meeting Minutes. Unanimously approved.

5. Information Items

a. Committee Orientation - Welliver presented an overview of the committee orientation, including the structure and roles of The Hollywood Partnership and the Hollywood Partnership Community Trust, and the distinction between the 501(c)(6) and 501(c)(3) entities, with the Community Trust supporting additional revenue through grants, sponsorships, and donations. He reviewed the Strategic Plan and associated Goals, Committee member responsibilities, and available staff and governance resources, and provided an overview of Brown Act requirements to ensure Committee compliance. The Committee discussed.

b. Budget & Pending Projects - Welliver presented the adopted FY2026 Goal 2 budget totaling approximately \$500,000, noting that annual tree trimming remains the committee's largest program expense at approximately \$60,000. Reyes then provided updates on pending projects and current work plan items, including coordination with the City of Los Angeles and Los Angeles County on the design and construction of the Hollywood Visitor Center and public restroom facility, which will be operated and staffed by The Hollywood Partnership once completed. Reyes reviewed beautification projects supported by an \$800,000 grant secured by Senator María Elena Durazo, including curb painting, light pole painting, and banner installations, noting that funds must be fully expended by March 31. Updates were also provided on the repainting and restoration of historic light poles, completion of landscaping improvements on two district medians in 2025, and a planned focus on median maintenance in 2026 using grant funds from Councilmember Hugo Soto-Martínez. Reyes also outlined the curb painting process and highlighted ongoing collaboration with the City and partner organizations to support tree planting and expand the local tree canopy. The Committee discussed.

- c. **Dashboard Metrics** - Welliver shared that staff are developing dashboards for each organizational Goal, similar to the existing Goal 1 dashboard, to track and share metrics related to committee work. The Committee discussed.

6. Action Items

- a. None

7. New Business - Tony led committee introductions.

8. Adjournment - The meeting was adjourned at 10:33am.

Committee Members Present: Tony Zimbardi; Chair, Matthew Ajayi, Nyla Arslanian, Sarah Garber, Lily Weiner

Absent: Leslie Haro, Leo Quinones, Jeff Zarrinam

Staff: Steven Welliver, Samuel Reyes, Angela La Riva, Kathleen Rawson, Céline Vacher

Guests: None