

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

Mishkon Tephilo, Social Hall, Lower Level, 206 Main St., Venice, CA 90291

Wednesday, June 13, 2018

10:00 AM

BOARD MEMBERS PRESENT: President Mark Sokol, Treasurer Steve Heumann, Connie Brooks, Jay Goodfader, Jack Hoffman, Matt Moore

ABSENT: Secretary Jeremy Weinstein, Sam Lopata

VBBID STAFF PRESENT: Cwennen Corral, Tara Devine, Marcus Lieber

1) Call to Order

The meeting was called to order at 10:04 am at 206 Main Street. Mark Sokol welcomed the Board and the public to the meeting.

2) Public Comment

The Board heard general public comments and/or agenda item comments from Sean Barry, George Francisco, Jeff Harris, Bill Kuel, Shannon Louis, Margaret Molloy, Jim Murez, Adrienne O'Donnell, John Okulick, Marlene Okulick, Harry Shepard.

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

a. Venice Beach BID Safe Team Report

Mark Sokol introduced Azucena Vela to the public for an update on services provided since launch on May 14th. Azucena gave examples of some of the types of services the team has been providing, including assisting in reuniting lost children with their parents, assisting in the recovery of lost/stolen items, loitering complaints and explaining traffic issues to visitors. She answered questions from stakeholders/general public and communicated the efforts the team incorporates to assure successful resolutions with safe issues.

b. Venice Beach BID Clean Team Report

Mark Sokol introduced Laurie Niesen and Paul Williams to the public for an update on clean services provided since launch. Laurie discussed how excited the team was for all the work that had been performed to date. She also informed attendees that she has been promoted to a new position, and that a new account manager from Chrysalis will be assigned to our account shortly. Paul Williams gave some examples of services provided to date as well as statistics on bags of trash collected and hours spent on pressure washing. He also spoke about his strategic effort to maximize his opportunities to pressure wash various areas on street sweeping days within the district (pressure washing can be much more safely performed when vehicles are not present.) Both Laurie and Paul answered questions from stakeholders/general public.

c. Financial Report

Mark introduced Marcus Lieber to stakeholders/general public. Marcus gave a brief overview of his professional credentials and his role in the preparation of the Financial Reports that were presented. Marcus and Treasurer, Steve Heumann presented Balance Sheet and Income Statements and answered questions from stakeholders/general public.

d. Venice Beach BID Assessments

Mark introduced Board Treasurer, Steve Heumann and CEO, Tara Devine to discuss 2019 BID Assessments. Ms. Devine explains that the BID is allowed to increase assessments by up to 5% per year, but that the Board must vote on any such increase. She further explained that any increase for 2019 must be voted upon by the Board this month in order to meet City Clerk and Los Angeles County Tax Assessor deadlines to place the assessment on the tax roll (because 2019 BID assessments are billed on the Fall 2018 and Spring 2019 property tax bills.) Steve Heumann discussed the 0% increase in assessments in 2018, and rising costs year-over-year due to minimum wage increases, including the upcoming July 1, 2018 increase. He identified the year-over-year increases built into the BID contract with Allied Universal, and how they exceed the maximum 5% per year that the BID can increase assessments. He further mentioned how the minimum wage affects other wages and the corresponding costs of goods and services. He identified that these increases in both wages and costs will have a huge impact on the BID's operations and budget over the remainder of its term. Tara identified the % increases in the minimum wage each year (2017: 14.3%; 2018: 10.4%; 2019: 7.5%; 2020: 5.3%.) A motion was made by Steve Heumann to increase the BID assessments by 5% in 2019. The motion was seconded by Mark Sokol. The Board took a 3-minute recess at 11:28 am to confer with counsel to ensure it was compliant with the Brown Act in response to a complaint from a member of the public about the timing of public comment on this item (whether the Board could take comments before or after a Board motion was made and seconded.) Mark Sokol called the meeting to order again at 11:31 am. The Board heard several public comments, after which a lengthy discussion between Board members ensued. The Board voted 5-1 on the motion to increase BID assessments by 5% in 2019.

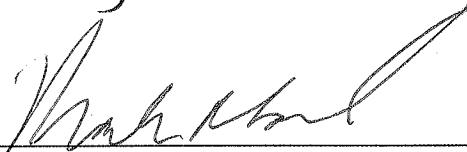
4) CEO'S Report

Tara Devine gave a status update on BID start-up activities and programs. She addressed public comments and answered questions that had been raised by stakeholders/general public during the meeting.

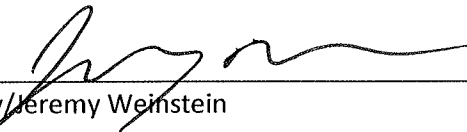
5) Adjournment

The meeting adjourned at 12:10 p.m.

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



President/Mark Sokol



Secretary/Jeremy Weinstein