

MINUTES
VENICE BEACH BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
MEETING AGENDA

Mishkon Tephilo, Social Hall, Lower Level, 206 Main St., Venice, CA 90291
Friday, September 14, 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 agendized; 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: Treasurer Steve Heumann, Secretary Jeremy Weinstein, Connie Brooks, Jack Hoffman, Matt Moore

ABSENT: President Mark Sokol, Jay Goodfader, Sam Lopata

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

1. Call to Order

The meeting was called to order at 10:10 am at 206 Main Street. Due to an expected absence of BID Board President, Mark Sokol, the BID Treasurer, Steve Heumann, chaired the meeting. Mr. Heumann welcomed the Board and the public to the meeting.

2. Public Comment

The Board heard general public comments and/or agenda item comments from Ursua Soledad and John Tapia.

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

a. Council District 11 Update

Steve Heumann acknowledged Taylor Bazley from Councilman Bonin's Office. Mr. Bazley announced that Officer Jennifer Muther had recently been selected as the Sr. Lead Officer for LAPD Pacific Division Basic Car Area 14A11, which includes most of the Venice Beach BID (SLO Kristan Delatori covers Basic Car Area 14A13, which includes a small portion of the BID's north end.) He also gave an update on the Marvin Braude Bike Path closure through October 2018 for needed physical repairs and user safety-oriented improvements.

b. Venice Beach BID Safe Team Report

Steve Heumann introduced Azucena Vela to the public for an update on Safe Team services throughout the district. Ms. Vela expressed that outreach to area residents who are experiencing homelessness will always be done with respect and compassion. She briefly discussed that the BID hosted a July 18, 2018 "Open House" specifically for individuals experiencing homelessness in our BID. The BID distributed flyers and invited unhoused individuals to meet with BID staff and Clean and Safe team members to ask questions or provide input on our services. Additionally, she noted that Safe Team members had completed MOAB training and that they will continue ongoing training sessions throughout the year. MOAB training presents principles, techniques and skills for recognizing, reducing and managing violent and aggressive behavior (moabtraining.com). This training is useful to the Safe Team's daily focus on de-escalating conflicts that occur within our BID. Finally, Ms. Vela gave some statistics on Safe Team activities and addressed the fact that team members are now able to more accurately detail service calls due to additional training and improvements to their reporting system.

c. Venice Beach BID Clean Team Report

Steve Heumann introduced Eleni Polakoff and Paul Williams to the public for an update on Clean Team services. Ms. Polakoff informed attendees that Chrysalis continues to work with their Santa Monica branch office to improve local hiring within the BID. She explained that four (4) new individuals had been added to the team who come from LA's westside. Paul Williams announced that the Clean Team had recently acquired a new paint sprayer, which will greatly reduce the number of hours needed to cover large, easily accessible areas of graffiti throughout the district, including roll up doors, construction fencing and large walls that can use our standard colors. Steve Heumann asked if the BID covers graffiti on any property whether it has been called in for a service request or not. Paul clarified that the team makes every effort to contact property owners and/or tenants prior to service, and especially when a custom color is needed to cover graffiti on their property. This also helps the BID ensure that they are not removing something the building owner/tenant has permitted. Mr. Williams proceeded to discuss power washing schedules and noted some areas with barriers to doing an ideal job (such as parked cars, etc.) Matt Moore commented on BID efforts to address damaged wayfinding signage and blocked storm drains within the district. Tara Devine clarified that Mr. Williams had already compiled a list of signage that needs to be replaced and the list has been provided to the City. She also explained that the BID conducted outreach to Athens Services (athensservices.com), the recycLA provider of commercial, industrial and multifamily trash and recycling within the BID. Connie Brooks alerted the public to the fact that Mr. Williams had been profiled in the New York Times Vocational section, and that an update including a link to the article had been posted on the BID website.

d. Venice Beach BID CEO Report

Tara Devine expanded upon on the BID's recent contacts with Athens Services. In August-September 2018, the BID identified a little-known resource for commercial, industrial and multifamily recycLA customers in our BID. Athens Services offers each customer three (3) free graffiti cleanings every twelve (12) months and one (1) free pressure wash/steam cleaning per container/compactor/roll-off dumpster every twelve (12) months. The BID identified the process to request the services, identified owners who were interested in the services and successfully obtained the requested cleanings. She indicated that the information is included it in this month's BID community update (a newsletter/infographic handout available at the Board meeting) and that it would subsequently be sent to the BID email list. Ms. Devine then explained that the BID met with representatives of Uber/Jump, Bird and Lime to discuss serious safety concerns related to dockless e-scooter and e-bike use in our BID. She explained that the BID heard many safety concerns from local stakeholders, and the Safe Team witnessed daily reckless behavior, poor user judgment and very frequent accidents/collisions, often resulting from clear violations of local ordinances (e.g. e-scooters are prohibited on both the Boardwalk/Ocean Front Walk and the bike path.) The BID also observed vandalism of devices and slow retrieval of devices reported damaged or vandalized. The BID provided a list of very specific issues/complaints and problems, along with specific suggestions for how the companies could improve user behavior through education and changes to their apps. The BID also asked each company to immediately geo-fence the Boardwalk and bike path so that users would understand that e-scooters are not allowed in either area; the companies complied within a few days. She explained that the BID has since seen many of our suggestions implemented in ongoing improvements to their applications, etc., and indicated that the BID will continue to provide feedback to these companies on ongoing safety issues and areas for improvement. Ms. Devine also referred to the LA City Council's guidelines as a point of reference for the public. Additionally, she addressed the BID's engagement with Venice Forward, CES/SPA 5, and hopla.org, a new resource for community members to request outreach/services for individuals in their community who are experiencing homelessness. She went on to address questions asked during public comment about the BID's position on the Bridge Housing project at the former Metro service yard. The Board engaged in a discussion about the BID's goals and working towards long-term sustainable solutions for all community members, in reference to the Bridge Housing Project. Ms. Devine stated the BID will evaluate the proposed project specifically through the lens of possible impacts to BID Clean and Safe services, and that more physical and programmatic details are needed in order for the BID to assess possible impacts and provide input on the project. Lastly, in response to an earlier question, she explained that the BID can only provide services within the BID boundaries. That said, she noted that anyone can call in to report clean and safe issues within the BID boundaries and the BID will investigate and address them to the best of our ability. She referred to the BID website for the map which outlines boundaries and encouraged anyone to call about issues in the BID. Jack Hoffman and Matt Moore engaged in the discussion by outlining some of the ways they report issues and request BID services.

4. Consent Items

a. Approval of Minutes (7/13/18 Board Meetings)

The Board reviewed the minutes from the July 13, 2018 Venice Beach BID Board of Directors meeting. It was noted that the August 2018 meeting had been canceled. Steve Heumann asked if

Board members had any requests for changes to the July 13, 2018 meeting minutes. The Board did not request any changes.

b. Financial Reports

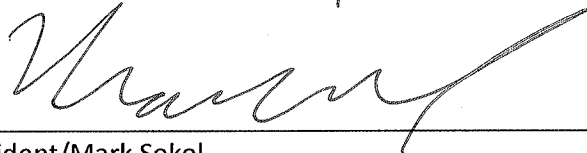
Marcus Lieber began presenting Balance Sheet and Income Statements for August 2018. A meeting attendee asked if 2017 refunds had been finalized. Ms. Devine clarified the two-stage assessment refund process that the City undertook and outlined what was complete and what was outstanding but indicated that most refunds should be resolved very shortly if owners had completed the required paperwork, etc. Steve Heumann clarified that the refund amount shown on the financial statements was an estimate and the BID was still awaiting a final refund total from the City. He noted that financials will be amended once the City provides a final refund amount. Mr. Leiber explained that the BID is required to conduct an Annual Financial Review for the City, which is prepared by an outside accounting firm. He identified and explained key elements of the Independent Accountants' Review Report from GTL, LLP dated July 31, 2018. Mr. Lieber gave an overview of August 2018 financials.

Steve Heumann called for a motion to approve the minutes and the financial reports. Jeremy Weinstein made a motion to approve; Jack Hoffman seconded the motion. The Board voted 5-0 to approve.

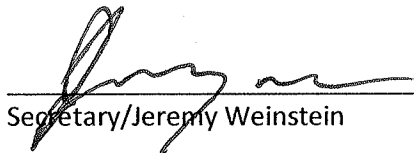
5. Adjournment

The meeting adjourned at 11:11 am.

The undersigned certify that these minutes were approved and adopted at the VBBID Board of Directors meeting on 11/9/18.



President/Mark Sokol



Secretary/Jeremy Weinstein