



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

Via Televideoconference pursuant to Executive Order N-29-20 Issued by Governor Gavin Newsom  
Friday, October 30, 2020  
Meeting Starting Time 10:00 AM

Join Zoom Meeting

<https://zoom.us/j/98788322135?pwd=ZzV3dHBKWHUwY0hvRWg5YTEyUUZ2dz09>

Meeting ID: 987 8832 2135 | Meeting Passcode: 995784

Dial-In Number: +1 669 900 9128

**BOARD MEMBERS PRESENT:** President Steve Heumann, Treasurer Connie Brooks, Secretary Jeremy Weinstein, Jack Hoffmann, Jay Goodfader, Jeffery Harris, Mark Sokol

**BOARD MEMBERS ABSENT:** None

**VBBID STAFF PRESENT:** Eleni Polakoff, Shira Moch, Marcus Lieber (BID accountant), Azucena Vela (Safe Contractor), Trevor Kale (Clean Contractor), Paul Williams (Clean Contractor)

**1. Call to Order**

*Welcome and Introductions*

The meeting was called to order at 10:04 am.

**HEUMANN**

**2. Public Comment**

No public comment was offered to be heard by the Board of Directors.

**3. Government Representative Liaison Reports**

a. City of Los Angeles, Recreation & Parks – *Bob Davis*

Bob Davis stated Recreation and Parks (RAP) work with LAPD and LA Sanitation during cleanups and how recent legal dealings have impacted their ability to cleanup, particularly related to bulky items and encampments. Mr. Davis mentioned RAP removes the trash on the boardwalk daily, manages amenities along the park and beach, and maintains a 24-hour restroom program at Horizon Ave. restrooms (with maintenance person and security guard posted). He continued, stating that all other restrooms are open from 6am – 10:30pm with a total of 58 restroom stalls available along Venice Beach. Mr. Davis also discussed the reopening of two children's playgrounds and an increase in filming allowed by the County. Additionally, he briefly discussed the Park Ranger program and the recent hire of Park Ranger Chief, Joel Loserelli.

b. City of Los Angeles, Police Department

Senior Lead Officer Monique Contreras mentioned Market St. (between Ocean Front Walk and Pacific Ave.) has been an issue for the businesses, especially as some are starting to reopen. They will begin cleanups and ADA compliance checks (10 ft from

doorways) on Wednesdays, and are working with the Department of Mental Health to get people services.

Sergeant Theresa Skinner talked of her team's continued enforcement of tents that have been erected in the park, the County's decision to have a zero bail schedule for tickets, and "loaner" officers to increase resources in the evening/at night because of increased crime at night. She stated this also means that daytime detail will be a lighter as a result. Sergeant Skinner mentioned that LAPD has handled 600 radio calls in the beach area alone this month.

c. Los Angeles City Council, District 11 – *Nisa Kove*

Nisa Kove discussed the most recent Council meeting in regard to the motion that was introduced to revisit Los Angeles Municipal Codes 41.18 and 56.11 with a revision written by the City Attorney to not allow for camping within 500 feet of storage, shelters, and housing. The motion was continued until November 24, 2020. Ms. Kove highlighted that Councilmember Bonin wrote his own motion saying he did not support continuing using enforcement to solve homelessness, and that he wants to see encampments to homes and sees Ocean Front Walk as the perfect place to try. Ms. Kove mentioned their recent work in the Penmar/Rose area and that they got 70% of people to accept housing through hotel/motel vouchers. Additionally, she stated that Councilmember Bonin called for the US District Judge Carter to broker a deal with Los Angeles County, City, and the unhoused to offer housing. Ms. Kove stressed that coordination with the County Board of Supervisors is what enabled Penmar/Rose program to be successful. The Councilmember also called for an app to be created that could track and provide real time information on available beds in the City.

Dexter O'Connell joined Ms. Kove in her discussion about Penmar/Rose area stating that what made the program able to happen was bringing documentation about the problems, that was gathered by the neighbors, forward to the County Board of supervisors.

d. Los Angeles County Supervisor, District 3 – *Zachary Gaidzik*  
Mr. Gaidzik was not present and did not provide an update.

**4. Consent Items**

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

- a. Financial Reports
- b. Approval of Minutes (9/25/20)

**LIEBER  
WEINSTEIN**

Steve Heumann and Eleni Polakoff presented the financial reports. Mr. Heumann asked if the Board had any changes to the October 2020. None was offered. Mr. Sokol moved to approve; Mr. Weinstein seconded; the Board approved (7-0).

**5. Venice Beach BID Staff Reports**

- a. Safe Team Report

**VELA**

Azucena Vela gave an update on safety enforcement (33% increase in assault with a deadly weapon year-to-date), the new Safe Team deployment strategy (split the district into three sections for patrols), relationship building, and the team's successes. Vela mentioned a 33% increase year-to-date in BID service request calls, and seeing a

continued upward trend from last year. Plans for the presidential election aftermath were also discussed.

b. Clean Team Report

**KALE / WILLIAMS**

Trevor Kale and Paul Williams gave an update on the new graffiti removal position on the team that is dedicated to removing graffiti throughout the district with a focus on Speedway and Ocean Front Walk, the work that the new Engagement Team is doing on Ocean Front Walk, and coordination with City of Los Angeles Sanitation and Recreation and Parks Departments. Plans for the presidential election aftermath were also discussed.

c. Executive Director's Report

**POLAKOFF**

Ms. Polakoff gave an update on the official launch of the BID's online service request form and the staff training held earlier in the month with Ron Hooks from West Coast Care. Ms. Polakoff also highlighted the upcoming annual Board meeting and Board of Directors elections (three seats up for re-election). The election process was reviewed and the nominating committee was announced (President Steve Heumann, Treasurer Connie Brooks, and Director Jack Hoffmann).

**6. New Business**

a. Ratify LogMeIn/Jive Communications, Inc. and SafeTech

**POLAKOFF**

Communications, Inc. contracts for new phones and phone service

Ms. Polakoff explained the month-to-month contract and reasons the BID is switching phone systems. Ms. Polakoff asked if there were any questions about the contract and there were not. Mr. Heumann moved; Ms. Brooks seconded; the Board ratified the agreement (7-0).

**7. Next Board Meeting – December 11, 2020**

**POLAKOFF**

Ms. Polakoff stated that the next meeting will be the annual Board meeting.

**8. Adjournment**

The meeting adjourned at 11:59 am.

The agenda is subject to change up to 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Please check the agenda prior to the meeting for changes. Updated agendas and meeting materials are available at 1320 Pacific Ave., Venice, CA 90291, as well as on the website <https://venicebeachbid.com/board-meetings/>

Please take notice: In an effort to reduce the risk of spreading Coronavirus (Covid-19), and consistent with the Governor's special orders regarding the Brown Act, the Venice Beach BID Board of Directors meeting will be conducted by way of televideoconference. Participants may join via the televideoconference link above or dial-in number. The agenda packet will be made available online to accommodate this change until such time as in-person meetings are able to resume.

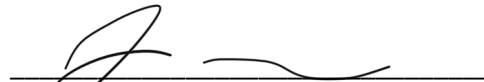
Public Input: Public input is taken at the top of the agenda at each meeting. Any public comment on any agenda or non-agenda item is invited at this time. Public comment is limited to two minutes per individual but may be reduced at the Board President's discretion. Please note that under the Brown Act, the Board cannot act on matters not agendized; however, items raised by the public may become a subject for a future Board agenda. Prior to or during the Agenda Item 2 "Public Comment," the public is requested to use Zoom's "raise hand" function (🙋) to indicate that they would like to make a public comment. For callers, press \*9 to raise hand.

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)

The undersigned certify that these minutes were approved and adopted at the VBPOA Board of Directors meeting on October 30, 2020.



President/Steven M. Heumann



Secretary/Jeremy Weinstein