

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

June 1, 2016
MINUTES

ATTENDEES

Leslie Elkan
Edward Korbel
Jay Friedman
Row Zadeh
Vicki Nussbaum

EXCUSED

Call to Order, Introductions, Public Comments

Meeting called to order at 9:05
Commends to Leslie Elkan for all the hard work.

Motion to approve the Minutes

Jay Friedman motions to approve the minutes. Row Zadeh seconds this. Motion is unanimously approved.

Motion to approve Financial Report

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

Motion to budget \$500 to redesign Village Logo

We had discussed using Village at Ventura and Van Nuys as our name and using new graphics. The Board decided to keep same logo type THE VILLAGE AT SHERMAN OAKS but add new graphics associated with the existing logo. Next step will be adding more graphics options (shopping, dining, enjoy, etc.) and colors. Jay Friedman makes motion to spend \$500 on Bruce Mendelson on logo and graphics redesign. Ed Korbel seconds this. Motion is unanimously approved.

Motion to purchase liner/trash can replacements

Jay Friedman made a motion to replace five broken trash cans and re-use the liners to fix another three trash cans with a maximum of \$3000. Ed Korbel seconds this motion. Motion is unanimously approved.

Motion to have trees trimmed twice a year (less palm trees) at an additional cost of \$6000

A discussion at whether the BID can afford to trim trees a second time and whether a second trimming a year will prevent unauthorized tree trimming. A motion to trim the trees a second time and see if this helps the trees grow taller and above the signs pending multiple bids and best time of year to trim. Jay Friedman motions to trim the

trees twice a year pending when the tree trimming company recommends. Row Zadeh seconds this. Motion is unanimously approved.

Non Motion Items

- Update on funding from CD4
 - i. Pole Banners
 - ii. Lighting Project
 - iii. Parklets
- Update on Beautification Day in the BID
We had plants and flags put in all the BID pots.
- Update on Day Porter Services
Goodwill now serves the BID seven days a week. Trash solution may not be sufficient.
- Update on SMAD
Russ Strazella is trying to get the SMAD contract re-written.
- Status of Median Lighting Project
Working with both BOE in Van Nuys and CD4 and Adopt a Median Program to see how we can expedite request for electricity. John Brubaker is gathering information on light installation that has been requested by the City.
- Update on Tree Well Pavers Project
Possible new Tree Well solution by Sherman Oaks Beautification Committee. We are waiting to work with Rick Meyer who has design ideas for these "curblets". Could this include small fencing around the curblets?
- Status on Parklets
We are waiting for updates.
- Update on PRB request for funding
Leslie will present lighting project to PRB.
- Update on Pole Banner Program – no updates this month

New business

Goodwill or Handyman to fix the trash can in front of Crave.
Executive Director will write a letter from BID to Toymandala that they cannot use our trash can. \$150 fee per month if they continue to do this.

10:33 pm adjourned

Respectfully Submitted,



Vicki Nussbaum, Executive Director
The Village at Sherman Oaks