

**DRAFT MINUTES**  
**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT**  
**BOARD OF DIRECTORS**  
**MEETING AGENDA**

Mishkon Tephilo, Social Hall, Lower Level, 206 Main St., Venice, CA 90291  
Friday, April 13, 2018  
10:00 AM

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

Board Members Absent: None

VB BID Staff Present: Cwennen Corral, Tara Devine, Don Steier

**1) Call to Order**

The meeting was called to order at 10:12 am at 206 Main Street. Mark Sokol welcomed the Board and the public to the meeting.

**2) Public Comment**

The Board heard general public comment and/or agenda item comment from Elizabeth Kitchen, Taylor Bazley, Michael Lipson, Margaret Molloy, John Okulick, Marlene Okulick, Liza Zipursky.

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

a. Nomination of BID property owner Connie Brooks to the Board of Directors

Mark Sokol introduced a motion to nominate Venice resident and BID property owner, Connie Brooks, to the Board. Mark gave a brief summary of Ms. Brooks' professional experience and her residency in Venice. It was also discussed that Ms. Brooks has been volunteering several hours a week towards BID branding and communication efforts and that she has committed to doing so on an ongoing basis. Steve Heumann moved to nominate Ms. Brooks to the Board of Directors and Jeremy Weinstein seconded the motion. The Board voted 7-0 to approve the nomination. Upon approval, Ms. Brooks accepted her seat and expressed her goal to foster clear communication between the Board and Stakeholders in all aspects of BID business.

b. Clean and safe services update

Tara Devine gave a brief update on the status of services that will be provided by both Allied Universal and Chrysalis as the BID prepares for launch in May 2018.

c. Marketing update: presentation of the BID logo and uniforms, website update

Marketing materials were presented in the form of a multipage handout to all attendees of the meeting. Newly elected Board Member, Connie Brooks, gave an overview of the materials and the process of developing the logo, uniforms and website.

d. Board discussion and consideration of a motion to request an additional LAPD Senior Lead Officer (SLO) position for Venice

The Board engaged in a discussion to request an additional SLO from the City Council/LAPD. The Board discussed various possible geographic and other parameters for the request, received several comments from stakeholders and debated variations on the motion. Mark Sokol then made the following motion:

*Whereas Venice Beach is known to be one of the most-visited destinations in Southern California; and whereas the unique nature of the area creates special service demands for city departments, particularly LAPD; therefore the Board of Directors of the Venice Beach Business Improvement District urges Councilman Mike Bonin, LAPD Commission President Steve Soboroff, LAPD Chief Charlie Beck, Assistant Chief Beatrice Girmala, Deputy Chief Dennis Kato, Captain James Setzer and Captain James Roberts that funding and organizational resources be made immediately available for the creation of an additional Senior Lead Officer or similar position for the 14A11 zone, in addition to the current contingent of 5 SLOs assigned to Venice.*

Matt Moore seconded the motion. The Board voted 8-0 to approve the motion.

e. Board discussion and consideration of the BID's 2018 Annual Planning Report  
The Board discussed the BID's 2018 Annual Planning Report, which outlines the BID budget and program activities for the year. This report is submitted to the City Clerk annually. Sam Lopata made a motion to approve, Jack Hoffman seconded the motion. The Board voted 8-0 to approve the Report.

f. Approval of minutes (1/5/18, 2/9/18, 3/9/18 Board Meetings)  
The Board discussed presenting meeting minutes on a quarterly basis. Jeremy Weinstein sought confirmation that quarterly presentation of minutes was in compliance with the Brown Act. Steve Heumann made a motion to approve meeting minutes on a quarterly basis and to adopt the January, February and March minutes. Connie Brooks seconded the motion. The Board voted 8-0 to approve.

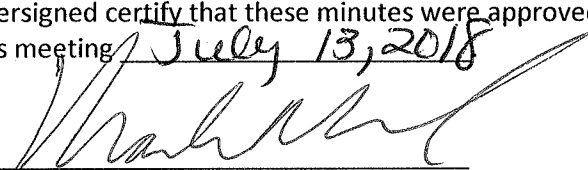
#### **4) CEO's Report**


Tara Devine gave a status update on BID start-up activities and programs. She addressed public comments and questions that had been raised by the public throughout the meeting. She also confirmed that a letter had been submitted to the City to request the City Clerk to determine if a partial refund could be provided to those who paid assessments in 2017 but did not receive all of the BID services, and that the BID currently was awaiting a response from the City Clerk.

#### **5) Adjournment**

The meeting adjourned at 11:29 am.

The undersigned certify that these minutes were approved and adopted at the VB BID Board of Directors meeting July 13, 2018

  
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President/Mark Sokol

  
\_\_\_\_\_  
Secretary/Jeremy Weinstein