

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

March 1, 2016
MINUTES

ATTENDEES

Leslie Elkan
Edward Korbel
Jay Friedman
Vicki Nussbaum
Chris O'Connell, Premium Sign Solutions

EXCUSED

Row Zadeh

Call to Order/Public Comment

President Leslie Elkan called the meeting to order at 9:05 am.

Approval of the Minutes

Friedman called for approval of the February 2016 minutes. Ed Korbel seconded the motion. The motion was unanimously approved.

Financial Report

Ed Korbel presented the Treasurer's report. Ed Korbel motioned to approve the financial report and Jay Friedman seconded the motion. The motion was unanimously approved.

Review of 2016 goals and financial impact

Vicki Nussbaum presented 2016 financial plan.

Update on PRB request for funding

Leslie will update us with more information next month.

Motion to hire Goodwill Industries to clean and landscape the BID on Sunday and Monday

Jay Friedman made motion to hire Goodwill industries to have 7 day coverage. Ed Korbel seconded this motion.

Presentation on Gateway Signage for the Village by Chris O'Connell of Premium Sign Solutions

Chris O'Connell of Premium Sign Solutions presented numerous options for Village branding signage including Gateways, Backlight signs, directional signs. We discussed size, lettering and lighting. Next steps: designer and walking tour of Village for potential locations and destination businesses within the BID

Update on SMAD

Leslie and Vicki met with City of LA officials and CD4 about the SMAD. We learned that the contract isn't sufficiently funded to do the job properly and there isn't enough money to

monitor the contract. We need to work with the City to see how to ensure that a local company is servicing the contract and it is monitored better.

Motion to hire power washers for sidewalks

Jay Friedman motioned to hire Rite Off for an initial clean up of sidewalks and quarterly cleanups. Ed Korbel seconded this. This was approved unanimously.

Motion to hire security for the BID

We will look for bike security and mix up hours between day time and late night (until 2 am). Will reach out to Studio City BID and Encino BID and see if we can share hours.

Update on the Tree Wells Pavers

Meeting with local rep tomorrow to discuss options and will bring the Board a budget next month.

Update on Pole Banner Program

Start on October 18.

Update on the Median Lighting Project

Working with LADWP

Update on Holiday and Upcoming Decorations for the Village

Yellow daffodils on the median

Update on proposal for Parklet in the Village

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

New business

No new business.

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 Lorena Parker at (818) 655-5377 at least 48 hours prior to the meeting.