



A Letter from the President

I hope all of you have been enjoying the holiday season! You may have noticed the velvety red bows and silver tinsel on the Village street poles and the lovely red poinsettias in the median on Ventura Blvd. The Village BID board has decided to decorate for most holidays to keep a festive air in our special shopping district. You will see hearts and roses for Valentine's Day, American flags for all of the patriotic holidays, and various attractive decorations for other holidays throughout the year. We hope this brings smiles to your faces and to those of the shoppers who patronize your businesses.

We have some new businesses this quarter, as we do every quarter. Di. verse Boutique, at 14547 Ventura Blvd. is a lovely shop featuring high-end brands at discounted prices.

PressEat is a new dining establishment featuring delicious pressed grill subs and burgers and wonderful paninis, located at 14518 Ventura Blvd. Elegance is a gift shop with European imported bath products as well as clothing and jewelry, recently opened at 14537 Ventura Blvd. Watch for an organic ice cream shop, Igloo Parlor, to open at 14545 Ventura Blvd. soon. Please do let us know if you hear of any other new businesses that are not mentioned in our newsletters, as we don't want to overlook any new businesses.

Enjoy reading about the latest Village at Sherman Oaks Business Improvement District news and events, and enjoy your time in the Village! See you there!

Happy New Year to all of you and your families,

Leslie Elkan, BID President

Accomplishments This Quarter



- Parklet Application Submitted: The BID Board has applied to Mayor Garcetti's People St. Program to develop two parklets within the Village at Sherman Oaks on Cedros South. These would be the first of their kind in the San Fernando Valley. The parklets help create "people spaces" in our neighborhood and promote vibrancy and social interaction.
- Day Porter services continue five days a week throughout the BID including street sweeping, trash pick up and gardening/island maintenance.
- Holiday Decorations were installed including tinsel and bows on our BID Green

Poles as well as poinsettias on our island

- Village at Sherman Oaks website is being developed and scheduled to launch in the first quarter of 2016. Stay tuned for more details.

Welcome New Businesses!



Di.Verse Boutique
14547 Ventura Blvd.
(818) 298-3635



Elegance Gifts
14537 Ventura Blvd
(747) 998-5081



PressEat
14518 Ventura Blvd
(818) 849-5835

Spotlight Business



Lazar's Luggage Superstore recently completed beautiful renovations enhancing not only its storefront but beautifying the block. Lazar's Luggage Superstore located at 14528 Ventura Blvd. For more information, visit www.lazarsluggage.com or call the store at (818) 784-1355.

Happenings this Past Quarter in the Village at Sherman Oaks

Small Business Saturday



On Saturday, November 28th small businesses and patrons celebrated Small Business Saturday. Each year, the event encourages people across the country to support small, local businesses. This year, more shoppers reported visiting their local independent businesses on Small Business Saturday than ever before.

The 25th Annual Sherman Oaks Street Fair



On Sunday, October 18th, the Sherman Oaks Chamber of Commerce hosted its 25th Annual Sherman Oaks Street Fair on Ventura Blvd. The Street Fair is a celebration of Southern California heritage, culture, and community and the largest event in the San Fernando Valley, with an estimated 100,000 attendees and 200 vendors, displays, and exhibits. Next year, the Street Fair is on Sunday, October 16th. For more information, call the Sherman Oaks Chamber at (818) 906-1951.

Safety Updates & Tips

Is your Business Prepared for El Niño?

- Check your catch basins to make sure they are clear of debris. Call LA Sanitation at 311 or 1-800-773-2489 for assistance with debris removal.
- Ensure your building drainage is clear of debris, including rain gutters.
- Secure any loose palm fronds, tarps, loose items that may be carried away by rain or be blown away.
- Use sand bags to protect properties in low lying areas. Contact your fire station for sandbags.
- Have alternate evacuation routes out of your neighborhood.
- Install rain barrels to capture rain. LADWP provides rebates for up to 4 rain barrels per property.
- Reduce water consumption during rain to reduce flows in our sewers.
- Create an emergency kit including food, water, a radio, tools, first aid, & important documents



Board of Directors

Leslie Elkan, President

Edward Korbel, Treasurer

Vicki Nussbaum, Executive Director

Jay Friedman, Secretary

Row Zadeh, Board Member

Next Board Meeting: Tuesday, January 6 at 9:00am, Valley Economic Alliance, 5121 Van Nuys Blvd, 2nd Floor Board Room, Sherman Oaks, CA 91403

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www