

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

May 3, 2016  
MINUTES

***ATTENDEES***

Leslie Elkan  
Jay Friedman  
Row Zadeh  
Vicki Nussbaum

***EXCUSED***

Edward Korbel

**Call to Order/Public Comment**

President Leslie Elkan called the meeting to order at 9:07 am.

**Approval of the Minutes**

Row Zadeh makes the motion to approve the April Board of Directors Minutes. Jay Friedman seconds the Minutes. Motion is approved unanimously.

**Financial Report**

Row Zadeh makes the motion to approve the April Financial Reports. Jay Friedman seconds the Minutes. Motion is approved unanimously.

**2017 BID Assessments**

Motion to increase 2017 BID Assessments by 3% as per Management Plan . Jay Friedman makes the motion to increase 2017 BID Assessments by 3% as per Management Plan. Leslie Elkan seconds the Minutes. Motion is approved unanimously.

**Trash Removal**

Motion to pay for a once a week pick up for trash removal up to \$100 per month plus a one time \$100 payment. Jay Friedman makes the motion to approve the this motion. Leslie Elkan seconds the motion. Motion is approved unanimously.

**Non Motion Items**

• **Status Median Lighting Project**

CD4 recommends that we work with the Median Program to expedite the process of getting electricity to the median.

• **Update on Day Porter Services (NDFY and Goodwill Services)**

NDFY cannot provide weekend or holiday services and the BID is busiest on weekend. It is difficult to manage two companies with duplicate communications and the inability to determine who is responsible for what. There is a motion to hire Goodwill to provide all day porter services 7 days a week at the same cost or up to 10% more than the current day porter budget (which is significantly lower than 2015 budget). Row Zadeh makes the motion to approve the Minutes. Jay Friedman seconds the Minutes. Motion is approved unanimously.

- **Update on Signage and Logo**

- We need to determine if we are re-designing the logo and then we will finalize signage needs.

- **Update on SMAD**

- We continue to try to get the existing SMAD contract re-written to ensure that services being paid for are provided.

- **Update on Tree Wells Pavers**

- We are awaiting a bid for installation of the tree well pavers.

- **Update on Pole Banner Program**

- We need to determine if we are re-designing the logo and then we will finalize pole banner designs.

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.