

**DRAFT MINUTES**  
**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT**  
**BOARD OF DIRECTORS MEETING**

Mishkon Tephilo, Social Hall, Lower Level, 206 Main St., Venice, CA 90291  
Friday, March 9, 2018  
10:00 AM

**ROLL CALL**

Board Members Present: President Mark Sokol, Treasurer Steve Heumann, Secretary Jeremy Weinstein, Jay Goodfader, Jack Hoffmann, Sam Lopata, Matt Moore

Board Members Absent: None

VBBID Staff Present: Ed Casey, Cwennen Corral, Tara Devine, Don Steier

**1) Call to Order**

The meeting was called to order at 10:08 a.m. at 206 Main Street. Mark Sokol welcomed the Board and the public to the meeting.

**2) Public Comment**

The Board heard general public comment and/or agenda item comments from Sylvia Areth, George Francisco, Rick Garvey, Jeffery Harris, Linda Lucks, Margaret Molloy, Melanie Murez, Larry Perloff, Kevin Ragsdale, Colleen Saro, Nicole Siskind.

**3) Presentation: Chrysalis Enterprises**

Mark Sokol introduced Chrysalis Enterprises and its staff, Trevor Kale (Vice President) and Joel Holwerda (Director of Operations.) Trevor and Joel provided an overview of their organization, their clients, and described the type of work that Chrysalis would perform for the BID. They also addressed their local hire efforts. They took and answered questions from the audience.

**4) Agenda Items (all items may result in Board action)**

- a. Approval of agreements presented and discussed at February meeting
  - i. Agreement with Chrysalis Enterprises for janitorial and maintenance "clean" services
  - ii. Agreement with Allied Universal for ambassadorial-style "safe" services
  - iii. Lease agreement with Newcastle/Venice LLC for 1320-1322 Pacific Avenue for BID operations

At its January 5, 2018 Meeting, Board committee members and staff discussed the process for selecting Chrysalis and Allied. At the February 9, 2018 Board Meeting, Mark Sokol outlined the terms of all of the above agreements, and Board committee members and staff discussed their process for identifying and

selecting BID operations space. As all of the above agreements were discussed in depth at prior meetings, Mark indicated that the terms of these agreements had not changed and negotiations were now complete. The Board voted 7-0 to approve all three agreements.

b. Board discussion of 2017 BID assessment revenue and possible action

Board Treasurer Steve Heumann introduces the item and explains that the Board wants to hear public comment about and discuss what to do with the unspent portion of 2017 assessment revenue. Several members of the public speak on the item. Most but not all favor a refund of unspent revenue. Steve outlines his personal thoughts on the issue, and then opens the item for Board discussion. After discussion, Mark Sokol makes a motion that the BID request the City's guidance on whether or not a refund of unspent 2017 revenues is a viable option. A substantial discussion involving the wordsmithing of the motion ensues, and a second motion, substantially similar in nature, is made by Steve Heumann. The Board considers each motion separately. The Sokol motion fails. The Heumann motion passes. It instructs staff to send a letter to the City to inquire about whether a portion of 2017 assessment revenues can be refunded.

c. Agreement with Tornado Creative for BID marketing services including website, logo, etc.

Tara Devine outlined the terms of the agreement for marketing services for the BID. She introduced BID property owner Connie Brooks, an experienced copywriter, who has pledged up to 10 unpaid, volunteer hours per week to help expedite logo and website development and related improvements to the BID's communications program. Connie provided a brief overview of her professional background and her involvement in the community as a 20+ year resident within the BID boundaries. She outlined some of her ideas and goals for helping the BID to accelerate its communications program. Several board members thanked Connie for her volunteer work. The Board voted 7-0 to approve the agreement with Tornado Creative.

d. Agreement with Venice Paparazzi for BID photography services

Tara Devine outlined the terms of the agreement for photography services for the BID website, etc. Connie Brooks elaborated on the work and its purpose. The Board voted 7-0 to approve the agreement.

**5) CEO's Report**

**DEVINE**

Tara Devine gave a status update on BID start-up activities and programs. She also addressed public comments and answered questions that had been raised by members of the public throughout the meeting.

**6) Adjournment**

The meeting adjourned at 11:50 a.m.

The undersigned certify that these minutes were approved and adopted at the VBBID Board of Directors meeting \_\_\_\_\_.

\_\_\_\_\_  
President/Mark Sokol

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Secretary/Jeremy Weinstein