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Kerry Morrison
*Consultant to the
Board*

July 29, 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: Second Quarter Report: April 1, 2011 through June 30, 2011

As is required in our agreement with the City of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Sunset & Vine Business Improvement District.

I. Operational Issues

- In the April board meeting, Treasurer Duke Gallagher stated that assessment fees from city/public parcels have yet to be received. By the June meeting, it was reported that the BID is still scheduled to end the year with a positive variance, as expenditures seem to be continuing as expected.
- In the May board meeting, Gallagher distributed a copy of the Annual Independent Accountants' Review Report, conducted by RBZ. The findings of the report indicate that RBZ is "not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with accounting principles generally accepted in the United States." The Board of Directors unanimously approved the 2010 financial review. A copy of the review was delivered to the City Clerk's Office in accordance with our contractual agreement.

II. Security Issues

- In the April meeting, Steve Seyler (Andrews Int'l) stated that there has been a marked increase in the number of calls for service; however the total number of arrests has actually decreased. Officers continue to work with PATH and other agencies in Hollywood to connect homeless individuals, particularly those on the registry, with support services and housing. It was also reported that there have been some recent crime incidents along the Cahuenga Corridor and within the Arclight parking structure.

- There were a number of meetings in May to discuss public safety and crime incidents at the ArcLight parking structure. The meetings have helped improve communication between the various security companies overseeing the complex and the overall number of security officers in the structure has increased on weekends and during special events.
- There has continued to be an increase in the number of homeless individuals sleeping along the east side of Staples on Cole Ave. PATH, GettLove and LAPD recently went to the location and found 26 people inhabiting the sidewalk and adjacent parking lot. Board Members spoke with the manager of Staples and recommended they install additional lighting. Board Member Brian Folb put Staples in touch with DWP, which is willing to upgrade their existing lights with stronger bulbs.
- In the June meeting, the board was briefed on the Homeless Registry Year in Review Meeting at the LA Film School. The event was a great success. It continues to inform the community of the impact organizations like Hollywood 4WRD, GettLove and PATH have had on helping homeless individuals move into permanent supportive housing.
- As of the end of this of this reporting period, the BID security vendor, Andrews International, logged the following activity statistics: 503 private persons' arrests; 1,113 calls for service; 4003 citizen contacts; 311 social service referrals and 1,606 business contacts.

III. Streetscape

- Sarah MacPherson continued to represent the BID at meetings scheduled to plan the refurbishment of the Walk of Fame with the first block slated to be the east side of Vine from Sunset to Selma. Meetings were held with property owners to plan for diversion of traffic and parking businesses during that time.
- It was also reported that the current maintenance contract with Cleanstreet expires on December 31, 2011. Staff will be seeking volunteers from the Board to serve on the ad-hoc selection committee in June.
- In May, MacPherson reported that she and board members Carol Massie and Mike Pogorzelski met with Kip Rudd and the CRA's landscape architect prior to the Board meeting to discuss the streetscape component of the Urban Design Plan. The group discussed the maintenance demands associated with various street furniture design, medians and parkways and will continue to provide input throughout the summer as the CRA makes their final amendments to the Plan.

IV. Marketing Issues

- In the April Meeting, Devin Strecker reported that he had met with marketing/promotion representatives from the Cirque de Soleil production to further discuss the idea of a dining guide which would include discounts at certain restaurants for ticketholders, as well as transportation options to and from the show. Pedicabs, shuttles and an awareness campaign for the Redline are all potential ideas being discussed.
- The “Half off Hollywood” campaign was launched on May 1st. This is an initiative that the BID helped to support and featured special discounts at key Hollywood attractions during the month of May.
- Devin Strecker began selling space on the 2011-12 Hollywood Visitors Guide during this period.

V. Other

- Council District 13 created a new Traffic Advisory Group to address some of the following issues: a pedicab demonstration project in Hollywood; shuttle buses and way finding signage.
- Staff attended the annual strategic planning retreat for the Hollywood Chamber of Commerce on the weekend of April 15-16.
- In the April board meeting, it was reported that the City Clerk’s Office requested some minor changes to the management district plan and engineer’s report. The HPOA staff responded to their comments and submitted a revised draft on April 11th.
- It was also reported that there is a growing interest from the business and development community to reform various aspects of CEQA.
- During this period, the BID Renewal Steering Committee continued to fine tune the Management Plan under the guidance of the City Clerk’s Office. The petitions were mailed to stakeholders in early June.
- Also in June, Sarah MacPherson informed the board that the staff had received word through the BID Consortium that City Council is looking to enter into an agreement with Martin Media, where the company would be allowed to place a large amount of benches throughout various Council Districts in the City. A meeting took place between the Martin and Public Works. MacPherson is currently waiting to receive word from the Consortium as to what was the outcome of the meeting. The Board expressed that it would like to write a letter to Council President Garcetti and the Public Works Commission to let them know that the BID is opposed to having Martin Media benches in the BID area, as the Board hopes to place their own street furniture within the area in the near future.