

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

Mishkon Tephilo, Social Hall, Lower Level, 206 Main St., Venice, CA 90291  
Friday, March 15, 2019  
10:00 AM

**Board Meetings:** Regular meetings of the VB BID Board of Directors are held bimonthly on the 3<sup>rd</sup> Friday of January, March, May, July, September and November. 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](mailto:admin@venicebeachbid.com)

**BOARD MEMBERS PRESENT:** Treasurer Steve Heumann, Connie Brooks, Jay Goodfader, Jack Hoffmann

**BOARD MEMBERS ABSENT:** President Mark Sokol, Secretary Jeremy Weinstein, Matt Moore

**VBBID STAFF PRESENT:** Tara Devine, Marcus Lieber (BID accountant)

**1. Call to Order**

**SOKOL**

Welcome & Introductions

The meeting was called to order at 10:09 am.

**2. Public Comment**

Margaret Molloy asked who is on the Board of Directors (it was explained to her that this information is kept current on the BID website.) She spoke about the Venice Beach Suites Hotel court decision and expressed her opinion that the owner should not remain on the Board of Directors (this Board member was not present.) Ms. Molloy said that the Safe Team was waking the homeless (The BID is not performing "wake up calls; the BID's approach to our unhoused residents, encampments and welfare checks was explained in more detail.) Ms. Molloy complained that the Clean Team is only taking the top layer of trash off the trash cans rather than emptying (it was explained that one common type of Venice trash can is heavily weighted

at the bottom AND does not accommodate a trash bag/liner. These cans are designed to be serviced by a mechanized-lift on a specific Sanitation vehicle. The BID "takes the top off" these cans to keep them from overflowing between Sanitation's scheduled servicing. Our staff is unable to lift them, and their design does not allow for a bag/liner, so this is a logical approach for these cans.) She reiterated her opposition to the BID for numerous reasons.

Suzanne Thompson (Venice Arts Council) expressed her appreciation to the BID for assistance with cleaning efforts related to murals in the district. She shared with the audience that they could support efforts to preserve/restore/maintain public art by purchasing a bound volume that highlights the art tiles located on select park benches along the Venice Boardwalk. She also spoke about efforts to restore the Venice Poet's Monument.

Sam Trude (Great White) came to request support for their expansion into the former Subway space and their application for a conditional use permit. (The Board indicated that we could not vote on the matter, but thanked him for their investment in the community, being a good neighbor, attending and briefing us, and explained that individual Board members and attendees were free to take individual positions on their application.)

### **3. Government Representatives**

#### **a. Taylor Bazley, Council District 11**

Mr. Bazley was unable to attend; CEO Tara Devine provided some updates from the Council office on his behalf, including a discussion of BID and City efforts to improve conditions at Lot 731.

### **4. Reports**

#### **a. Venice Beach BID Safe Team Report**

**VELA**

Azucena Vela gave an update on 1<sup>st</sup> Quarter safe team field activities and stats.

#### **b. Venice Beach BID Clean Team Report**

**POLAKOFF / WILLIAMS**

Eleni Polakoff and Paul Williams gave an update on 1<sup>st</sup> Quarter clean team field activities and stats.

#### **c. Venice Beach BID CEO Report**

**DEVINE**

Tara Devine gave an update on the new staffing arrangements for the LAPD substation, new trash cans obtained from the City, and the BID's progress with local hiring, in addition to answering questions raised during public comment.

### **5. Consent Items**

All matters listed on the consent calendar are considered to be routine and will be enacted by one roll call vote.

#### **a. Approval of Minutes (11/9/18, 12/12/18 Board Meetings)**

**WEINSTEIN**

#### **b. Financial Reports**

**LIEBER**

Mr. Weinstein asked if the Board had any changes to the November or December 2019 minutes. None were offered. Mr. Leiber presented the financial reports. Ms. Brooks motioned to approve; Mr. Heumann seconded; the Board adopted (4-0.).

### **6. New Business**

#### **a. 2019 Agreement with Tornado Creative for website, mailing list and related services**

**BROOKS**


Ms. Brooks explained the scope and terms of the new agreement with Tornado for 2019. It primarily covers basic website content additions, website maintenance, publication of Board meeting notices, agendas and minutes, and layout/distribution for the BID's monthly community

updates. Ms. Brooks also highlighted some of the excellent work Tornado did for us in 2018 (logo, uniforms, decals, establish website, design monthly community updates, etc.) Ms. Brooks motioned to approve; Mr. Heumann seconded; the Board ratified the agreement (4-0.)


**7. Adjournment**

The meeting adjourned at 11:42 am.

The undersigned certify that these minutes were approved and adopted at the VBPOA Board of Directors meeting on September 20, 2019.

A handwritten signature in dark ink, appearing to read 'Mark Sokol', is written over a horizontal line.

President/Mark Sokol

A handwritten signature in dark ink, appearing to read 'Jeremy Weinstein', is written over a horizontal line.

Secretary/Jeremy Weinstein