

THE VILLAGE AT SHERMAN OAKS  
Sherman Oaks Business Improvement District (SO BID)  
BOARD MEETING

Valley Economic Alliance Building,  
5121 Van Nuys Blvd. 2<sup>nd</sup> Floor Board Room, Sherman Oaks, CA 91403

April 5, 2016  
MINUTES

***ATTENDEES***

Leslie Elkan  
Edward Korbel  
Jay Friedman  
Row Zadeh  
Vicki Nussbaum

***EXCUSED***

**Call to Order/Public Comment**

President Leslie Elkan called the meeting to order at 9:01 am.

**Approval of the Minutes**

Ed Korbel made the motion to approve the March BOD meeting minutes. Leslie Elkan seconded. The motion was approved unanimously.

**Financial Report**

Ed Korbel made the motion to approve the financial report. Row Zadeh seconded. The motion was unanimously approved.

**Review of 2016 goals and financial impact**

Vicki Nussbaum presented 2016 financial plan. Board discussed 2016 commitments. Some tree wells need new trees – in front of Fish Dish and others. We will ask if City or Urban Forestry helps us with this.

**Update on the Median Lighting Project**

We are still working with LADWP and Bureau of Street Services to get electricity.

**Update on PRB request for funding**

Leslie Elkan investigated PRB funding and determined PRB funds are used for traffic mitigation. We can submit plans for median lighting with Brubaker, installation and LADWP.

**Update on Goodwill and NDFY Day Porter Services**

We will meet this month with each Day Porter team and discuss what is working and what is not. NDFY has upset the parking garage and does not seem to perform consistently.

**Update on Logo and Signage**

Leslie Elkan will reach out to her logo designer and see if we can hire her. We will explore other design options if this does not work out due to economics or timing.

**Update on SMAD**

Leslie and Vicki cannot get any responses from any department in LA City how to make sure that the SMAD funds are being properly managed and monitored.

### **Update on Power Washer**

All sidewalks within the BID have been cleaned. We will do another round in 2Q – May.

### **Update on security for the BID**

We will investigate if we can partner with other BIDs to have 24/7 security?? Otherwise it is too expensive for our budget.

### **Update on the Tree Wells Pavers**

We have met with local representative of Wausau tiles about ordering and having tiles delivered. It will cost between \$400 and \$500 per tree for materials and delivery. We need to meet with a local installer to understand cost and issues regarding paver installation. Wausau has a contact for this.

### **Update on Pole Banner Program**

Start on October 18.

### **Update on Holiday and Upcoming Decorations for the Village**

Yellow daffodils have been installed on the median.

### **Update on proposal for Parklet in the Village**

Awaiting update from DOT as to the status of the applications.

### **New business**

Row will investigate if we can use La Reina dumpsters for our trash.

We will put in a request to have the sidewalk repaired at The Sherman.

We will request for new trees in Tree Wells that are missing trees.

We need to request that LA City fixes the broken curb in front of Lazar's and Panda Express.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

BROWN ACT NOTICE: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Leslie Elkan at (818) 326-0273 at least 48 hours prior to the meeting.