



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

Thursday, May 29, 2025
Meeting Starting Time 9:00 AM

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

Board Member Present: Connie Brooks, Jeff Goodman, Jeff Harris, Steve Heumann, Melanie Muiriz
Mark Sokol, Jennie Tucker, Jeremy Weinstein

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

Guests Present: Lidia Ponce

AGENDA

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

1. Call to Order

BROOKS

9:03am Welcome remarks and introductions

2. Public Comment

No public comment.

3. Government Representative Liaison Reports and Guest Speakers

a. City of Los Angeles, Police Department

No reports were provided by LAPD.

b. City of Los Angeles, Recreation & Parks

No reports were provided by LA Rec & Parks.

c. County of Los Angeles, Sup 3

No reports were provided by LA County, Sup 3.

d. Los Angeles City Council, District 11

Juan Fregoso from councilwoman's Traci Park's office provided an update on upcoming Venice Boardwalk events--including the Venice Takeover for Paul Rodriguez Day on June 21st--and highlighted plans to expand the ambassador program. He also provided a report on the newly installed Meridan barriers on Ocean Front Walk.

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. Approval of Minutes for February 13, 2025

BROOKS

b. 2025 Q1 Financial Report

LEIBER

Eleni Polakoff provided a financial report for Q1 financials. Connie moved to approve consent items 4.a and 4.b. The motion passed unanimously. Vote Yes 8-0.

5. Venice Beach BID Staff Reports

a. Clean and Safe Report

FAENA

Karim Arkeem provided a Safe report. Jason Corralez provided a Clean report.

b. Executive Director's Report

POLAKOFF

Eleni Polakoff provided an Executive Directors report.

6. Discussion

a. Update and discussion on BID renewal (no vote)

b. Update and discussion on current state of Venice Beach and future program needs (no vote)

Items 6.a and 6.b were tabled for discussion at a special meeting to take place on July 10th.

7. New Business

BROOKS

a. Determination of assessment rate for 2025

Connie Brooks called on item 7.a for discussion. The board reviewed staff's recommendation for a 5% assessment raise to maintain current service levels. Steve motioned to accept staff's recommendation for a 5% assessment raise. Connie seconded the motion.

Mark Sokol opposed the staff's recommendation for a 5% assessment raise and proposed a friendly amendment to reduce the assessment raise to 3%. Melanie Muriz seconded the amendment. The board voted on whether to accept the amendment for a 3% assessment raise. The board voted on the friendly amendment. The amendment did not pass. Vote Yes 1 - 7.

The board proceeded to vote on the original motion for a 5% assessment raise. The motion passed. Vote: Yes 7 - 1.

b. Ratify renewal contract

Jeremy Weinstein moved that two Board members be authorized to ratify the renewal contract at the next board meeting. Jennie Tucker seconded the motion. The motion passed unanimously. Vote: 8-0

8. Public Comment

Lidia Ponce spoke during public comment to emphasize the importance of sustainability and to address the significant pollution on Ocean Front Walk. She recommended exploring programs aimed at reducing Venice's carbon footprint. Additionally, she expressed concern that the PARC project has not meaningfully engaged indigenous communities in its planning and implementation.

9. Adjournment – Next Board Meeting: August 7, 2025

Meeting adjourned at 10:57am.

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 August 7th, 2025.

President/Connie Brooks

Secretary/Jeremy Weinstein