

**DRAFT MINUTES
WESTWOOD VILLAGE IMPROVEMENT ASSOCIATION
GENERAL MEETING of the
BOARD OF DIRECTORS
May 16, 2019**

The General Meeting of the WVIA was called to order at 8:32am at 1139 Glendon Avenue.

ROLL CALL

Board Members Present: Brad Erickson, Denise Garcia, Dean Abell, Bill Tucker, John Heidt, Kifishia Kawachi, Patrick Nally, Kevin Crummy
Board Members Absent: Jessica Dabney, Peter Clinco
WVIA Staff Present: Andrew Thomas, Megan Furey
Others Present: Phil Gabriel, Steve Sann, Jasmine Shamolian, Erin Schneider, Donovan Wilkes, Melissa Tugash, Cherry Bush, Stephanie Lai, Josh Trifunovic, Stephen Power

I. Roll Call

II. Report from Board Chair

WVIA Vice-Chair Brad Erickson welcomed the Board and public to the meeting.

III. Report from Staff

Andrew Thomas gave a brief overview of the meeting's agenda and went through the materials included in the Board Meeting packet. Andrew also updated the Board on Metro's Purple Line Extension construction, the WVIA's Great Streets Challenge Grant application, the WVIA's awarded North Westwood Neighborhood Council's Neighborhood Purpose Grant, the Westwood Connect Day, WVIA staffing, and the resignation of former WVIA Board member Jim Brooks and coming resignation of Merchant Board member Kifishia Kawachi.

IV. Public Input

The Board heard general public comment from Steve Sann, Phil Gabriel, Tim Connors, and Erin Schneider.

V. Committee Reports

Business Attraction and Retention (met 4/18/19 and 5/14/19)

Executive Committee (met 5/6/19)

Clean, Safe, and Beautiful (met 5/8/19)

John Heidt gave the report for the Business Attraction and Retention Committee. Bill Tucker gave the report for the Clean, Safe, and Beautiful Committee. Brad Erickson gave the report for the Executive Committee.

VI. Consent Calendar

A. Approval of Minutes (3/28/19 Board Meetings)

B. Financial Statements for the Periods Ending 3/31/19 and 4/30/19

C. Information Item: Board Attendance Report

John Heidt made the motion, seconded by Denise Garcia, to approve the Consent Calendar. All in favor.

VII. Open Session Agenda Items – All Items May Result in Board Action (please note that public comment is limited to 3 minutes per individual item).

A. Ad Hoc Nominating Committee Recommendation

The WVIA Board will hear a recommendation from the Ad Hoc Nominating Committee to appoint to the WVIA Board of Directors in a Zone 1 Board Seat, Josh Trifunovic, owner of 1000 Gayley Avenue (Rocco's Tavern); and, in a Zone 2 Board Seat, Stephen Power; representative of Pebblebrook Hotel Trust (W Hotel).

After discussion, Brad Erickson made the motion, seconded by Denise Garcia, to appoint Josh Trifunovic to serve on the WVIA Board of Directors in a Zone 1 Board seat and Stephen Power to the WVIA Board of Directors in a Zone 2 Board seat. Kevin Crummy, Brad Erickson, Bill Tucker, John Heidt, Denise Garcia, and Kifishia Kawachi voted Yes. Dean Abell abstained. Patrick Nally was not present for this vote. Josh Trifunovic and Stephen Power joined the Board and participated fully in the meeting.

B. Ad Hoc Nominating Committee Appointment

The Vice-Chair will appoint an Ad Hoc Nominating Committee to interview, and then recommend to the Board, candidates to serve in Zone 1 and Merchant Board Seats.

Brad Erickson appointed himself, Kevin Crummy, Jessica Dabney, and Dean Abell to serve on the Ad Hoc Nominating Committee.

C. Westwood Business Improvement District Assessments

The Board will hear a recommendation from the Executive Committee to increase Westwood Business Improvement District assessments by 3% in 2020.

After discussion, John Heidt made the motion, seconded by Kevin Crummy to increase Westwood Business Improvement District assessments by 3% in 2020. All in favor. (Patrick Nally was not present for this vote.)

D. Movie Premiers

The Board will hear a recommendation from the Business Attraction and Retention Committee to adopt the following guidelines regarding movie premiers in the district:

- *Applicants should begin notification to merchants at least 30 days in advance*
- *A petition must be submitted indicating that occupants of at least 51 percent of the businesses within the closure area have no objections to and support the closure*
- *Companies are required to contact every business in the affected area via email*
- *Companies are required collect signatures from property owners, general managers, only*
Closures are limited to Broxton Avenue (Exceptions may be made for additional street closures for larger events)
- *Events on weekdays are strongly encouraged (Exceptions may be made on a case-by-case bases for weekend, summer and winter holidays.*
- *Premieres on Thursdays during the Westwood Village Farmers' Market are required to hire LADOT traffic service officers to assist with traffic control. Premiers are required to hire traffic service officers for every event once the Broxton Plaza opens.*
- *Sidewalks in the affected area be opened during the movie premier screenings. Appropriate signage indicating specific businesses are open is also required*
- *Posting of "No Parking" signs (for parking equipment vehicles) should be kept to a minimum in order to reduce any negative impact on the local business community*
- *Applicants are encouraged to make a tax-deductible donation to the WVIA for its efforts to maintain a clean, safe, and welcoming district that is conducive to holding events.*

After discussion, Dean Abell made the motion, seconded by John Heidt, to adopt the following recommended guidelines for movie premiers in the district (Patrick Nally, Kevin Crummy, and Kifishia Kawachi were not present for this vote):

- Applicants shall use best efforts to begin notification to merchants at least 30 days in advance
- A petition must be submitted indicating that occupants of at least 51 percent of the businesses within the closure area have no objections to and support the closure
- Companies are required to contact every business in the affected area via email
- Companies are required collect signatures from property owners, general managers, or designated representatives only
Closures are limited to Broxton Avenue (Exceptions may be made for additional street closures for larger events)

- Events on weekdays are strongly encouraged (Exceptions may be made on a case-by-case bases for weekend, summer and winter holidays.
- Premieres on Thursdays during the Westwood Village Farmers' Market are required to hire LADOT traffic service officers to assist with traffic control. Premieres are required to hire traffic service officers for every event once the Broxton Plaza opens.
- Sidewalks in the affected area be opened during the movie premier screenings. Appropriate signage indicating specific businesses are open is also required
- Posting of "No Parking" signs (for parking equipment vehicles) should be kept to a minimum in order to reduce any negative impact on the local business community
- Applicants are encouraged to make a tax-deductible donation [of an amount to be determined by Staff] to the WVIA for its efforts to maintain a clean, safe, and welcoming district that is conducive to holding events.
- Premieres are encouraged to hold event after-parties at private locations within the district and not at surface parking lots

VIII. Adjourn

The meeting adjourned at 10:35 a.m.

The undersigned certify that these minutes were approved and adopted at the WVIA Board of Directors meeting on _____.

Vice-Chair of the Meeting/Brad Erickson

Secretary of the Meeting/Kifishia Kawachi