

MINUTES
VENICE BEACH BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
MEETING AGENDA

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

Board Meetings: Regular meetings of the VB BID Board of Directors are held on the 2nd Friday of each month. The Board may reschedule regular meetings or schedule additional special meetings in accordance with its Bylaws and the Brown Act. All are welcome to attend.

Posting: Agenda(s) are posted at Mishkon Tephilo, Lower Level Social Hall Entrance, 206 N. Main St., are posted online at <https://venicebeachbid.com/board-meetings/> and are distributed to our email list. Anyone may subscribe to our email list at: <https://tinyurl.com/vbbid-mail> In accordance with Government Code § 54957.5, non-exempt writings that are distributed to a majority or all of the Board members in advance of meetings also will be distributed to our email list and posted online.

Public Input: Public input is taken at the top of the agenda at each meeting. Any public comment on any agenda or non-agenda item is invited at this time. Public comment is limited to two minutes per individual but may be reduced at the Board President's discretion. Please note that under the Brown Act, the Board cannot act on matters not agendaized; however, items raised by the public may become a subject for a future Board agenda. The public is requested to complete a speaker card to address the Board of Directors.

ADA: As a covered entity under Title II of the Americans with Disabilities Act, the VB BID does not discriminate on the basis of disability, and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. To request and receive confirmation of the availability of such services, please contact us as early as possible at 310-396-8243 or admin@venicebeachbid.com

BOARD MEMBERS PRESENT: President Mark Sokol, Treasurer Steve Heumann, Secretary Jeremy Weinstein, Connie Brooks, Jay Goodfader, Matt Moore

ABSENT: Jack Hoffman, Sam Lopata

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

1. Call to Order

The meeting was called to order at 10:01 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 Robert Farnham, George Francisco, Melanie Murez, Marlene Okulick, Colleen Saro.

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 safety services throughout the district. Ms. Vela addressed issues and concerns stemming from electric scooters on Ocean Front Walk (Boardwalk) and on sidewalks. Ms. Vela gave an update on continued outreach to area residents who are experiencing homelessness and morning wellness checks throughout the district.

b. Venice Beach BID Clean Team Report*

Mark Sokol introduced Eleni Polakoff, Sr. Operations Manager, Chrysalis for the Venice Beach Business Improvement District. Laurie Neisen who had been with VBBID launch of services had been promoted in June and Ms. Polakoff took over the account. Ms. Polakoff shared her excitement to be working with the team and discussed how the Santa Monica office continues to expand progress in reaching local talent for positions within Venice. Paul Williams and Eleni gave June statistics on cleaning, power washing, graffiti removal and power washing schedules for high density locations.

c. Approval of Minutes (4/13/18, 5/11/18, 6/13/18 Board Meetings)

Quarterly meeting minutes were discussed and reviewed by the Board. Quarterly approval of minutes was adopted at the April 13, 2018 Board of Directors meeting. Upon completion of review and discussion, Secretary Weinstein moved to approve the minutes as presented, Jay Goodfader seconded the motion. The Board voted 6-0 to approve.

d. Financial Reports

Marcus Lieber presented Balance Sheet and Income Statements for June 2018 and December 31, 2017. Ms. Devine inquired if 2017 refunds were reflected in the December 31, 2017 Balance Sheet. Mr. Lieber stated that the City had not provided the calculations on the final refund amount (to date,) as a result the refund was not reflected. The final refund amount will be itemized within a revised Balance Sheet for 2017, once it has been received by the City. Mr. Lieber and Ms. Devine further discussed actual expenses that exceeded YTD budget amounts. These included one-time office improvements, utilities/deposits, initial equipment purchases (e.g. phone system) and annual expenses (e.g. insurance premiums), etc. After further discussion and clarification by Board members and Mr. Lieber, Steve Heumann moved to ratify the December 31, 2017 and June 2018 Financial Reports; Connie Brooks seconded the motion. The Board voted 6-0 to approve.

e. Motion re: Baseline Service Agreement

The Board discussed the Baseline Service Agreement that should have been provided by the City of Los Angeles, as approved by the City Council when the BID formation was adopted. Ms. Devine reiterated that several requests have been made to the City and that staffing issues within the City may be a contributing factor. She also noted that Public Works and the Department of Recreation and Parks will also need to respond to the request in order to finalize the Baseline Service Agreement. The Board discussed what options were available and President Sokol read a draft board resolution to call upon the City to produce the Baseline Service Agreement, which was then discussed. Secretary Weinstein moved to adopt the resolution; Matt Moore seconded the motion. The Board voted 6-0 to approve.

f. Agreement with Alston & Bird for legal services

CEO Tara Devine informed stakeholders that the Venice Beach BID was named in a lawsuit shortly after its formation (late 2016.) Due to this action, the VBBID engaged legal counsel. Ms. Devine discussed the vetting process of legal firms and the decision to select Ed Casey of Alston & Bird to represent the VBBID. Ms. Devine also noted that the lawsuit cost approximately \$171,815.63 in legal fees and delayed the start of BID services for several months. The final ruling, issued in April 2018 by the Honorable James Chalfant, ruled unilaterally in favor of the BID. Treasurer Heumann motioned to ratify the legal services agreement with Alston & Bird; Jay Goodfader seconded the motion. The Board voted 6-0 to approve.

g. Agreement with Devine Strategies for management services

President Sokol presented the management services agreement for Devine Strategies. He personally thanked Ms. Devine for her direction, persistence and extensive due diligence throughout formation process. He noted that Devine Strategies deferred compensation through August 2017, when the BID first received assessment revenue. Board members, including Treasurer Heumann, thanked Ms. Devine for her thoughtfulness and commitment to the Venice Beach Business Improvement District and the community. Secretary Weinstein acknowledged the difficulty in forming the BID and the confidence Ms. Devine brought to the Board. Treasurer Heumann moved to ratify the management services agreement with Devine Strategies; Matt Moore seconded. The Board voted 6-0 to approve.

h. Proposal from Tornado Creative for website, newsletter and related services

Connie Brooks gave an update on communications and the services that Tornado Creative has proposed to maintain and add new content to the VBBID website each month. CEO Devine expressed the importance of Brown Act compliance and how Tornado Creative assists the BID in this process by distributing agendas and monthly newsletters (infographic) and posting agenda, minutes, newsletters, etc. Matt Moore commented on the quality of their design aesthetic and their reasonable fee structure. Connie Brooks motioned to approve a proposal from Tornado Creative for website services through the end of 2018; Jay Goodfader seconded the motion. The Board voted 6-0 to approve.

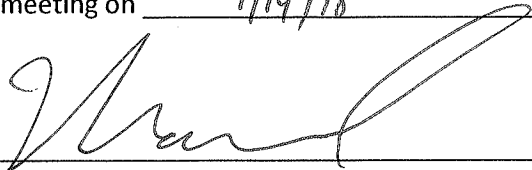
4. CEO's Report

Ms. Devine addressed comments that were raised during public comment regarding refunds and when they would be issued from the City. She stated that based on communications with the City, it should not be more than 30 days and that the first wave of refunds would be issued to property owners who had paid the assessment in full. Once those refunds were processed, the City would begin processing those owners who had made a partial payment (or no payment.) No specific timetable has been identified yet for the second set of refunds. She also addressed concerns with electric scooters, ongoing clean team items and clarified BID vs. contract employee salaries. She thanked the community for their participation at the meetings and is looking forward to more constructive dialogue.

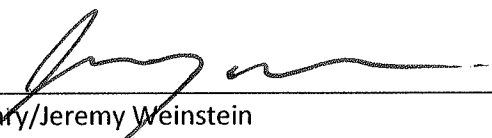
5. Adjournment

The meeting adjourned at 11:15 am.

The undersigned certify that these minutes were approved and adopted at the VBBID Board of Directors meeting on 9/14/18.



President/Mark Sokol



Secretary/Jeremy Weinstein