



Board of Directors Meeting Minutes

September 17, 2026 - 4:00-6:00 PM

1. Call to Order - The meeting was called to order at 4:07pm.

2. Roll Call - Roll Call was completed.

3. Public Comment - None.

4. Chair's Report -

- a. Board Officer Nominations. Moghavem reported that the Nominating Committee had completed its interview process and published the proposed 2027 Board of Directors slate. Nominees for three-year terms are Jasson Crockett, Clarissa Estevez, Mairead Lawrenson, Chad Lewis, Elizabeth McDonald, Anne Mehrtens, Rich Oken, and Nick Rimedio. Kobi Danan and David Green are nominated for one-year terms. Moghavem noted that the Committee would next turn its attention to nominating Board Officers, with the slate to be presented at the Annual Meeting on November 17.

5. President & CEO's Report - Rawson provided updates on organizational initiatives and committee activities, including the submission of the draft PBID renewal and HTID formation Management District Plans to the City for preliminary review and the launch of the Hollywood Scene Change website for property owners. She also addressed Councilmember Soto-Martinez's motion concerning LAMC 41.18, noting concerns about the lack of advance communication with stakeholders. Board members who met with Council District representatives reported assurances that the intent was not to allow encampments to return and that existing safe zones would remain in effect. Dolan provided additional context on the City's approach to outreach and enforcement and encouraged stakeholders to report activity. He also introduced a new emergency communications channel designed to facilitate rapid information sharing among stakeholders and LAPD. Welliver provided an update on the Hollywood Signage District Working Group. Rawson recognized the staff's continued work and accomplishments. The Board discussed.

6. Committee Activity Reports -

- a. Goal 1: Place Management - June 11, 2026
- b. Goal 2: Place Enhancement - No June Meeting
- c. Goal 3: Stakeholder Engagement - No June Meeting
- d. Goal 4: Advocacy & Econ. Dev. - No June Meeting
- e. TDOZ: Tourism District Overlay Zone - No June Meeting
- f. Ad Hoc Finance Committee - No June Meeting
- g. EaCa Alley Steering Committee - No June Meeting

7. Consent Calendar -

- a. Approve July 30, 2026 Meeting Minutes

- b. Approve July Financials
- c. Approve August Financials
- d. Approve Attendance Report & Affirm Committee Roster

It was moved by Chase Gordon, seconded by Jasson Crockett, and CARRIED to approve the Consent Calendar. Unanimously approved.

8. Information items -

a. Sub-District Branding & Economic Development Plans - Welliver and Carter introduced the Sub-District Branding and Economic Development Plans, providing background on the Hollywood Retail Roadmap and its recommendation to establish more distinct, marketable sub-districts. Welliver explained that the project was funded through \$150,000 in one-time surplus funds made available through pandemic-era tax credits. Carter noted that the ten-month process, developed with input from staff and the Goal 4 Committee, provided valuable insights into the district and established a framework for future economic development efforts. Welliver introduced Nur Asri of ThinkPlace and Jesse Tyree of BLKDOG, the consultants leading the project. Asri reviewed the research and planning process, explaining how the initial geographic approach evolved into a more comprehensive framework informed by market data and community engagement. Tyree presented the branding concepts, visual identities, and sample applications developed for the sub-districts. Carter provided an overview of the accompanying toolkit and its intended use. Welliver emphasized that the plans establish a framework to guide future initiatives rather than replace the organization's upcoming strategic planning process, noting that the work has already informed other efforts, including the Hollywood Signage District. Rawson reinforced the value of the framework in supporting future economic development projects. The Board discussed.

9. Action Items

- a. None.

10. New business - None.

11. Adjournment - The meeting was adjourned at 5:34pm.

Board of Directors: Jeffrey Moghavem, Chair; Michael Nazzal, Treasurer; Jasson Crockett; Bill Doak; Eric Eisenberg; Clarissa Estevez; Brian Folb; Michael Gargano; Chase Gordon; David Gordon; David Green; Elizabeth McDonald
Absent: Tony Zimbardi, Vice Chair; Anne Mehrtens, Secretary; Chad Lewis; Joe Rehfeld.

Ex-Officio: None.

Guests: Drake Morton, Nur Asri, Jesse Tyree

Staff: Kathleen Rawson, Steven Welliver, Mackenzie Carter, Samuel Reyes, Ryan Dolan, Manuel Valenzuela, Céline Vacher