THE HOLLYWOOD PARTNERSHIP

Advocacy & Econ. Development Committee (Goal 4) Meeting Minutes

April 9, 2026, 3:00-4:00 PM

1. **Call to Order** - The meeting was called to order at 3:02 PM.
2. **Roll Call** - Roll Call was completed.
3. **Public Comment** - Margaret Martin commented on the recent town hall meeting for the Hollywood Scene Change Neighborhood Reinvestment Program and personnel expenses.
4. **Approval of Minutes**
   a. January 8, 2026 Meeting Minutes - **It was moved by Chase Gordon, seconded by Eric Eisenberg, and CARRIED to approve the January 8, 2026 Meeting Minutes. Unanimously approved.**
5. **Information Items**
   a. Market Moves Dashboard - Cole Judge presented highlights of the Market Moves Dashboard and reminded committee members the dashboard is available online for their ongoing reference. Judge presented highlights of the Q4 2025 market data with regard to working, living, and visiting Hollywood as well as key data pertaining to retail performance and pending developments. Judge welcomed committee members to review the dashboard in greater detail and submit any feedback for consideration in future updates.
   b. District Node Mapping - Mackenzie Carter reminded committee members of the objectives of the District Node Mapping project and presented an update on progress since the last committee meeting. Carter reviewed preliminary branding assets, including logos and taglines, for each of the six proposed sub-brands. Carter advised the committee the next phase of the project will include developing economic development and urban planning recommendations and action plan steps to support each node, which will be the focus of the July committee meeting.
6. **Action Items**
   a. June Ballot Initiatives - Steven Welliver presented analysis and recommended positions for three measures slated to appear on the June 2026 Primary Election ballot and likely to have an impact on Hollywood stakeholders. Welliver reminded the committee that the organization is permitted to take positions on ballot initiatives but not candidates for office and that the positions of the committee will be submitted as recommendations to the Board of Directors for a final vote. **It was moved by Jimmy Rehfeld, seconded by Chase Gordon, and CARRIED to: 1. Oppose Measure ER to increase the sales tax rate by 0.5% for a period of five years; 2.**

Support Proposition TC to apply transient occupancy taxes to online travel companies; 3. Oppose Proposition TT to increase transient occupancy tax rates on hotel stays; and 4. Direct staff to monitor additional identified ballot initiatives and return to the committee with additional recommended positions at a future date. Unanimously approved.

7. **New Business** - Joel Mendoza discussed a prospective entertainment tenant seeking space for lease in Hollywood. Elvina Beck invited committee members to join an upcoming event for Hollywood Rotary Club.
8. **Adjournment** - The meeting was adjourned at 4:04 PM.

Committee Members Present: Eric Eisenberg; Chair, Elvina Beck, Chase Gordon, Franc Magana, Joel Mendoza, Jimmy Rehfeld, Gil Smith
Absent: Jasson Crockett, Marty Shelton
Guests: Margaret Martin
Staff: Kathleen Rawson, Steven Welliver, Cole Judge, Manny Valenzuela, Mackenzie Carter