



EaCa Alley Steering Committee Meeting Agenda

March 26, 2026, 2:00 PM - 3:00 PM

1. Call to Order - The meeting was called to order at 2:07 PM.

2. Roll Call - Roll Call was completed.

3. Public Comment - There was no public comment.

4. Approval of Minutes

a. December 4, 2025 Meeting Minutes - The action was tabled.

5. Information Items

- a. Staff Updates - Rawson discussed the status of the Neighborhood Reinvestment Program and the April 2nd Scene Change Town Hall. Welliver provided an update on the tours of EaCa Alley with City staff for cleanup compliance and the outdoor dining permit process. Staff have been working with CD13 and City departments to establish pathways to compliant outdoor dining permits for EaCa Alley.
- b. Budget Projections - Welliver reviewed the actual expenditures for FY2025 and the budget projections for FY 2026 through FY 2028. It was noted that should the PBID be successful with the early renewal, FY 2027 would be the end of the current term for the EaCa Alley Overlay Zone. Expenditures are categorized into administrative fee at 6%, waste management service, waste management cleaning, and contingency at 5%. Currently projections for FY 2026 are \$60K expenditures with \$55K fund balance into 2027. It was noted to the Committee there is flexibility for use of the fund balances for special projects allowable in the management district plan.

6. Action Items

- a. Fiscal Year 2027 Assessment Level - Welliver presented the staff recommendation for a total FY 2027 assessment of \$45,481.81 for the EaCa Alley Overlay Zone). This amount represents a 3% increase as allowed in the Management District Plan. The assessment would cover administrative costs and a contribution of \$39,440.81 to the discretionary budget available to be expended on programs that

support the action plan. At the end of FY 2026, the unallocated discretionary budget is projected to be \$55,194. Any unspent funds carry forward to the next fiscal year and remain restricted for use in the EaCa Alley Overlay Zone. Welliver highlighted that the Committee's assessment recommendation will be presented to the Board of Directors.

It was moved by David Gajda, seconded by Patrick Nadjat-Haiem, and CARRIED to approve the recommendation of a total FY 2027 assessment of \$45,481.81 for EaCa Alley Overlay Zone.

7. New Business - David Gajda addressed a sponsorship proposal received to activate EaCa Alley as the "Olympic Alley" during the Summer Olympics. Welliver noted that The Hollywood Partnership is currently meeting with the International Olympic Committee's vendor responsible for managing brand sponsorships and hospitality houses. The Committee discussed potential activations in the Alley.

8. Adjournment - The meeting was adjourned at 3:14 PM.

Committee Members Present: Patrick Nadjat-Haiem - Chair, Elvina Beck, David Gajda, Colin Magalong

Absent: Aziz Banayan

Guests: None

Staff: Kathleen Rawson, Steven Welliver, Angela La Riva, Samuel Reyes, Manuel Valenzuela