

February 22, 2011

TO: Miranda Paster
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance,
Managing entity of the Sunset & Vine BID for
Central Hollywood Coalition

SUBJECT: Fourth Quarter Report
October 1, 2010 through December 31, 2010

As is required in our Agreement with the City of Los Angeles, I am submitting the Fourth Quarter Report to summarize key activities of the Sunset & Vine BID.

I. Operational Issues

- In the October meeting, Duke Gallagher (Treasurer) reported that delinquencies for the current year are down to .55%. Additionally, Gallagher received payment from the City for missing assessments from the previous year, thereby reconciling 2008's assessments.
- Allen Reese from Social Services at Blessed Sacrament briefed the board on the various services that are continuing to be provided at their facility to Hollywood's homeless population. As supplies are still needed for continued service, Reese asked the board if they would consider making a donation to help partner with Social Services to continue to provide help those in need in Hollywood. It was approved that the CHC board would donate \$10,000 to Social Services at Blessed Sacrament out of the board's Social Service budget, to continue to help the agency provide services to Hollywood's homeless population.
- It was reported that 7 board member's terms will be expiring in February 2011. Applications to apply for the board were mailed out to all stakeholders and were due back October 29, 2010. It was stated that in January, the nominating committee will work on a slate of officers to bring forward at the February 2011 annual meeting.
- In the November meeting, Gallagher presented the board the proposed budget for 2011. He mentioned there were still a few expenditures that need to be added which

may slightly decrease the rollover from the 2010 budget. There has also been a 1.5% CPI increase built for the maintenance contract, as a CPI increase had been written into the BIDs contract with Clean Street. The draft Planning Report, required by the city, which provides a text narrative to accompany the budget, was included in the meeting packet.

- In the December meeting, Gallagher informed the board that the delinquent assessment amount was down to only \$2,027.

II. Security

- On October 11, members of BID staff along with Steven Seyler and Mike Harkins from Andrews International toured the METRO headquarters for both the bus and rail systems. The meeting was productive as the group was able to spend time with the new Sheriff who will be overseeing the security on the various rail lines.
- It was reported in the September meeting that there was a shooting recently at the Arclight Hollywood parking garage. The garage has been experiencing a similar uptick in violence they had seen eight months ago. All parties were brought together for a meeting, where it was learned that only two security guards are currently assigned to the seven-level parking structure. There is an issue with people drinking and partying on the roof before and after club going. The CRA has committed to deploying 9 security guards for the time being in order to break the “party” culture in the structure.
- 2010 Year-End Sunset & Vine BID arrest statistics from Andrew’s International
 - 276 – Total Arrests
 - 176 – Alcohol
 - 22 – Urinating in Public
 - 17 – Felonies
 - 17 – Drugs
 - 14 – Trespass
 - 10 – Miscellaneous Misdemeanors
 - 8 – Blocking sidewalk
 - 2 – Illegal Vending
 - 4 – Battery
 - 2 – Theft
 - 4 – Vandalism

III. Streetscape Issues

- Members of BID staff met with board member Fabio Conti and Rick Garcia, the manager of Chase bank in October to discuss the board's idea of activating the plaza in front of the bank with moveable tables and chairs provided and maintained by the BID. Garcia seemed open to the idea but wanted to run it by his superiors.
- In the October meeting, Sarah MacPherson reported that the Walk of Fame repair project is moving along. The B-permit has been submitted to the city and the Walk of Fame committee is expecting to receive funding for the project in February 2011. MacPherson again mentioned that the board may want to consider using some of their beautification funds to contribute to the tree planting portion of the project. The total costs for the repairs along the east side of Vine Street will be approximately \$680,000. The board has been asked to help purchase the replacement trees for the east side. The cost for purchasing the trees is estimated at around \$11,000.
- As part of HPOA's side and backstreet tree planting project, the six dead magnolia trees on Selma Avenue, next to the Sunset and Vine apartments, have been removed. The apartments will be reimbursing the HPOA for the costs of planting the new trees.

IV. Marketing Issues

- In the October meeting, Devin Strecker informed the board that he has posted the executive summary of the Demographic Research Report on the BIDs website. The committee is also looking to revive the Council office's parking committee, to discuss the possibilities of adding way finding signage and a central valet system to the BID areas.
- By the November meeting, Strecker reported that during the committee's last meeting CRA representatives presented the city's mobility study. Currently, the City is still considering the idea of leasing its public parking structures to a private vendor. If this goes through, expected parking rates in Hollywood would increase. The city is attempting to fill a budget gap in the current fiscal year budget with proceeds from the lease.
- In December, both the HPOA and the Chamber of Commerce have sent letters to the city council and mayor's office regarding the parking structure issue. Council President Eric Garcetti met with local business leaders to address the concerns raised by this proposal and explained why the city is considering this lease, stating it was an

idea originating from the mayor's office. Leron Gubler requested a 30-day delay to research the prospect of forming a Hollywood Parking District as an alternative. BID staff and several business leaders attended the city council meeting to make public comments on the proposal.

V. Other

- In October, Sarah MacPherson reported that the council office in collaboration with Zip Car, are looking for locations where Zip Cars can be parked in Hollywood. The program, which allows for individuals in the area to rent cars located conveniently near their properties and has chosen Hollywood as one of their first LA locations. Zip Car will begin their program in Hollywood with eight cars.
- In the November meeting, BID staff reported on the activities that took place during the BID Renewal Steering committee meeting. It was reported the formula is "getting closer" but that the committee still has some work to do. By December, the plan was to finalize the MDP. Operations manager Joe Mariani, spoke more about the assessment formula, stating they had gone through 15 iterations of the proposed formula. The new formula is based on front footage (50%), lot square footage (25%), and building square footage (25%). The committee performed an exercise to see who might vote yes during the petition phase to ensure that we have a 50% plus one dollar. The results provided a level of confidence to proceed with the formula. The last thing to decide was how long to renew the BID, 5 or 10 years.
- The CHC Board weighed in on the city's proposal to lease the nine major garages in the city to a private party for a 50 year term. Approximately three-fifths of the spaces are located within Hollywood, and hence there was significant concern about the long-term affordability of parking to support continued growth in the retail and commercial sectors within the BID. The Arclight garage is specifically located in the Sunset & Vine BID. Staff and board members testified at city hall and generated communications to all members of the city council expressing opposition to this proposal.