

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

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

July 6, 2016
MINUTES

ATTENDEES

Leslie Elkan
Jay Friedman
Edward Korbel
Vicki Nussbaum
Ed Burnham, landlord for Citibank
Elaine Newman, landlord for Citibank

EXCUSED

Row Zadeh

Meeting called to order 9:10 am

Motion to Approve Minutes

Fix Pole Banners as non motion item not discussed as we discussed the logo
Ed Korbel motions to approve the minutes. Jay Friedman seconds. Motion is
approved unanimously.

Motion to Approve Financial Report

Ed Korbel will move cash from checking to savings
Ed Korbel motions to approve the financial reports. Jay Friedman seconds this
motion. Motion is approved unanimously.

Motion to pay Sherman Oaks Chevron \$250 monthly for use of the dumpster

Ed Korbel motions. Jay Friedman seconds. Motion is approved unanimously.

Motion to have trees trimmed twice a year without palm trees for \$6000.

Jay Friedman makes motion. Ed Korbel seconds the motion. Timing is based on
arborist. Motion is approved unanimously.

Non Motion Items:

1. Status Median Lighting Project – working with LANI and Adopt a Median program to try to get electricity to the median.
2. Status of parklets for the BID – Leslie reports that the parklets are approved and process is moving forward.
3. Update on Pole Banner Program . The Board discussing design and branding issues and decides on words such as STYLE, TASTE, BEAUTY, ENJOY. The Board decides to add icons to each word. Beauty could be abstract flower.

- Enjoy is a martini glass or a family. Colors should reflect our current branding of blue and green with possible highlight color.
4. Update on Day Porter Services – Day porter services continue with Goodwill 7 days a week. Goodwill now has street vacuum and a blower to clean the sidewalks and gutters more completely and faster.
 5. Update on SMAD – There is still no SMAD vendor and therefore no services are being provided.
 6. Update on Tree Well Pavers Project – no update this month.
 7. Update on PRB Request for funding – no update this month.

New Business

Newman shares that High intensity lighting deters homelessness and will share this information with the BID Board.

Nussbaum will investigate Block by Block provider of the Beverly Hills Ambassador Program

10:15 pm adjourned

Respectfully Submitted,



Vicki Nussbaum, Executive Director
The Village at Sherman Oaks