

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

February 2, 2016  
MINUTES

***ATTENDEES***

Leslie Elkan  
Edward Korbel  
Jay Friedman  
Row Zadeh  
Vicki Nussbaum

***EXCUSED***

**I. Call to Order, Introductions, Public Comments**

**II. Motion to approve the Minutes**

Ed Korbel motions to approve the minutes. Jay Friedman seconds this. Motion is unanimously approved.

**III. Motion to approve Financial Report**

Ed Korbel motions to approve the minutes. Row Zadeh seconds this. Motion is unanimously approved.

**IV. Motion to approve funding for Pole Banner Program**

Jay Friedman made a motion to approve \$500 for City permits for the pole banners. Row Zadeh seconds this motion. Motion is unanimously approved.

**V. Update on the Lighting Project and presentation by John Brubaker**

Electricity to the median is preferable as opposed to solar as we will end up with big solar panels. We need to consider not only aesthetics but also durability as we do not want to have big maintenance budgets. Street trees are not good subjects for lighting – foliage is thick, bark is dark and species are mixed. Getting power to the trees is problematic. Next best targets would be to illuminate the BID green poles (with hanging baskets) – could add a decorate lantern to the top or light graphics hanging from the banner. However, there is no power to the poles. We would light down (below 0 degrees) not lighting the sky. Roof line property is problematic as all roofs are different and on private

property. Possible lighted gateway signs such as the one at Highland and Melrose.

Median plan would be to uplight trees and agave. Light the sign properly. We would require under 1000 watts of power. Dusk to Dawn lighting. Lifetime of 70,000 hours for LED lighting.

**We need a base drawing of the median to move forward.**

Cost to get electricity to median

Astronomic time clock (battery backed) - \$500 (not a photo cell)

John's fees: \$3500

Hardware and installation is estimated under \$15,000 once electricity is provided to the media.

**VI. Follow up on Urban Outfitters Sign issue**

This is the final design of the sign and no changes are going to happen.

**VII. No update this month:**

- Update on proposal for Parklet in the Village
- Update on PRB request for funding – on hold until we have cost estimate for Lighting Project

**VIII. New business**

Let's investigate updating our BID logo.

Next meeting is Tuesday March 1, 2015  
10:40 pm adjourned

Respectfully Submitted,



Vicki Nussbaum, Executive Director  
The Village at Sherman Oaks