

South Park Stakeholders Group Board of Directors Meeting
February 28, 2024, 9:00 AM – 11:00 AM
1150-B Hope Street, Los Angeles CA 90015
Zoom: <https://us02web.zoom.us/j/4726349130>

Board Members:

David Gordon, Tom Shrout, Chris DeMoulin, Herschel Bender,
David Sandel, Jason Taban, Danielle Rubio, Alex Brideau III

Late: Susan Shum

Absent: Jim Madsen, Priscilla Naiman, Stephane Lacroix, Laura Wang

Staff/Contract:

Nolan Marshall III, Victor Gonzalez, Rich Sarian, Safiya Valverde,
Stephanie Banuelos

Guests:

Lauren Dragicevich, Marcus, Jon Kim, May Chen, Ashley, Leidy Vasquez, Chris, Carmen Zella, Alexis Campbell

Total Attendees:

23

CALL TO ORDER

David called the meeting to order at 9:10 AM.

1. Welcome & Introductions

2. Review and approve December 13, 2023, BOD Mtg Minutes

Action Item

a. Tom Shrout support X Herschel Bender seconds

i. **Approved: Unanimously**

ii. **Opposed: None**

iii. **Abstentions: None**

3. Treasure Update: (Marcus Leiber, Managing Director – Armanino)

a. In 2023 we were under budget by \$136,000.

i. But we also had an unpaid assessment of \$170,000.

ii. Clean and safe is right on budget.

iii. District identity and marketing were under budget at 13%.

iv. Administration and management were under budget a little at 3%.

b. For 2024, the SPBID has collected 1.437 million thus far from the city of LA.

c. Marcus will send further information of the unpaid assessment parcels to the staff to get into contact with them.

d. Filled a 1099 form in January for the South Park Stakeholder Group and is currently working on the tax return.

e. Approval of Q4 2023 Financials

Action Item

- i. Chris DeMoulin support **X** Jason Taban seconds
- ii. **Approved: Unanimously**
- iii. **Opposed: None**
- iv. **Abstentions: None**

4. Secretary Update: (Tom Shrout, Secretary)

a. Update on bylaw revision process

- i. Tom has been reviewing our bylaws and states some sections of it does not align with the Brown Act.
- ii. Also, the wording of board members term length is not clearly specified.
- iii. Q: May Chen asks if proxies can be counted for quorum.
- iv. A: Nolan states board members that are present in person count for quorum; proxies do not count.
- v. Next week, Tom will share the revisions.

b. Election of David Sandel to Board of Directors

Action Item

- i. David is replacing Michael Fischer from The Georgetown Company due to him not being able to make the BOD Meetings.
- ii. Tom Shrout support **X** Alex Brideau III seconds
- iii. **Approved: Unanimously**
- iv. **Opposed: None**
- v. **Abstentions: None**

5. Executive Report

- a. The team is going to San Diego for IDA this Wednesday through Friday.
- b. Ghost notes survey has gone out, and they've already met with several board members to get one on one interviews.
- c. Q: Jason asks when will the rebranding process be finalized?
- d. A: Nolan states it will be presented at the upcoming annual meeting, most likely in November.
- e. Our next coffee with a cop event will be on a Saturday but still working out the logistics.
- f. Saturdays in South Park will be our priority with the combination of the farmers market, yoga/fitness, and music back in the park.
- g. Green Carpet events will be making a return to welcome new businesses within the district.
- h. We're going to be starting a new series doing interviews on an emerald couch for current stakeholders, businesses, and public figures in the neighborhood.
- i. **Operations**
 - i. Engaging with LA Tourism for events at the LA Convention Center.
 - ii. Working to move forward with the expansion on the Convention Center.

- iii. Oceanwide and surrounding area has been hit with tons of graffiti that has increased our graffiti count 60%.
- iv. Homeless count is at 15 right now, was 21 prior.
- j. **District Identity and Marketing**
 - i. Lighting project is moving forward and should be completed mid-March.
 - 1. Lighting ceremony will be in April.
 - ii. Preselected empty tree wells will be converted to rose bushes.
 - iii. Mailbox project “Spark Spots” will be implemented throughout the neighborhood soon.
 - 1. You’ll be able to drop off a postcard/letter to send gratitude, joy, and love and we’ll add the postage stamp.
 - 2. No actual mail can be sent through these mailboxes other than the postcards we provide.

6. Presentation: Luminex 2024 (Carmen Zella, NOW Art)

- a. Art in technology exhibition with some of the best artist in the world.
- b. Paused in 2023 to become a bi-annual event, returning this year for two days on October 5th and 6th.
 - i. Comic Con 2024 will also be the same weekend.
- c. Attendees in 2021 were 17k, and in 2022 were 25k+
- d. To make it happen they need location access and in-kind help from the stakeholders.

7. Presentation: Alveare Development (Alexis Campbell)

- a. A new housing project in-between 14th/15th Street and Hill/Broadway.
- b. Fully phased for construction and phase 1 will be completed in 2027.
- c. Includes a 6,500 sq ft. park, available retail space of 3,000 sq ft. and 303 affordable cross generational units with limited parking.

8. Public Comment / Announcements

- a. N/A

ADJOURNMENT

David adjourned the meeting at 11:23 AM.

Next Board Meeting: April 24, 2024, at 10:00 AM

Minutes recorded by Stephanie Bañuelos