

Central Hollywood
Coalition
Board of Directors

★★★

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AMPAS

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The Fabiolus Café

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Kitty Gordillo
Hollywood YMCA

Lillian Kuo
Broadreach Capital
Partners

John Lupo
JMPL Property Mgmt.

Patrick Olmstead
The Los Angeles Film
School

Fred Rosenthal
Ametron

Allen Sides
Ocean Way Recording

★★★

Kerry Morrison
*Consultant to the
Board*

January 29, 2012

TO: Miranda Paster
Office of the City Clerk

FROM: Sarah MacPherson
Executive Director
Sunset & Vine Business Improvement District

SUBJECT: Fourth Quarter Report: October 1, 2011 thru December 31, 2011

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

I. Operational Issues

- HPOA staff and Board Treasurer, Duke Gallagher, worked with LAUSD staff to successfully retrieve approximately \$40,000 of delinquent assessment revenue. The association ended the year with less than 3% delinquency rate, however delinquencies from public entities were slightly higher than in previous years.
- Based on the cash flow statement presented in December, the association will roll over approximately \$30,000 into the 2012 special projects account. These funds will be used for future projects, such as tree planting, street furniture, pole banners, etc., within the current boundaries of the BID.
- The budget working group met in December and presented a budget for 2012 to the board. The budget was approved and the board gave authorization to the treasurer to obtain a \$50,000 line of credit if assessment monies were not received in time to pay January expenses.
- The CHC nominating committee sent a letter to all property owners, soliciting candidates for three open seats on the board. By December, the committee had identified three candidates – Elizabeth McDonald, from the LA Film School; Harout Markarian, from the St. John Armenian Church; and John Lupo from 1123 Vine Street.

- The board approved the BID management contract between the Central Hollywood Coalition and the City of Los Angeles at the December meeting. Additionally, the board approved a change order to the contract between CHC and HPOA to oversee administrative functions for the Sunset & Vine BID.
- Upon recommendation by Kerry Morrison and the executive committee, Sarah MacPherson was named the Executive Director of the Sunset & Vine BID, effective December, 2011.

II. Security Issues

- In December, the Board approved several security-related expenditures recommended by the budget working group. These expenditures included public safety camera maintenance, SFW asset and incident reporting software, and additional security patrols, and were paid for by surplus dollars from the 2011 security budget.
- Five BID officers, Michael Coogle, Michael Ayala, Dave McCall, George Islas, Leonard Sterling, and Solomon Patton received commendations from LAPD Chief Beck on December 16, 2012 due to their assistance in the incident where a shooter terrorized the intersection of Sunset & Vine earlier that month, and claimed the life of one victim.
- As of December 31, 2011, the BID security vendor, Andrews International, logged the following activity statistics: 295 private persons' arrests; 1,284 calls for service; 5,096 citizen contacts; 244 social service referrals and 2,335 business contacts.

Streetscape

- The CHC Board approved a two year contract extension for maintenance services with Clean Street. The compensation for core services will remain at the same level as the 2011 contract (\$369,576), and will include a special initial clean up in the newly incorporated area of the BID along Vine Street, roughly between La Mirada and Santa Monica Boulevard.
- The board approved the purchase of 15 new wrought-iron trash receptacles to be placed in the existing and newly incorporated area of the BID. The cost will be offset by a \$5,000 grant awarded through DWP and the color will match the newly installed Martin Media benches along Sunset Blvd.
- The City Planning Department held two public hearings on the Hollywood Community Plan Update on November 7 and 10. Additionally, the final hearing in front of the Planning Commission for the Community Plan was December 8 at City Hall. The hearing lasted the entire day, and several representatives from the BID were on hand to testify. The Plan was approved by the Planning Commission unanimously.

- HPOA staff testified before the CRA board on December 15 to recommend that the draft urban design guidelines be sent to the City Planning Department for their review. As of December 31st, it is unclear whether the guidelines will be ratified if the State Supreme Court rules to dissolve the CRA.

IV. Marketing Issues

- Staff began working with CBS/KNX Radio who plans to feature Hollywood in a special broadcast live all day from Hollywood on January 27, 2012. It is called "On Your Corner." Both the Hollywood BID and the Sunset BID allocated \$2,500 each from their marketing budgets to serve as sponsors. As sponsors, it would give staff the ability to suggest news topics, interview segments and to have a presence on the KNX website. It is planned now that the broadcast will emanate from the W Hotel in the morning, and the Arclight complex in the afternoon.
- Communications Manager, Devin Strecker, reached out to representatives from Helen Bernstein High School (located within the Sunset & Vine BID) to unveil a competition whereby students can design pole banners for the newly renewed Sunset & Vine BID. Top designs will be put for a vote on Facebook, Twitter and the BID website and the winning submission will be printed onto nearly 150 banners throughout the district. Funding for the banners would be split 50/50 between the 2011/2012 budgets.

V. Other

- The CHC Security committee, through CD-13's Community Impact Team, continues to monitor and identify potential remedies to curtail the concentration of food trucks that occupy public parking spaces within the BID. CHC Board Member Brian Folb and HPOA staff attended a meeting with Councilman LaBonge in December to voice these concerns.
- In December, the Board approved the allocation of \$20,000 to three social service agencies that work to house and provide services to homeless individuals within the BID. The funds were divided equally amongst the three organizations – People Assisting the Homeless (PATH), Blessed Sacrament Social Services, and the Hollywood YMCA – which provide: targeted outreach to move homeless individuals into permanent housing; case management and drop-in services, and transitional housing, respectively. As part of the presentation, HPOA Operations Director, Joe Mariani announced that, since the 2010 Homeless Registry, 96 individuals have been placed in housing and 24 more are in queue.
- Sarah MacPherson was elected by her peers to serve as the chairperson of the LA BID Consortium, in December 2011. This is a coalition of all the BIDs in the city, and meets monthly to share best practices, meet with city staff and problem solve mutual issues.