



Annual - Board of Directors Meeting

February 13th, 2025



Agenda



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
ANNUAL MEETING AGENDA**

Thursday, February 13, 2025
Meeting Starting Time 9:00 AM

Venice Beach BID Office
1320 Pacific Ave, Venice, CA 90291

AGENDA

(Please note that Agenda Items may be reordered during the meeting at the discretion of the Board.)

- 1. Call to Order** **BROOKS**
Welcome and Introductions
- 2. Public Comment**
- 3. Guest Speakers**
 - a. Amanda Heinke, Venice Beach Accessibility Project
 - b. City of Los Angeles, District 11
 - c. City of Los Angeles, Recreation and Parks
 - d. City of Los Angeles, Police Department
- 4. Venice Beach BID 2024 Review**
 - a. 2024 Financial Review **POLAKOFF**
 - b. 2024 Operations and Stats Review **FAENA**
- 5. Board Elections** **BROOKS**
 - a. Election for term-expired seats of Jeff Harris, Jake Mathews, Melanie Murez, and Mark Sokol
 - b. Venice Beach BID Board of Directors Officers election session
- 6. Consent Items**

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

 - a. Financial Reports **LIEBER**
 - b. Approval of Minutes **WEINSTEIN**
- 7. RFP Process and Recommendations** **POLAKOFF/BROOKS**
 - a. Staff report on RFP Process, findings, and recommendations (no vote)
 - b. Consideration and vote on staff recommendation for contract with Clean and Safe Service Providers following completion of RFP Process.
 - c. Authorization for staff to enter contract negotiations with selected contractor(s) and agree to terms within the budget parameters.
- 8. Renewal** **POLAKOFF/BROOKS**
 - a. Consideration of BID renewal proposals and authorization of Renewal Ad Hoc Group to finalize decision with contract within Board-assigned parameters
- 9. Director's Report** **POLAKOFF**

10. Public Comment

11. Adjournment

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/>

Public Input: Public input is taken at the top and bottom of the agenda at each meeting. Any public comment on any agenda is invited at the top of the meeting. General public comment or non-agenda item comment is invited at the bottom of the agenda after business has concluded. 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.

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



December 5th, 2024 Meeting Minutes



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
ANNUAL AND BOARD MEETING AGENDA
DRAFT MEETING MINUTES**

Thursday, December 5, 2024
Annual Meeting Starting Time 8:30 AM
(Refreshments with BID Staff and Members)
Board Meeting Starting Time 9AM

Venice Beach BID Office
1320 Pacific Ave, Venice, CA 90291

AGENDA

(Please note that Agenda Items may be reordered during the meeting at the discretion of the Board.)

BOARD MEMBERS PRESENT: Connie Brooks, Mark Sokol, Jeff Goodman, Jeff Harris, Melanie Martinez, Jake Matthews, Jeremy Weinstein

STAFF/CONTRACTORS PRESENT: Eleni Polakoff, Eswien Faena, Jason Coralez, Jacob Gerstel, Karim Arkeem

GUESTS: Jennie Tucker

1. Call to Order

BROOKS

Welcome remarks and introductions

2. Public Comment

No Public Comment made.

3. 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 for November 7, 2024

BROOKS

Connie Brooks called on consent items 3a. Jeremy Weinstein moved to approve consent item 3a. Jeff Goodman seconded the motion. The motion passed – Vote: Yes 8-0.

4. New Business

BROOKS

a. Consideration and possible vote to amend the VBPOA Bylaws to hold the *Annual Meeting* and *Annual Board Elections* in the first calendar quarter of the year beginning in 2025.

Jeremy Weinstein motioned to approve item 4a. Connie Brooks seconded the motion. The motion passed – Vote: Yes 8-0.

b. Amend the VBPOA Bylaws to extend existing Board terms to the new election date in first quarter of the calendar year beginning in 2025.

Connie Brookes motioned to approve item 4b. Melanie Muirez seconded the motion. The motion passed – Vote: Yes 8-0.

c. President to appoint Nominating Committee for 2025 Board Elections, and Board approval.

Board President Connie Brooks appointed Melanie Muirez, Jeff Harris, and herself to serve on the 2025 Nominating Committee. Connie moved to approve the appointed members for item 4c. Jeff seconded the motion. The motion passed—Vote: Yes 8-0.

5. Venice Beach BID Staff Reports

Executive Director's Report

POLAKOFF

6. Public Comment

7. Adjournment – Next Board Meeting and Annual Meeting: February 13, 2025

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The undersigned certify that these minutes were approved and adopted at the VBPOA Board of Directors meeting on February 13th, 2024.

President/Connie Brooks Secretary/Jeremy Weinstein



4th Quarter Financials

Balance Sheet December 2024

Venice Beach BID 2022 As of December 31, 2024

DEC 31, 2024

Assets

Cash and Cash Equivalents

VBPOA Checking #5431	216,647
VBPOA MM #5449	563,193
Total Cash and Cash Equivalents	779,840

Current Assets

A/R Gov't PY(s) Assessments	259,798
A/R Non-Gov't PY(s) Assessments	16,736
Accumulated Amortization - ROU Office Space	(135,192)
Collateral CD - Credit Card	11,274
Payroll Clearing	(13,038)
ROU Asset - Office Space	236,873
Security Deposit - Office Lease	8,500
Deposit - LACMTA	2,500
Total Current Assets	387,451

Total Assets **1,167,290**

Liabilities and Equity

Liabilities

Current Liabilities

Accounts Payable	40,372
Accrued Expenses	88,399
Accumulated Amortization - Lease Office Space	(133,045)
Credit Card Payable	4,702
Lease Liability - Office Space	236,873
Total Current Liabilities	237,301

Total Liabilities **237,301**

Equity

Accumulated Fund Balance	252,007
Accumulated Fund Balance - Prior BID	961,354
Current Year Earnings	(283,372)
Total Equity	929,989

Total Liabilities and Equity **1,167,290**

No Assurance Is Provided On These Financial Statements. Disclosures Are Omitted.

Income Statement - December 2024

Venice Beach BID 2022

For the month ended December 31, 2024

	DEC 2024 ACTUALS	DEC 2024 BUDGET	YTD ACTUALS	YTD BUDGET	VARIANCE YTD	2024 BUDGET
Revenue						
Assessment Revenue - Government	-	47,980	537,947	575,705	(37,758)	575,705
Assessment Revenue - Non-Government	-	79,875	1,438,412	1,461,485	(23,073)	1,461,485
General Benefit Revenue	-	-	31,241	31,241	-	31,241
Interest Income	504	-	9,375	-	9,375	-
Interest Income - City of Los Angeles	-	-	27,674	-	27,674	-
Penalty Income	-	-	3,965	-	3,965	-
Prior Year Surplus Revenue	-	31,358	-	376,296	(376,296)	376,296
Total Revenue	504	159,213	2,048,614	2,444,727	(396,113)	2,444,727
Gross Profit	504	159,213	2,048,614	2,444,727	(396,113)	2,444,727
Operating Expenses						
Administration & Management						
Accounting & Bookkeeping	5,375	5,375	64,500	64,500	-	64,500
Bank Service Charges	-	30	-	250	(250)	250
City Admin Fees	-	-	20,527	20,628	(101)	20,628
Computer & IT Expense	1,487	413	3,841	5,000	(1,159)	5,000
Delinquencies & Slow Pay	-	3,317	-	39,837	(39,837)	39,837
Entertainment & Meals	-	212	1,656	2,500	(844)	2,500
Events Expense	-	-	300	-	300	-
Financial Review & Tax Prep Fees	-	1,250	13,300	15,000	(1,700)	15,000
Insurance - D&O / EPLI	-	-	5,134	6,391	(1,257)	6,391
Insurance - General Liability	-	-	7,693	7,710	(17)	7,710
Insurance - Property / Non-Owned & Hired Auto	-	-	2,290	2,279	11	2,279
Insurance - Workers' Comp	-	-	1,395	2,500	(1,105)	2,500
Legal Expenses - General	-	500	3,000	6,000	(3,000)	6,000
Local Transportation & Parking	-	337	107	4,000	(3,893)	4,000
Office Expenses	484	848	6,866	10,000	(3,134)	10,000
Payroll Processing Fees	214	196	2,514	2,352	162	2,352
Professional Consulting - Admin	-	837	-	10,000	(10,000)	10,000
Professional Development & Conferences	-	462	7,530	5,500	2,030	5,500
Rent - Admin	6,750	6,705	80,438	80,438	(1)	80,438
Repairs & Maintenance - Admin	-	77	-	990	(990)	990
Salaries & Benefits - Admin	17,727	14,915	177,739	179,024	(1,285)	179,024
Telephone & Internet - Admin	131	245	1,717	2,984	(1,267)	2,984

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	DEC 2024 ACTUALS	DEC 2024 BUDGET	YTD ACTUALS	YTD BUDGET	VARIANCE YTD	2024 BUDGET
Utilities - Admin	95	297	1,201	3,630	(2,429)	3,630
Total Administration & Management	32,264	36,016	401,749	471,513	(69,764)	471,513
Clean & Safe Programs						
Clean & Safe Supplies	2,475	837	16,789	10,000	6,789	10,000
Clean Services Contract	76,682	78,894	897,043	946,695	(49,652)	946,695
Rent - Clean & Safe	2,250	2,239	26,813	26,813	(1)	26,813
Repair & Maintenance - Clean & Safe	-	37	-	510	(510)	510
Safe Services Contract	73,362	65,185	791,929	782,242	9,687	782,242
Salaries & Benefits - Clean & Safe	809	697	8,251	8,397	(146)	8,397
Utilities - Clean & Safe	185	154	2,332	1,870	462	1,870
Total Clean & Safe Programs	155,762	148,043	1,743,156	1,776,527	(33,371)	1,776,527
Communications & Special Projects						
Advertising/Promotions/Newsletters	904	538	6,005	6,500	(495)	6,500
Board & Community Meeting Fees	138	125	719	1,500	(781)	1,500
Community Engagement Program	3,735	2,087	15,163	25,000	(9,837)	25,000
Enhanced Data Capture & Reporting	100	100	8,700	1,200	7,500	1,200
Membership Dues	-	187	140	2,200	(2,060)	2,200
Salaries & Benefits - District Identity	15,163	12,811	151,403	153,787	(2,384)	153,787
Website Development & Maintenance	413	538	4,950	6,500	(1,550)	6,500
Total Communications & Special Projects	20,453	16,386	187,081	196,687	(9,606)	196,687
Total Operating Expenses	208,479	200,445	2,331,986	2,444,727	(112,741)	2,444,727
Operating Income / (Loss)	(207,975)	(41,232)	(283,372)	-	(283,372)	-
Net Income / (Loss) before Tax	(207,975)	(41,232)	(283,372)	-	(283,372)	-
Net Income	(207,975)	(41,232)	(283,372)	-	(283,372)	-
Total Comprehensive Income	(207,975)	(41,232)	(283,372)	-	(283,372)	-

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Income Statement - 4th Quarter 2024

Venice Beach BID 2022

For the 3 months ended December 31, 2024

	OCT - DEC 2024 ACTUALS	OCT - DEC 2024 BUDGET	VARIANCE 4TH QTR.	YTD ACTUALS	YTD BUDGET	VARIANCE YTD
Revenue						
Assessment Revenue - Government	-	143,930	(143,930)	537,947	575,705	(37,758)
Assessment Revenue - Non-Government	196,149	239,619	(43,470)	1,438,412	1,461,485	(23,073)
General Benefit Revenue	-	-	-	31,241	31,241	-
Interest Income	2,411	-	2,411	9,375	-	9,375
Interest Income - City of Los Angeles	17,519	-	17,519	27,674	-	27,674
Penalty Income	42	-	42	3,965	-	3,965
Prior Year Surplus Revenue	-	94,074	(94,074)	-	376,296	(376,296)
Total Revenue	216,120	477,623	(261,503)	2,048,614	2,444,727	(396,113)
Gross Profit	216,120	477,623	(261,503)	2,048,614	2,444,727	(396,113)
Operating Expenses						
Administration & Management						
Accounting & Bookkeeping	16,125	16,125	-	64,500	64,500	-
Bank Service Charges	-	70	(70)	-	250	(250)
City Admin Fees	-	-	-	20,527	20,628	(101)
Computer & IT Expense	1,889	1,247	642	3,841	5,000	(1,159)
Delinquencies & Slow Pay	-	9,957	(9,957)	-	39,837	(39,837)
Entertainment & Meals	136	628	(492)	1,656	2,500	(844)
Events Expense	300	-	300	300	-	300
Financial Review & Tax Prep Fees	3,000	3,750	(750)	13,300	15,000	(1,700)
Insurance - D&O / EPLI	-	-	-	5,134	6,391	(1,257)
Insurance - General Liability	-	-	-	7,693	7,710	(17)
Insurance - Property / Non-Owned & Hired Auto	-	-	-	2,290	2,279	11
Insurance - Workers' Comp	-	-	-	1,395	2,500	(1,105)
Legal Expenses - General	500	1,500	(1,000)	3,000	6,000	(3,000)
Local Transportation & Parking	-	1,003	(1,003)	107	4,000	(3,893)
Office Expenses	1,642	2,512	(870)	6,866	10,000	(3,134)
Payroll Processing Fees	627	588	39	2,514	2,352	162
Professional Consulting - Admin	-	2,503	(2,503)	-	10,000	(10,000)
Professional Development & Conferences	2,592	1,378	1,214	7,530	5,500	2,030
Rent - Admin	20,250	20,111	139	80,438	80,438	(1)
Repairs & Maintenance - Admin	-	243	(243)	-	990	(990)
Salaries & Benefits - Admin	47,524	44,753	2,771	177,739	179,024	(1,285)
Telephone & Internet - Admin	383	743	(360)	1,717	2,984	(1,267)

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	OCT - DEC 2024 ACTUALS	OCT - DEC 2024 BUDGET	VARIANCE 4TH QTR.	YTD ACTUALS	YTD BUDGET	VARIANCE YTD
Utilities - Admin	299	903	(604)	1,201	3,630	(2,429)
Total Administration & Management	95,266	108,014	(12,748)	401,749	471,513	(69,764)
Clean & Safe Programs						
Clean & Safe Supplies	7,304	2,503	4,801	16,789	10,000	6,789
Clean Services Contract	242,084	236,676	5,408	897,043	946,695	(49,652)
Rent - Clean & Safe	6,750	6,707	43	26,813	26,813	(1)
Repair & Maintenance - Clean & Safe	-	123	(123)	-	510	(510)
Safe Services Contract	226,291	195,559	30,732	791,929	782,242	9,687
Salaries & Benefits - Clean & Safe	2,232	2,097	135	8,251	8,397	(146)
Utilities - Clean & Safe	580	466	114	2,332	1,870	462
Total Clean & Safe Programs	485,241	444,131	41,110	1,743,156	1,776,527	(33,371)
Communications & Special Projects						
Advertising/Promotions/Newsletters	2,705	1,622	1,083	6,005	6,500	(495)
Board & Community Meeting Fees	228	375	(147)	719	1,500	(781)
Community Engagement Program	5,210	6,253	(1,043)	15,163	25,000	(9,837)
Enhanced Data Capture & Reporting	300	300	-	8,700	1,200	7,500
Membership Dues	-	553	(553)	140	2,200	(2,060)
Salaries & Benefits - District Identity	40,438	38,443	1,995	151,403	153,787	(2,384)
Website Development & Maintenance	1,650	1,622	28	4,950	6,500	(1,550)
Total Communications & Special Projects	50,531	49,168	1,363	187,081	196,687	(9,606)
Total Operating Expenses	631,039	601,313	29,726	2,331,986	2,444,727	(112,741)
Operating Income / (Loss)	(414,918)	(123,690)	(291,228)	(283,372)	-	(283,372)
Net Income / (Loss) before Tax	(414,918)	(123,690)	(291,228)	(283,372)	-	(283,372)
Net Income	(414,918)	(123,690)	(291,228)	(283,372)	-	(283,372)
Total Comprehensive Income	(414,918)	(123,690)	(291,228)	(283,372)	-	(283,372)

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Newsletters



COMMUNITY UPDATE

HERE'S HOW THE VENICE BEACH BID'S BEEN WORKING TO SERVE OUR DISTRICT

YEARLY TOTALS FOR 2024

A SAMPLING OF CLEAN TEAM ACTIVITY

13,341



Bags of Trash Removed¹

17,293



Graffiti Tags Removed

7,066



Dumped Bulk Items Removed²

956



Pressure Washing Hours

7,264



Human & Animal Waste Removed

BID-TO-DATE TOTALS

97,954

70,825

55,749

5,580

24,444

A SAMPLING OF SAFE TEAM ACTIVITY

24,706



Incidents Resolved³

3,001



Quality of Life Issues Addressed⁴

148



Conflict Interventions

7,106



Community Assistance

14,452



Community Safety & Security

BID-TO-DATE TOTALS

61,457

14,619

1,944

15,469

29,328



COMMUNITY UPDATE

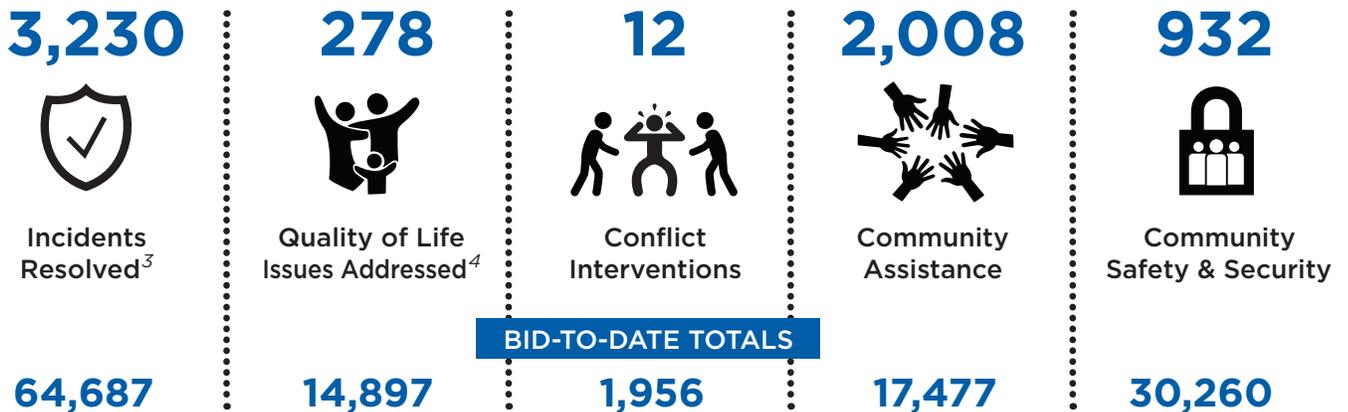
HERE'S HOW THE VENICE BEACH BID'S BEEN WORKING TO SERVE OUR DISTRICT IN

JANUARY 2025

A SAMPLING OF CLEAN TEAM ACTIVITY



A SAMPLING OF SAFE TEAM ACTIVITY



Clean Team data is provided by Chrysalis. Safe Team data is provided by Allied Universal.

¹ The bags of trash were an estimated 28,083 lbs. in January and 2,295,399 lbs. BID-to-Date.

² Dumped bulky items weighed 6.41 tons in January and totaled 386 tons since we began recording this data (August 2020).

³ Includes noise complaints, misuse of bikes and scooters, and public drinking/smoking/urination/defecation.

⁴ Includes safety escorts, responding to alarms, medical emergency/accident responses, and lost individuals.

In an **EMERGENCY** situation, please **call 911** before notifying the VB BID. To request service for non-emergency incidents, call our dispatcher at **310-396-VBID (8243)**

Please visit venicebeachbid.com and join our mailing list today!