

**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, June 14, 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:** President Mark Sokol, Treasurer Steve Heumann, Secretary Jeremy Weinstein, Connie Brooks, Jay Goodfader, Jack Hoffmann, Matt Moore

**BOARD MEMBERS ABSENT:** None. Two Board members did have to leave before the vote was taken on Item #6a.

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

**1. Call to Order**

**SOKOL**

Welcome & Introductions

The meeting was called to order at 10:11 am.

**2. Public Comment**

Melissa Diner provided a brief update on the Westminster Avenue Plaza Project, a proposal filed with the City to provide an outdoor dining area where Westminster Ave dead-ends into the Boardwalk (OFW.) The short block between Speedway and OFW is home to a number of small coffee and dining establishments that have little or no seating. Muralist Emily Winters and Suzanne Thompson of the Venice Arts Council spoke about the Endangered Species mural (the mural is prone to periodic tagging; the BID has provided pressure-washing services in advance of

repairs to the mural on at least two occasions). John Okulick expressed his dissatisfaction with how the BID handles CPRA requests, expends funds, conducts pressure washing and complained about the encampments in his area. An unidentified representative (no name on speaker card) from the "People of CA" gave general comments about the bylaws and talked about the Rent Stabilization Ordinance (RSO.) Lastly, filmmaker Michael Angelo spoke and asked what could be done about the tagging of the "Starry Night" mural by artist Cronk.

### 3. Government Representatives

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

Mr. Bazley reported on a number of issues. He clarified the best approaches for graffiti, asking attendees to call 9-1-1/LAPD emergency line for graffiti in progress, while otherwise using 3-1-1 or BID services for removal. He indicated that police reports are needed for the City's investigative process. He also talked about the current renovation of Muscle Beach. He explained that it would include the installation of new mats and equipment and take approximately four months to complete. Mr. Bazley reported that the Boardwalk (OFW) vendor spaces were remarked (and in some instances moved for better operations.) He also indicated that the space #s and type of vendor space had now been codified in City records. Mr. Bazley discussed the upcoming ballard replacements that would occur from Venice Boulevard to the City of Santa Monica boundary, and said that eight would be retractable (for emergency vehicle access) while the others would be permanent. He indicated that 850 palm trees in the area would soon be trimmed, and that all new utility box art in Venice would be coated with SPARC "kits" which make graffiti removal easier and protect the artwork. Lastly, he provided an update on Bridge Home Venice, indicating that the budget, site plan and operator were in place, that site work (preliminary sewer, electrical etc.) was well under way, and that it would include 54 youth beds. He also indicated that UCLA Dental, the Venice Family Clinic, and Chrysalis (for employment opportunities) would be engaged with the primary providers (PATH/SPY.) Lastly, he said that the City was targeting an October 2019 opening.

Mr. Zachary Gaidzik, the new Venice deputy for Supervisor Sheila Kuehl, attended the meeting to introduce himself. He indicated that he lives close to Venice and hoped to attend many of our future meetings.

### 4. Reports

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

**VELA**

Azucena Vela gave an update on 2<sup>nd</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 2<sup>nd</sup> Quarter clean team field activities and stats.

#### c. Venice Beach BID CEO Report

**DEVINE**

Tara Devine responded to comments by government representatives, which resulted in a brief Board discussion about graffiti reporting and prosecution. She also thanked RAP for their recent efforts along the Boardwalk (OFW), in addition to answering questions and responding to issues 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 (3/15/19 Board Meeting)

**WEINSTEIN**

#### b. Financial Reports

**LIEBER**

The 3/15/19 minutes were continued until the next meeting. Marcus Lieber presented the monthly financials. Ms. Devine mentioned that the BID's Annual Financial Review was nearly complete, and that it should be presented at the next Board Meeting. Mr. Heumann moved and Ms. Brooks seconded to approve the financial reports. The Board voted 7-0 to approve them.

**6. New Business**

a. Venice Beach BID Assessments

**HEUMANN / DEVINE**

The Board will discuss whether or not to increase assessments in 2020.

Steve Heumann and Tara Devine presented the financial issues informing a recommendation to increase assessments in 2020. Factors included: the >5% current year increase in the minimum wage, the cumulative impacts of five years (past and future) minimum wage increases (generally exceeding 5%) and discussed how quickly any potential cuts hit the BID's core clean and safe programs. After discussion, Mr. Sokol moved and Mr. Weinstein seconded a motion to increase 2020 assessments by 5%. The Board voted 5-0 to approve the increase. (Two board members departed early before the vote was taken.)

b. Dockless Vehicles

**DEVINE / VELA**

Staff will provide an update on the June 12<sup>th</sup> LADOT meeting in Venice and lead a discussion of the impacts of dockless vehicles on public safety within the BID. Dockless vehicles most notably include e-scooters and e-bikes, i.e. Bird, Jump (Uber), Lime, Metro Bike, Motivate, Razor, Spin, Wheels, etc.

Tara Devine gave an update on the recent LADOT-hosted meeting on dockless vehicles at the Venice Public Library. She recapped the issues that she and other Venetian stakeholders provided to LADOT, and the continued disappointment with the dockless vehicles' limited responses and ongoing lack of solutions for flagrant violations of age limits, reckless use and lack of proper parking of these devices both by users and by those charging and dropping off devices. A substantial discussion ensued about these and related concerns. Devine indicated that after the meeting, she sent a packet with specific feedback, suggested solutions, and photographic documentation of ADA and other violations to the designated LADOT representative. No Board vote was taken on this item.

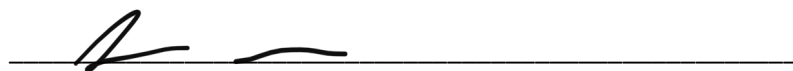
**7. Adjournment**

The meeting adjourned at 12:54 pm.

The undersigned certify that these minutes were approved and adopted at the VBPOA Board of Directors meeting on September 25, 2020.



President/Steven M. Heumann



Secretary/Jeremy Weinstein