

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

Wells Fargo Bank
14855 Ventura Blvd, Sherman Oaks, CA 91403

August 2, 2016
MINUTES

ATTENDEES

Leslie Elkan
Jay Friedman
Edward Korbel
Vicki Nussbaum

EXCUSED

Row Zadeh

Meeting called to order 9:08 am

Motion to Approve the minutes

Jay Friedman motions to approve the minutes. Ed Korbel seconds the motion. This motion is unanimously approved.

Motion to approve the Financial Report

Ed Korbel makes the motion to approve the financial report. Jay Friedman second the motion. This motion is unanimously approved.

Motion to approve trash can signs

Ed Korbel makes this motion to approve trash can signage for \$1700. Jay Friedman second this motion. This motion is unanimously approved.

Motion to rejuvenate the hanging baskets

Question: what is the right time of year to do this? Should we wait until it is cooler? Is there a guarantee? We need a watering schedule. Jay to approve the \$6800 to rejuvenate the hanging baskets based on landscapers recommendation as to timing. Ed Korbel seconds this motion. This motion is unanimously approved.

Motion to approve Tree Well plantings plus 60 days of landscaping

Ed Korbel makes the motion to approve the planting of eight sample tree wells including 60 days of maintenance for \$3300. Jay Friedman seconds this motion. This motion is unanimously approved.

Motion to approve Ambassadors for 40 hours a week

There was no motion made as the Board decided to invite Block-by-Block to our September meeting to present more details about this Ambassador program.

Non Motion Items

- Status of Median Lighting: We are acting with CD4 to request PRB funding. CD4 will go to Bureau of Street Lighting and others to get estimates for this project. Our goal is to have this project done by Street Fair October 2016.
- Status of Parklets for the BID. We have phone conferences weekly on this project. This is a 2017 project.
- Update on the Pole Banner Design. We will change the colors from green and blue to more contrasting colors. The three words will be ENJOY, TASTE, and STYLE. We need to tweak the icons to more fully represent the image of the BID.
- Update on Day Porter Service – we continue to work with Goodwill Industries.
- Update on SMAD. There still is no service. We are requesting CD4 to send Clean & Green team weekly and request street cleaning and trash. We have asked Bureau of Street Services for additional trash and gutter services. We will also use 311 to request more clean up and graffiti removal.
- Update on PRB request for funding (see above)

New Business

None.

Adjourned at 10:50 pm.