



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

Thursday, February 13, 2025
Member and Staff Coffee 8:30 AM
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.)

Board Member Present: Connie Brooks, Jeff Harris, Steve Heumann, Jeff Goodman, Jeremy Weinstein

Board Members Absent: Melanie Murez, Jake Matthews, Mark Sokol

Staff/Contractors Present: Eleni Polakoff, Eswien Faena, Emeline Neau, Jason Corralez, Karim Arkeem, Marcus Lieber

Guests: Jennie Tucker (elected as Board Member in item 5)

1. Call to Order

BROOKS

9:05AM. Welcome and Introductions

2. Public Comment

Antonio, a business and property owner, introduced himself and expressed concerns with city services regarding parking signs and sidewalk accessibility. CD11 rep to follow up.

3. Guest Speakers

a. Amanda Heinke, Venice Beach Accessibility Project

Amanda Heinke provided an update on the Venice Beach Accessibility Project, an initiative aimed at improving access for all visitors—particularly individuals with disabilities and families with young children. The project proposes the installation of walkways extending from the boardwalk to the shoreline, making it easier for those who may have difficulty traversing the sand. Similar accessibility features currently exist at beaches in Santa Monica and other neighboring communities. The proposed enhancements are intended to create a more inclusive and welcoming environment at Venice Beach.

b. City of Los Angeles, District 11

Sean Silva provided an update on behalf of CD11 in which he shared the district's support for the Venice Beach Accessibility project. Following their involvement in recovery efforts for the Pacific Palisades fire, CD11 is now refocusing on local community needs and has requested an Economic Impact Report to assess how the fires have affected businesses in Venice and Santa Monica, recognizing their importance to the city's broader economic health. Additionally, CD11 noted changes in LADOT's enforcement of vehicle dwellings, with services now scheduled once every three weeks instead of weekly due to increased demand from other Council Districts.

c. City of Los Angeles, Recreation and Parks

Adan Pulido provided an update from Rec and Parks, sharing that the proposal to rebuild the Windward Park playground, which was previously demolished, is now moving forward through the County for approval. Venice Beach has also earned national attention, with the Venice Boardwalk nominated by USA Today for Best Boardwalk. On February 15th, Netflix will host a special activation for Cobra Kai on the boardwalk at 11:00 AM. Looking ahead, the popular Last Thursdays Summer Concert Series will return in 2025, building on the success of last year's events.

d. City of Los Angeles, Police Department

No update provided.

4. Venice Beach BID 2024 Annual Review

a. 2024 Financial Review

POLAKOFF

Eleni Polakoff provided an annual financial review for 2024 expenditures.

b. 2024 Operations and Stats Review

FAENA

Eswien Faena provided an annual review on operations and stats for 2024.

5. Board Elections

BROOKS

a. Election for term-expired seats of Jeff Harris, Jake Mathews, Melanie Murez, and Mark Sokol

Connie Brooks introduced Item 5a and called for nominations from the floor for seats up for election. Eleni shared that Jake Mathews had requested to not be nominated for re-election. The slate of candidates for re-election are Jeff Harris, Melanie Murez, and Mark Sokol. Connie Brooks nominated Jennie Tucker, to fill the vacant seat on the Board. Eleni confirmed that Jennie had notified her of her interest in joining the Board, and had received documentation from property owner of 1312 Pacific Ave, for Jennie to act as representative. Connie Brooks made a motion to approve the nomination and add Jennie Tucker to the slate of candidates. Jeff Goodman seconded the motion. The Board voted in favor of the nomination: Vote Yes 5-0

A written ballot for the slate of candidates was administered to all members in attendance and tabulated. The slate passed 5-0.

b. Venice Beach BID Board of Directors Officers election session

Steve motioned to approve the reelection of the current officers serving on the board. Connie seconded the motion. The motion passed. Vote: Yes 5-0.

After the vote Jeff Goodman excused himself and had to leave the meeting early.

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

Marcus provided a financial report for Q4 financials.

b. Approval of Minutes

WEINSTEIN

Connie moved to approve all the consent items. Jeremy seconded the motion. The motion passed. Vote: Yes 5-0

7. RFP Process and Recommendations

POLAKOFF/BROOKS

- a. Staff report on RFP Process, findings, and recommendations (no vote)

Eleni provided a report on staff's recommendations for Clean and Safe service providers.

- b. Consideration and vote on staff recommendation for contract Clean and Safe Service providers following completion of RFP Process.

Steve moved to approve staff recommendations for contracts with Clean and Safe service providers to remain with Chrysalis and Allied Universal through the end of the BID term. Jennie second the motion. The motion passed. Vote Yes 5-0.

- c. Authorization for staff to enter contract negotiations with selected contractors(s) and agree to terms within the budget parameters.

Steve moved to approve staff recommendations for contracts with Clean and Safe service providers. Jennie second the motion. The motion passed. Vote Yes 5-0.

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

Connie moved to approve for the Ad Hoc Renewal Committee to authorize the renewal contract within the parameters of the budget, to be no more than \$80k. Jeremy seconded the motion. The motion passed. Vote Yes 5-0.

Connie appointed herself, Jeremy, and Mark to form the ad-hoc group.

9. Director's Report

POLAKOFF

Eleni Polakoff provided her director's report.

10. Public Comment

No public comment.

11. Adjournment – 11:07AM

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

The undersigned certify that these minutes were approved and adopted at the VBPOA Board of Directors meeting on May 29th, 2025.

President/Connie Brooks

Secretary/Jeremy Weinstein