

MINUTES
VENICE BEACH BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
MEETING AGENDA
Mishkon Tephilo, Social Hall, Lower Level, 206 Main St., Venice, CA 90291
Friday, November 9, 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: President Mark Sokol, Treasurer Steve Heumann, Secretary Jeremy Weinstein, Connie Brooks, Jay Goodfader, Jack Hoffmann, Matt Moore

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

1. Call to Order

The meeting was called to order at 10:05 am at 206 Main Street. Board President, 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 Paul Abascal and John Okulick.

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

a. Council District 11 Update

Taylor Bazley from Councilman Bonin's office addressed the recyclA program. (<https://www.lacitysan.org/recycla> or 1-800-773-2489). Taylor commented that the City Council has received many complaints about increased fees, and is currently reviewing service provider contracts and costs. City representatives are aware that the recyclA program was not rolled out as smoothly and efficiently as hoped. The City will continue to monitor to make sure account holders are provided services at fees that meet their needs. Taylor informed attendees that the Marvin Braude Bike Path improvements were completed. These include simpler, pictorial signage and thermal painting to better communicate with both local stakeholders and [international] visitors and increase safety on the bike path. He then informed attendees that the BID's request to repair or replace 37 traffic signs has been delayed by Department of Transportation because there is only one (1) sign maker for the western half of the City. He noted that he will continue to push for additional sign makers for the City, as well as additional locksmiths for Recreation and Parks Department, which currently has just one locksmith. In conclusion, he invited the Board and public to attend the next Metro Development Disposition Meeting on December 1st at 10:00 am at the Boys & Girls Club and to the 7th Annual Venice Holiday Sign Lighting on December 1st at 6:15 pm on Windward Avenue.

b. Special Guest – Athens Services

Mr. Sokol introduced Amanda Mejia, Government Affairs Manager, Athens Services (<https://athensservices.com>). Ms. Mejia greeted attendees and explained her role with Athens. She also noted that it is of utmost importance for Athens to meet with BIDs to ensure issues like illegal dumping and missed pick ups are addressed promptly. She took several questions from the public. She explained that recycling coordinators have been making greater efforts to let account holders know that recycling services are free of charge. Additionally, she mentioned that when account holders have issues with their services, they should report them to Sanitation/recyclA to build service provider accountability (1-800-773-2489.) Conversely, issues reported directly to Athens are not tracked by the City and do not provide an opportunity to hold Athens accountable under their contract. She noted that Athens can also address bulky items and pick up faster than 3-1-1, but charges \$25 per item. Ms. Devine added to the conversation by noting that the BID had been in contact with Athens since August 2018 to report the increase of illegal dumping in Venice. Ms. Devine shared that BIDs across Los Angeles have seen sizable increases in their overall trash volume and in their bulky item pickups (illegal dumping) since recyclA was implemented. Additionally, most BIDs have observed that many of their commercial businesses have reduced the size and/or frequency of their prior trash collection services. Connie Brooks stressed how BIDs have a positive impact on the community by making these connections, raising issues and holding the City and its contractors accountable. Finally, Ms. Mejia noted that she is available to co-host working groups to address specific account issues and that Athens is also exploring opportunities to partner with the City Council to sponsor community clean-ups. Ms. Mejia left business cards and literature for stakeholders.

c. Venice Beach BID Clean Team Report

Mr. Sokol introduced Eleni Polakoff and Paul Williams to the public for an update on Clean Team services. Ms. Polakoff provided a brief report of October Clean Team stats and noted the recently acquired paint sprayer has resulted in greater efficiency for the BID's graffiti removal work. Paul Williams addressed the public and noted that he is diligently working with LAPD and

Recreation & Parks Department to coordinate more detailed power washing in areas that are heavily trafficked within the BID. A member of the public suggested that a sandblaster was needed to address certain areas of Ocean Front Walk and Venice where sidewalks are heavily stained. Mr. Williams commented that while the BID does not have a sandblaster, he expects that the Clean Team can make a noticeable improvement with continued efforts to provide detailed pressure washing to all areas of the BID. He further mentioned that the Clean Team continues to coordinate with Recreation & Parks to remove bulky items from the BID as quickly as possible, with priority given to those that are creating a hazard or major nuisance in the public right of way. Mr. Williams reiterated that stakeholders need to call in their requests for services in conjunction with verbal contact on the streets. Ms. Devine also noted that in instances when the Clean Team and/or Recreation & Parks cannot accommodate a bulky item pick up, that the BID will do a 3-1-1 request either by phone or through the mobile app. Attendee Suzanne Thompson asked how the BID was addressing graffiti on public art. The BID noted that the Clean Team will not remove any graffiti from murals (or works of art within the district), without confirmation and coordination with the artist and property owner as appropriate.

d. Venice Beach BID Safe Team Report

Mark Sokol welcomed Azucena Vela to address the public. Ms. Vela gave a status report of Safe Team operations in the month of October and was pleased to say that the team has experienced more appreciation and support from community members. She briefly explained how Safe Team activities are captured and reported, and how our monthly BID statistics are generated. Ms. Vela noted that Safe Team members have been engaging in more foot patrols on Ocean Front Walk on the weekends. They have also been strategically posting at different locations on Ocean Front Walk to help educate the public about bike and scooter safety on both Ocean Front Walk and the bike path. She went on to provide a few examples of how Safe Team members have assisted both members of the community and visitors to receive medical assistance. She noted that Allied continues to train both team members and their supervisors to maintain, reinforce and improve their skills that they use daily to resolve issues in the community. A member of the public asked what types of equipment the Safe Team uses; Ms. Vela noted that team members carry pepper spray for self-defense, handcuffs, a mini flashlight, a two-way radio and a mobile phone. She then presented a Department of Homeland Security handout that detailed different ways the public can engage to keep the community safe.

e. Venice Beach BID CEO Report

Ms. Devine began by addressing the two gentlemen who had spoken during the public comment section of the meeting. She responded to Mr. Abascal's suggestion of having a sandblaster for usage in cleaning areas of sidewalk/cement that are heavily trafficked by stating the BID works diligently to address every clean and safe task in the most cost-effective way. Further research (in conjunction with the BID's Clean Team vendor, Chrysalis,) would be required to substantiate a purchase and identify any training and supplies that would be needed. Ms. Devine notified Mr. Okulick that his request for documents will receive a written response from the BID. She invited stakeholders to the BID's Annual Meeting & Holiday Open House on December 12, 2018 from 5:00 – 7:00 pm at the BID's office, located at 1320 Pacific Avenue. She noted that an official notice will be sent out by mail to all property owners in the BID, and also via the BID email list. She encouraged those in attendance to sign up for our email list, if they have not already signed up. Treasurer Steve Heumann agreed that more research would be needed to see if a sandblaster was feasible within the BID's current budget. Finally, Ms. Devine addressed the BID's

approach to graffiti removal and stressed the fact that the BID is very conservative in removal, especially when it is around any known mural or work of art. She addressed Suzanne Thompson, from the Venice Arts Council, and stated that she would be happy to speak to her in more detail after the meeting adjourned.

4. Consent Items

a. Approval of Minutes (9/14/18 Board Meetings)

The Board reviewed the minutes from the September 14, 2018 Venice Beach BID Board of Directors meeting. It was noted that the October 2018 meeting had been canceled. Steve Heumann asked if Board members had any requests for changes to the September 14, 2018 meeting minutes. The Board did not request any changes.

b. Financial Reports

Marcus Lieber presented the BID Balance Sheet and Income Statements for September and October 2018. He identified and explained any noteworthy line items in the budget, including any categories significantly over or under budget. He then took questions from the Board.

Mark called for a roll call vote to approve the minutes and the financial reports as presented. The Board voted 7-0 to approve.

5. New Business

a. Adoption of 2019 Board Meeting Calendar

Ms. Devine presented the Proposed Venice Beach BID 2019 Board of Directors Meeting Calendar. She explained the proposed shift from in 2019 from the second (2nd) Friday of every month to the third (3rd) Friday of every other month. This shift would allow the BID sufficient time to produce the monthly community update in advance of each Board meeting, regardless of how early or late the 3rd Friday falls in a given month. (Prior updates were difficult to complete when the 2nd Friday fell early in the month.) The proposed schedule also avoids major holidays. It was noted that meetings may be canceled or rescheduled, or special meetings may be called, in accordance with the Brown Act. Steve Heumann motioned to adopt the Proposed 2019 Board Meeting Calendar as presented, Jack Hoffman seconded the motion. The Board voted 7-0 to approve.

b. Adoption of 2019 Annual Planning Report & Budget

The Board reviewed the 2019 Annual Planning Report & Budget. Ms. Devine explained to the public that the Annual Planning Report is prepared for the City in a format it prefers. She then highlighted a selection of information from the report for the Board and public.

Appendix A – Overview of Budget

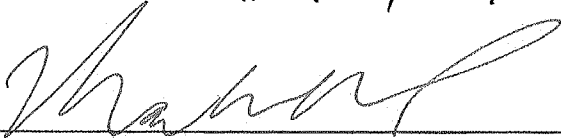
Steve Heumann reminded those in attendance that the 5% increase for 2019 (previously approved in 2018) and the rollover funds would be used to help offset the recent minimum wage increase in (July 2018) and additional scheduled minimum wage increases in 2019 in order to maintain seven (7) day per week service for as long as possible. Mark Sokol thanked Steve Heumann, Tara Devine and Marcus Lieber for all of their work on the 2019 budget.

Steve Heumann motioned for the adoption of the 2019 Annual Planning Report & Budget; Matt Moore seconded the motion. The Board voted 7-0 to approve.

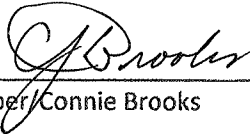
6. Adjournment

The meeting adjourned at 11:43 am.

The undersigned certify that these minutes were approved and adopted at the VBBID Board of Directors meeting on MARCH 15, 2019.



President/Mark Sokol



Member/Connie Brooks