



# Westwood Village



## 2024 ANNUAL REPORT

Evening Strolls  
Twinkling Lights  
Family Dinner  
Girls Night  
Bruin Spirit



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## Executive Director Summary



In the Fall of 2024 the Westwood Village Improvement Association (WVIA) completed the conversion of the oneway portion of Broxton Ave into what is now Broxton Plaza. With approximately 14,000 sq. ft. of open space, Broxton Plaza is the largest pedestrian plaza in the City of Los Angeles and the first one to be implemented in the last five years. It was recently outfitted with a new surface treatment, signage, turf, twinkle lights, tables, chairs, benches, games, and a piano.

It has been amazing to see the many community members, students, and visitors already using this much-anticipated pedestrian plaza. Over the last several months, the WVIA has hosted several community groups, outdoor movie nights, kids' events, markets, musical performances, and holiday festivities. We want to thank everyone for coming out and sharing their invaluable feedback and input in helping to make Broxton Plaza a space everyone can enjoy.

The 2025 programming and events lineup for Westwood Village will be thoughtfully designed to reflect the interests of our community. To ensure the visitor experience is enjoyable, we have created a new position for a full-time Broxton Plaza Ambassador. This year, we will move our expanded ambassador team into a larger ground-floor office space on Broxton Ave. to enable us to provide the highest level of service to the entire community.

Ten new businesses opened in Westwood Village last year, and half a dozen more are expected to open in the next few months. Several exciting additions are planned for next year, including the new and improved Village & Bruin Theatres, Chill Since '93, and Raising Canes. These new businesses are helping to reinvigorate Westwood and are sure to attract new and returning visitors. The WVIA is committed to supporting these small businesses by continuing to design and deliver programs and services to enhance and energize the Westwood Village business landscape while at the same time working to ensure that our public space is clean, safe, and beautiful.

In the coming months, the WVIA, in partnership with the Los Angeles Department of Transportation, will launch a new Public Parking program utilizing a surplus of off-street parking in several private lots after 5 PM and on weekends. Additionally, LADOT will prioritize equipment upgrades at the Broxton Public Parking Structure later this year to make the Westwood Village parking experience more effortless. The WVIA will continue to work closely with LA Metro to keep the community informed on the construction impacts of the Westwood/UCLA station and the progress of the D Line extension, which is scheduled to open in 2027.

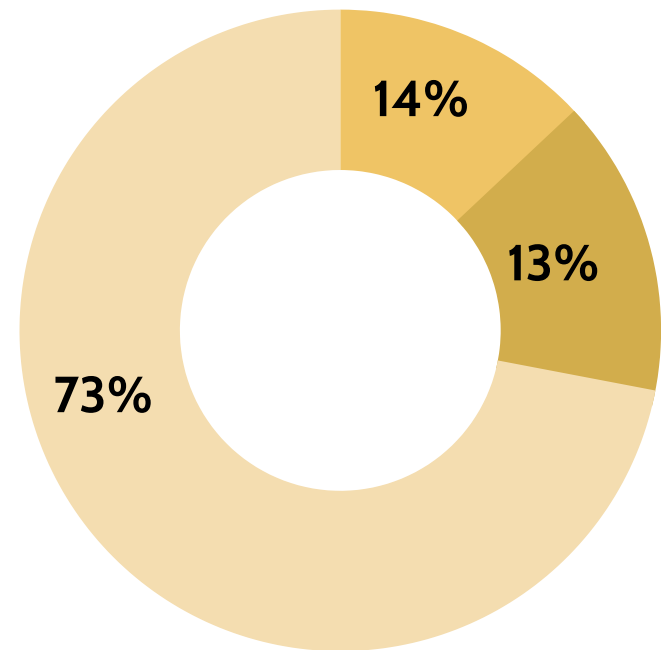
Our Board of Directors, sub-committees, stakeholder engagements, and ambassador teams have continued to grow and improve, ensuring that we are well-equipped to meet the needs of our community. As we look ahead, I am filled with anticipation for the growth and opportunities that await us. Thank you to everyone who has supported the Westwood Village Improvement Association over the last year. Your involvement, dedication, and belief in our mission make everything we do possible.

**Michael Russell**  
Executive Director  
Westwood Village Improvement Association

# Business Improvement

The Westwood Village Improvement Association (WVIA) is a 501(c)3 non-profit organization with a mission to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs.

The Business Improvement District (BID) is a property-based assessment district, meaning owners of property pay assessments based on the size of their parcels, the square footage of their buildings, street frontage, and zone.



## Budget Allocation

- Clean, Safe, & Beautiful - 73%
- Communication & Development - 14%
- Management - 13%



**WESTWOOD**

BUSINESS IMPROVEMENT DISTRICT

Not To Scale

KEY:

- Zone 1
- Zone 2
- BOUNDARY
- R-3 ZONED R-3 RESIDENTIAL NOT ASSESSED

## District Zones

**Zone 1**

Encompasses the heart of Westwood Village, featuring the highest concentration of retail establishments and dining options within the district. This area experiences the greatest pedestrian activity, reflecting its vibrant mix of shops, restaurants, and entertainment venues. As a result, Zone 1 demands a higher level of clean and safe services to maintain its welcoming environment.

**Zone 2**

Includes the Wilshire Corridor and Hilgard Avenue, characterized primarily by high-rise office buildings and professional services. This zone sees less pedestrian traffic compared to Zone 1 but remains an essential part of the district, catering to workers, visitors, and residents in the area.



<b>20,000</b> Employees in Westwood Village	<b>130,000</b> Daytime Population	<b>6M+ SF</b> of Retail and Office Space
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### About Westwood Village

Westwood Village is a dynamic, pedestrian-friendly district that blends historic charm with modern amenities, attracting a diverse mix of students, residents, and professionals. Nestled next to the bustling UCLA campus, the Village offers an array of restaurants, shops, and cultural attractions, including the renowned Hammer Museum and the acclaimed Geffen Playhouse.

With a thriving local community of over 200,000 residents within a three-mile radius, Westwood Village also serves as a hub for thousands of professionals working in nearby office buildings along Wilshire Boulevard and on the UCLA campus. The area sees consistent foot traffic throughout the day, making it a vibrant destination for dining, entertainment, and shopping.



### All roads lead to Westwood Village

Westwood Village is where all the things we love about Los Angeles come together. Whether you're drawn to the art and culture, interested in LA's history, enjoying the vibe of a cool college town, exploring diverse culinary options, or simply looking for a walkable neighborhood, you'll find something to love at this vibrant intersection.

# District Operations

It is the mission of the WVIA to create, and maintain, a district that is clean, safe, and beautiful. To meet this goal, Ambassador teams are in the district seven days per week picking up trash, removing graffiti, pressure-washing sidewalks, and completing special projects. WVIA Ambassadors regularly engage with our merchant community and share their extensive knowledge of the district to assist Westwood visitors.

### 23,513 - number of trash cans emptied

Our Clean Team helps maintain the cleanliness of Westwood Village. At a minimum, Ambassadors empty 110 trash cans on a daily basis.

### 4,113 - graffiti, stickers, flyers removed

Graffiti, stickers, and flyers pollute the streets. The Ambassadors aim to remove them within 24 hours.

### 4,754,265 - sq ft of sidewalks pressure-washed

Clean sidewalks are essential to the quality of life in Westwood Village. The Clean Team pressure-washes every area of the sidewalk at least once per month, with some areas being cleaned more frequently, like Broxton Ave and Broxton Plaza.

### 512 - hours of special projects

In addition to general cleaning tasks, the Ambassador teams complete special projects, including painting and securing district infrastructure, assisting with WVIA events, cleaning storm drains, tree watering, and tree well maintenance.

### 7,804 - social outreach contacts

The WVIA team includes a dedicated outreach coordinator who works to connect our most vulnerable population to services and housing. In 2024, our team distributed numerous hygiene kits and food kits and helped obtain identification for individuals.

Westwood Ambassador services play a crucial role in our community. The WVIA Ambassador teams provide clean, safe services while taking every precaution to ensure the safety of our teams, residents, workers, and visitors.

Westwood Village is a popular destination that attracts thousands of visitors daily. Maintaining the beauty of the district is a top priority for the WVIA, which undertakes projects aimed at enhancing the quality of life in our area. This includes tasks such as improving lighting, trimming trees, maintaining landscaping, and keeping our sidewalks clean.

### Number of Ambassador Service Contacts

**25,710**  
Hospitality & Parking Assistance

**8,604**  
Merchant Assistance & Business Check-ins





Westwood Ambassador services are essential in our community. The WVIA Ambassador teams provide clean and safe services while taking every precaution to ensure the teams' safety, and the safety of our residents, workers, and visitors.

Westwood Village is a popular destination visited by thousands daily. Keeping the district beautiful is a priority of the WVIA, and we take on projects that enhance the quality of life in our district. Maintaining a beautiful district includes lighting and trimming trees, maintaining the landscaping, and keeping our sidewalks clean.



## Social Services Outreach

WVIA Outreach Team is in regular contact with the Los Angeles Homeless Services Authority (LAHSA), Department of Mental Health (DMH), and the CD5 Homeless Liaison Team to develop and implement a strategic plan to address homelessness in the district. The plan includes coordinating engagement efforts in Westwood Village, the annual homeless count, City resources/housing, the Coordinated Entry System (CES), Time Limited Subsidies, the HMIS system, UCLA Health (homeless medical services), VA service providers, and scheduling regular district walks.

Building and maintaining meaningful relationships with both newcomers and regulars remains a priority. The WVIA Outreach Team continues to foster patience, consistency, and trust in all of our interactions, which are essential for creating a sense of support and understanding. By establishing this foundation, we aim to help individuals feel more comfortable exploring the assistance available to them.

As a result of that effort, the WVIA Outreach Team was able to assist several unhoused clients with getting active entries on the community queue for Interim Housing. DMH transported several unhoused clients out of the district while providing housing placement. Additionally, the team partnered with UCLA nurses and students from the medical team this year to provide health screenings and medical care for our most vulnerable population of unhoused clients while distributing hygiene kits and helping individuals obtain identification for services and housing placement.



## Additional Work in the District

This year the WVIA performed precision concrete cutting repairs at over 100 locations in order to eliminate approximately 6,000 sq ft of raised and uneven sidewalk throughout the district. Additionally, the WVIA performed complete sidewalk reconstruction of 100 sq ft of concrete at Glendon and Wilshire, and 250 sq ft of concrete at Glendon and Kinross. This work was part of WVIA's sidewalk maintenance and rehabilitation program aimed at improving the quality of our community and ensuring a safe environment for residents and visitors to walk.

The WVIA also works closely with the City of Los Angeles to ensure that Westwood Village is benefiting from City services. This year, the WVIA advocated for the Los Angeles Department of Transportation to explore potential parking improvements for both on and off street parking.



## Tree Lights in the District

The WVIA maintains and operates 155 lit trees on Broxton Avenue, Gayley Avenue, and Westwood Boulevard. The lighting brightens and draws attention to our thriving commercial district, while improving public safety. Tree lights serve the WVIA's goal of creating a walkable and inviting public space. In October, the WVIA repaired and replaced dozens of string lights on Westwood, Gayley, Broxton, and Glendon. In December, new twinkle lights were added to the 15 trees that line Broxton Plaza to enhance nighttime ambience.



## Annual Tree Trimming

In August 2024, the WVIA trimmed over 400 trees in the district. This year's tree trimming aimed to improve sign clearance and visibility for the restaurants and shops while maintaining the overall health of the tree population in Westwood Village. The goals for the community have been outlined over the years, with priority given to the businesses wanting sign clearance and increased visibility during the holidays and various student events throughout the year.

# Marketing & Communications

In 2024, WVIA Communications continues to tell the story of Westwood Village, engaging residents, workers, and visitors through dynamic and innovative channels. By leveraging social media, email newsletters, a refreshed event website calendar with VibeMap, and community partnerships, we highlight the district's events, businesses, and initiatives, fostering a stronger connection with the vibrant Westwood Village community.



## Outreach, Marketing, & Communications

In 2024, the WVIA focused on enhancing outreach, marketing, and communications to promote Westwood Village's unique charm and attract visitors, residents, and businesses. Efforts included creating dynamic content for social media, increasing post frequency, and highlighting local businesses and community events. Partnerships with influencers and bloggers helped amplify our reach, while targeted ad campaigns and boosted posts ensured engagement with broader audiences.

The WVIA also expanded its communication efforts through email newsletters, visitor guides/maps, and kiosk art, providing consistent updates about events and initiatives. Enhancements like the branded electrical box art, recycling bins, banners, ambassador truck wraps, and promotional materials visually unified Westwood Village, reinforcing its identity as a vibrant and welcoming destination. These initiatives helped foster stronger connections between the community and the Village.

## Website

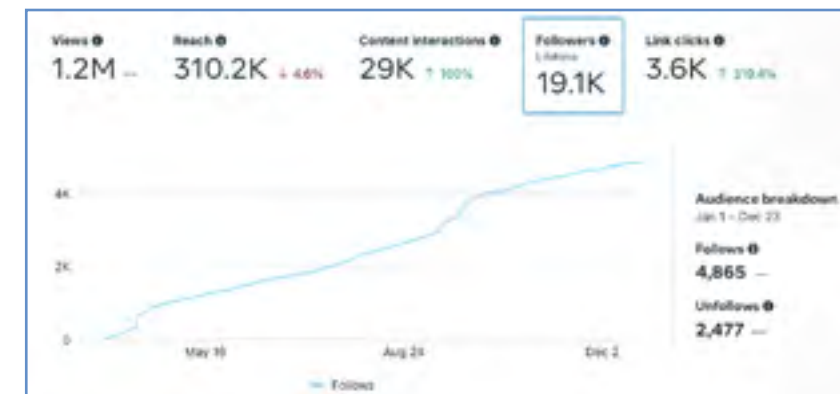
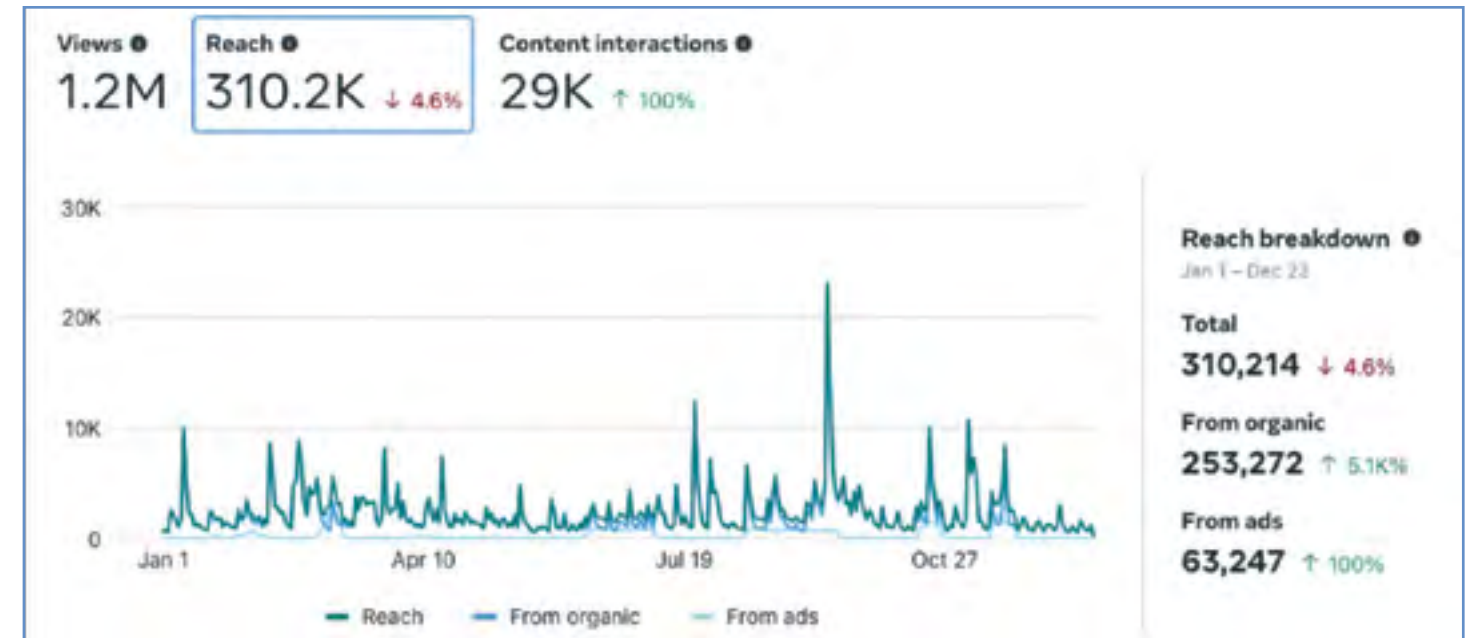
Our website, [thewestwoodvillage.com](http://thewestwoodvillage.com), serves as the digital "front door" to Westwood Village, offering a comprehensive resource for visitors, residents, and businesses. The site features an updated directory of district businesses, a calendar of events, parking information, regulatory guidelines, and details about WVIA initiatives and meetings.

In 2024, we partnered with VibeMap to enhance our event website, providing an interactive and user-friendly platform to explore upcoming activities in the Village. Additional updates improved navigation, highlighted events, and showcased the unique offerings of Westwood Village, ensuring a seamless and engaging user experience.



## Social Media

The WVIA uses Instagram, Facebook, TikTok, and Twitter to build a dedicated audience of loyal followers who frequent the district. The WVIA's social platforms have grown organically through word of mouth, influencer collabs, and providing valuable information on events & community happenings. WVIA's social media accounts have become the best way to learn about happenings in the district, deals, promotions, and special events.



## Newsletter

WVIA produces a regular e-newsletter to keep our stakeholders and visitors informed about happenings in the district. This publication includes information about local businesses, promotions, events, and other relevant issues that matter to the community. Each month, our e-newsletter reaches over 4,000 stakeholders in Westwood.

To subscribe to our newsletter, visit: [thewestwoodvillage.com/newsletter](http://thewestwoodvillage.com/newsletter)

# Placemaking & Programming

Westwood Village is where the vibrant energy of Los Angeles meets a welcoming, pedestrian-friendly atmosphere. The Westwood Village Improvement Association (WVIA) is committed to transforming public spaces, fostering community connections, and enhancing the Village's unique character.

Blending historic charm with a modern, forward-thinking vision, WVIA focuses on placemaking initiatives that enrich the district—whether by enhancing walkability, activating public spaces with engaging events, or supporting local businesses to create a thriving environment for residents, students, and visitors alike.

Through thoughtful planning and collaboration, WVIA works to make Westwood Village more inviting, accessible, and dynamic. From beautifying streetscapes to hosting cultural events and supporting local businesses, every effort aims to strengthen the neighborhood's identity and ensure it remains a vibrant destination for all.

Westwood Village is more than just a place—it's a community, and WVIA is proud to play a role in shaping its future.

“It's just wonderful. Now the community can come together, play games, and eat outside.”

—Emanuele Filiberto, Owner of Prince of Venice, in response to the new Broxton Plaza.



## Cinema Under the Stars

In 2024, the WVIA partnered with Motion Flix to introduce a new seasonal event series, Cinema Under the Stars, which brought the magic of outdoor movies to Westwood Village. Running from July to October, the event took place monthly, attracting hundreds of attendees to enjoy family-friendly films in the open-air setting of Broxton Plaza.

Each movie night created an atmosphere of community connection and celebration, with local businesses actively supporting the series through cross-promotion and exclusive special offers. Partners like the Angeles Academy of Music and LAPL Library Truck brought entertainment and extra fun. Attendees were able to play, dine, and relax on the Broxton Plaza lawn while enjoying curated entertainment and activities before each screening.

Cinema Under the Stars became a hallmark event of the summer, fostering increased engagement within the Westwood Village community and showing locals the potential of our new pedestrian plaza, Broxton Plaza.



## Broxton Plaza Features & Programming

With Broxton Plaza fully operational, WVIA has introduced a host of new features and activities that have transformed the space into a vibrant hub for the community, including:

- **Semi-Permanent Turf:** Installed turf on the south end of the street to create a welcoming area for recreation and relaxation.
- **Daily Amenities:** Added games, tables, chairs, and umbrellas for visitors to enjoy.
- **Weekend Activities:** Hosted family-focused programs like kids' crafts, which have become a favorite among locals.
- **Signature Events:** Launched the popular Cinema Under the Stars series, which drew hundreds of attendees to outdoor movie nights.
- **Live Performances:** Introduced live music and performances to elevate the plaza's ambiance.

Looking ahead to 2025, WVIA aims to expand programming with stronger collaborations with local partners, more family-friendly activities, and additional live music and performances. Broxton Plaza is just the beginning of the revitalization of Westwood Village, and WVIA is committed to continuing its evolution as a welcoming, dynamic space for all.



## Broxton Plaza Implementation

With the opening of Broxton Plaza, WVIA launched a comprehensive educational campaign to ensure its success as a community-centered pedestrian space:

- **Operational Readiness:** Created detailed SOPs and site maps to train our ambassador team for daily and event plaza setups.
- **Business Outreach:** Engaged with Broxton businesses to explain the street closure changes and what they could expect with the plaza's transformation.
- **Delivery Driver Education:** Addressed delivery driver concerns by highlighting the availability of viable parking options at the 1036 Broxton Ave garage to replace lost spaces.
- **Community Awareness:** Ran engaging social media and marketing campaigns to introduce the new pedestrian plaza to the community, emphasizing its benefits and creating excitement.



## WVFM Stats:

### Vendor Count:

43 vendors weekly (consistent with prior year).

### Customer Counts:

increased roughly 5% over the previous year.

### Vendor Sales:

Comparable vendor sales improved roughly 4% over the previous year.

**Composting:** Diverted over 17,000 pounds of organic matter away from landfills.

## Weekly Farmers' Market

The Westwood Village Farmers Market occurs every Thursday from noon to 5:00 pm on Broxton Avenue between Kinross and Weyburn. This valuable resource provides Westwood Village residents and visitors access to fresh, healthy food while enjoying live musical performances and community booths with family and student-focused information.

The Market features over 40 weekly vendors and offers local and organic fresh produce, baked goods, fruits and vegetables, honey, hummus, prepared foods, handmade artisanal items, clothing, craft goods, art, and more! Each week, the market diverts approximately 300 pounds of organic matter from landfills (and turns it into compost) while recovering approximately 200 unsold produce and bringing it to food-insecure community members. This translates into around 15,000 pounds of diverted organic matter yearly and 10,000 pounds of recovered produce for local needy people.

## Westwood Village UCLA Block Party

The 2024 Westwood Village UCLA Block Party was a standout event, bigger and better than ever. Its expanded footprint included the closure of Le Conte Avenue, ensuring a safer and more seamless connection between UCLA's campus and the Village. The event drew 15,000 new and returning students with an exciting mix of games, booths, live music, interactive activations, and the return of the iconic Ferris wheel at the intersection of Weyburn and Broxton Avenues. Now a signature UCLA tradition, the Block Party has become one of the largest off-campus events in Westwood Village. Local businesses and restaurants took center stage, seizing the opportunity to connect with the UCLA community and showcase all that Westwood Village has to offer.



## The Pop-Up Shoppes

This past year, we partnered with The Pop-Up Shoppes to bring vibrant community markets to Westwood Village, hosting three events that showcased a curated mix of local artisans, small businesses, and creative talent. Founded in 2021, The Pop-Up Shoppes were born out of a mission to connect local small business owners with their communities, fostering economic growth and creativity. Our event series has done just that, and with each event we observed more repeat attendees and a growing sense of connection between vendors & the community.

These events featured handmade goods, live music, workshops, and family-friendly activities, creating a dynamic and inclusive shopping experience. In 2025, we plan to continue partnership and expand impact.



## UCLA First Thursday

The UCLA First Thursdays event series thrived in 2024 with an exciting new quarterly schedule, making it an even more anticipated part of the student and community experience. These events have become a fantastic way for students to connect with Westwood Village, each other, and the broader UCLA community.

The series continued to feature a blend of daytime activities at the Westwood Village Farmers Market and lively themed neighborhood parties in the evenings. These events, which bring together students, local businesses, neighbors, and visitors from across Los Angeles, have solidified their reputation as must-attend gatherings in the community.



## The Bruin Flea

In 2024, The Bruin Flea has solidified its place as a monthly staple and fan-favorite event in Westwood Village, taking place every 3rd Friday. Originally initiated and led by UCLA alumni, Luis Lopez, the event has grown significantly, garnering some of the highest foot traffic seen this year in Westwood Village, as reported by data from Placer.ai.

This vibrant market has elevated its offerings with larger partnerships and sponsorships, enhancing the experience for attendees and vendors alike. New additions, such as a custom photo booth, have added a fun and engaging element, making the event even more memorable. Plus, with a portion of proceeds dedicated to supporting student-run organizations and non-profits, the event exemplifies the power of community-driven economic growth and creative entrepreneurship.



# Research & Advocacy

The WVIA advocates for the Westwood Business Improvement District to ensure the voices of district property owners and merchants are heard so Westwood Village can reach its great potential.



## Public Safety

The WVIA hosted Coffee with a Cop event on February 27 at the Ministry of Coffee. West Los Angeles LAPD officers, business owners, residents, and stakeholders were in attendance. Many discussions included public safety, patrol schedules, outreach, community policing, and neighborhood watch. LAPD supported the proposal by the WVIA to host a Coffee with a Cop event every year at different locations throughout Westwood Village. The WVIA will continue to advocate for increasing the presence of the Los Angeles Police Department in Westwood Village. The WVIA believes the increased presence and visibility of LAPD officers is an important crime deterrent in the district.



## Pedestrian Improvements

WVIA Staff is continuing discussions with the UCLA Transportation Department, the Campus Bike Advisory Committee, Metro, CD5, USAC, and Streets For All regarding mobility in Westwood. Broxton Plaza was installed in October of 2024, in coordination with the LADOT People St Program, and is now the largest pedestrian plaza in the City of Los Angeles, with approximately 14,000 sq. ft. of open space. Broxton Plaza is also the first pedestrian plaza to be implemented in the City of Los Angeles in the last five years.



## Ribbon Cuttings

In 2024, Westwood Village welcomed several exciting new businesses, including Live Bash, Poke Co & Wings, The Breathing Room, and Danny Boy's Pizza, further enriching the area's vibrant offerings. To celebrate these openings, the Westwood Village Improvement Association (WVIA) hosted special ribbon-cutting ceremonies and supported the new businesses through promotional efforts on social media and in our newsletters. These initiatives highlighted the unique contributions of each business and reinforced our commitment to fostering a thriving and dynamic community in Westwood Village.

# Transportation & Access

Improving how people access our district is a priority. The WVIA has formed strategic partnerships with Metro, the Los Angeles Department of Transportation, Council District 5, the Mayor's Office, the LA County Board of Supervisors 3rd District, and the City Attorney's Office to meet our shared goals.

## Broxton Plaza

Broxton Plaza has quickly become a beloved centerpiece of Westwood Village since its opening in October 2024, transforming a portion of Broxton Avenue into a lively, pedestrian-only public space. With its Grand Opening planned for February 2025, the plaza features a decorative surface, large planters, access gates, astro turf lawn area and thoughtfully curated furniture, including movable games, tables, chairs, and umbrellas. Managed and operated by the WVIA, the plaza has been met with overwhelming positivity, with attendees expressing surprise and delight at the vibrant new space. College students, families, and locals have embraced it as a fun and safe place to play, dine, shop, and gather.



- Westwood Village Farmers' Market – Every Thursday
- UCLA First Thursdays – Quarterly
- Cinema Under the Stars – Summer Movie Series
- Bruin Flea – 3rd Fridays
- Seasonal Pop-Up Markets
- Holiday Events – Tree & Menorah Lighting
- Seasonal Fitness & Wellness Programming
- Kids' Crafts and Activities
- Annual UCLA Westwood Village Block Party – Attracting over 15,000 attendees
- Daily/Weekly Activities – Featuring tables, chairs, umbrellas, music, and games

Broxton Plaza has not only enhanced the connectivity of the neighborhood but also provided a dynamic venue for events, reestablishing Westwood Village as a welcoming and engaging destination for all.

## Parking Improvements

In the coming months, the WVIA, in partnership with the Los Angeles Department of Transportation, will launch a new Public Parking program utilizing a surplus of off-street parking in several private lots after 5 PM and on weekends. Additionally, LADOT will prioritize equipment upgrades at the Broxton Public Parking Structure later this year to make the Westwood Village parking experience more effortless.



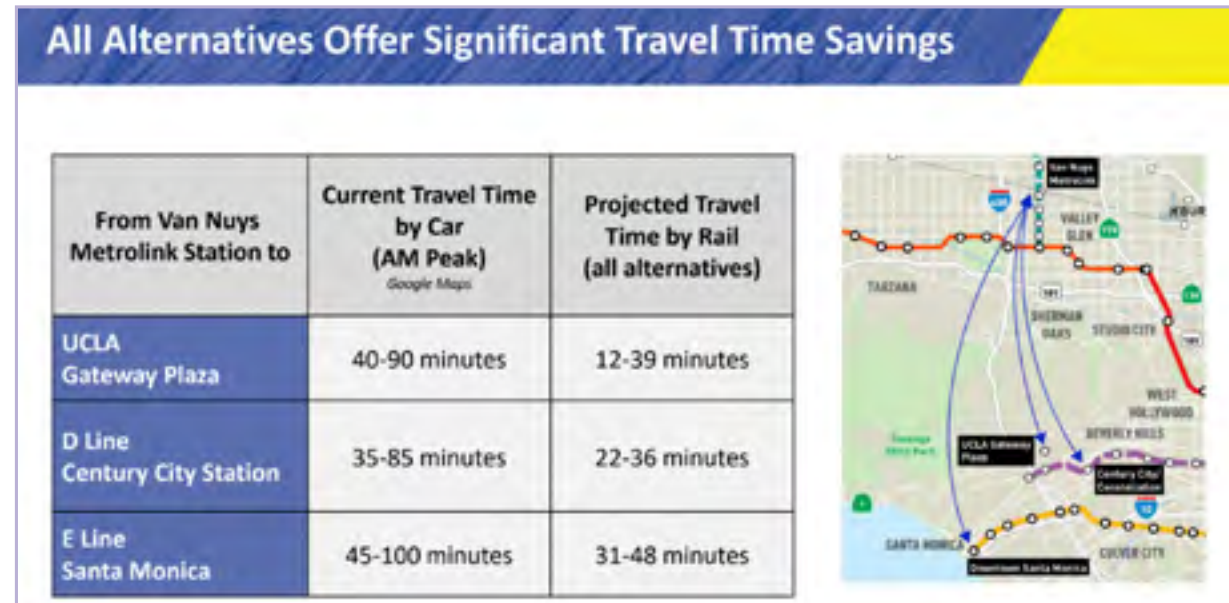


## Metro PLE Construction Update

Metro contractors are actively constructing the Westwood/UCLA and Westwood/VA Hospital Stations, with activities including support of excavation, concrete operations, utility installations, and station ventilation systems. At the UCLA Station, a new station entrance and utility work such as storm drains and Verizon line relocation are underway. At the VA Hospital Station, contractors are completing permanent concrete elements, installing a new waterline between Barry Ave and Federal Ave/San Vicente Blvd, and removing a small portion of the National Veterans Mural. These activities require lane reductions, crosswalk closures, and bus stop relocations, with detours and traffic controls implemented to manage congestion.

## Westwood Connected

Staff is currently working with Streets For All on the Westwood Connected ([westwoodconnected.com](http://westwoodconnected.com)) plan for bike lanes on Westwood Blvd., pedestrian improvement across Westwood Village, bus lane improvements, and a dedicated (Sepulveda Transit Corridor) heavy-rail stop at UCLA. Foot traffic to businesses in the Village would increase dramatically if people felt safer getting around, and more people would choose to walk over drive to avoid the stress of looking for parking.



## Metro Sepulveda Transit Corridor

Metro released a scoping summary report earlier this year that provided information about feedback received from the public during the project's scoping period. Metro is currently analyzing public comments regarding the alternatives to connect the San Fernando Valley and the Westside as it prepares a Draft Environmental Impact Report (DEIR). The DEIR will document the results of the evaluation of alignments, station locations, and both monorail and heavy rail project alternatives to address the transportation needs of travelers who utilize the Sepulveda Pass and the I-405.

# Leadership

Our mission is to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs. The WVIA shall lead the District by taking positions on district-wide short and long-term opportunities and considering matters such as city planning and zoning, parking, events, and other services that promote increased tenant recruitment and retention, business, values, and investment.

## WVIA Staff

**Michael Russell**  
Executive Director

**Megan Furey**  
Director of Programs & Partnerships

**Jennifer Yonda**  
Placemaking Coordinator

**Tori Prudhomme-Yurochko**  
Operations Manager

## WVIA Board Members

**Board Chair**  
**Kevin Crummy**  
Douglas Emmett, LLC

**Jaemie Ballesteros Altman**  
Lulu Restaurant

**John Heidt**  
Heidt Torres Co.

**Vice-Chair**  
**Jennifer Poulakidas**  
UCLA Government & Community Relations

**Seth Bell**  
Pegasus Investments

**Dana Slatkin**  
Violet Bistro, Shop & Cooking School

**Treasurer**  
**Bret Nielsen**  
Anderson Holdings

**Gil Cates, Jr.**  
Geffen Playhouse

**Josh Trifunovic**  
Gayley Family, LLC

**Secretary**  
**Jeremy Wolf**  
Wolf Commerical

**Kelly Herman**  
Ronald McDonald House Charities

**Bill Tucker**  
Tucker Investment Group

## Former Board Members

**Dean Abell**  
Sarah Leonard Fine Jewelers

**Damien Hirsch**  
W Los Angeles - West Beverly Hills



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