

DRAFT MINUTES
VENICE BEACH BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING

Mishkon Tephilo, Social Hall, Lower Level, 206 Main St., Venice, CA 90291
Friday, January 5, 2018
10:00 AM

ROLL CALL

Board Members Present: President Mark Sokol, Treasurer Steve Heumann, Secretary Jeremy Weinstein, Jack Hoffmann, Sam Lopata, Matt Moore

Board Members Absent: Carl Lambert

VBBID Staff Present: Ed Casey, Cwennen Corral, Tara Devine, Marcus Lieber, Don Steier

1) Call to Order

The meeting was called to order at 10:05 am at 206 Main Street.

2) Public Comment

The Board heard general public comment (and/or agenda item comments) from Nikolas Adell, David Busch, Gene Cunningham, Joseph Jimenez, Linda Lucks, Margaret Molloy, Adrienne O'Donnell, John Okulick, Marlene Okulick, Shanti Om, Charles Pasternack, Larry Perloff, Jim Robb, Alan Roderick-Jones, Peter Ruiz, Colleen Saro, Nicole Siskind.

3) Agenda Items (all items may result in Board action)

Mark Sokol gave a brief overview of the meeting's agenda and materials included in the Board Meeting packet. He also welcomed the Board and the public to the meeting and introduced representatives from LAPD and Council District #11 offices.

a. Resignation and Nomination of Board Member

Mark Sokol announced the resignation of board member Carl Lambert and asked for nominations from the floor to fill the seat. Steve Heumann nominated Jay Goodfader. Steve made a motion to accept Carl Lambert's resignation and seat Jay Goodfader on the Board of Directors. The motion carried 6-0. Jay Goodfader took a seat with the board.

b. Adoption of Regular Meeting Schedule (2018)

Mark Sokol announced the Board's proposed 2018 meeting schedule – excepting January (1st Friday), all subsequent 2018 regular board meetings would be held on the 2nd Friday of each month at 10am at Mishkon Tephilo, and added that the date, time and location of regular meetings may be canceled and/or rescheduled with proper notice as provided in the Brown Act.

c. Recommendation from the selection committee to award contracts for

i. Ambassadorial-style "safe" services

Tara Devine outlined the process by which proposals were sought and evaluated, as well as the committee's conclusions based on interviews, reference checks and site visits to other BIDs. She further

presented the reasons why the committee recommends negotiating with Allied Universal for ambassadorial-style “safe” services. Committee members shared their perspectives on the process, and Board members discussed. Mark Sokol made a motion to recommend that the Board enter into negotiations with the selected vendor. The Board approved the motion 7-0.

ii. Maintenance and janitorial “clean” services

Tara Devine outlined the process by which proposals were sought and evaluated, as well as the committee’s conclusions based on interviews, reference checks and site visits to other BIDs. She further presented the reasons why the committee recommends negotiating with Chrysalis Enterprises for maintenance and janitorial “clean” services. Committee members shared their perspectives on the process, and Board members discussed. Mark Sokol made a motion to recommend that the Board enter into negotiations with the selected vendor. The Board approved the motion 7-0.

d. Recommendation from the selection committee to investigate additional options, including possible issuance of an RFP, for homeless outreach.

Tara Devine discussed a proposal for “safe” services that was not selected by the evaluation committee. Although the proposal was not selected, it did prompt considerable conversation during the selection process, and the committee determined that while a more traditional BID program was the initial goal, in the future, the BID might consider a less traditional approach/other innovative programs for homeless outreach in the BID. Selection committee members shared their perspectives on the process.

4) CEO’s Report

DEVINE

Tara Devine addressed public comments and answered questions that had been raised by members of the public throughout the meeting. She also identified services the BID would need in the near future and asked the audience for references to local/area firms who might provide those services.

5) Adjournment

The meeting adjourned at 12:34 pm.

The undersigned certify that these minutes were approved and adopted at the VBBID Board of Directors meeting _____.

President/Mark Sokol

Secretary/Jeremy Weinstein