



Board of Directors Meeting Minutes

Thursday, April 16, 2015

I. Call to Order

President Tim Anders called the meeting to order at 9:05 am.

II. Roll Call

Tim Anders, Shirley Griffiths, Erica Allbee, Chenin Dow, Adam Chant, Corey Heimlich for Steve Eglash/InSite Development, Sharon Giannini, Valerie Orcutt, Bob Turner, Shandelyn Williams

III. Approval of Minutes

Erica Allbee moved to approve the board meeting minutes for March 19, 2015. Sharon Giannini seconded the motion, which passed unanimously.

IV. Presentations (Informational Only)

1. MOPARTY

Tom, treasurer of the MOPAR Club, shared information regarding the 2015 MOPARTY. Now in its third year, the MOPARTY will be held on Saturday, September 19th from 3:00 – 8:00 pm. Proceeds from this annual event go to the Children's Charities of the Antelope Valley, and the event raises approximately \$2,500 each year. Proceeds have increased approximately 10-20% since moving the show to the BLVD. For businesses looking for ways to participate, the club is seeking gift certificates to serve as raffle prizes to assist in the fundraising effort. The event will necessitate a road closure on the BLVD from Fern to Cedar, and is expected to attract 75-100 cars. Posters will be available for businesses as the event approaches.

2. Public Safety

Public Safety Director Lee D'Errico attended the meeting in response to queries from board members at the previous special meeting. The City is working with the Sheriff's Station to ensure that incoming non-emergency (non-911) calls are being routed properly. He encouraged businesses who call to get the name of the individual they speak with as well as a tag number in order to track the call, how it was handled, and response time. This also allows Public Safety to easily track the call if there are any issues afterward. If a business feels that a call is being mishandled, they are encouraged to call back and ask to speak with the Watch Commander, as well as to call Lee directly on his cell.

Shirley Griffiths inquired regarding the downtown deputy/deputies assigned exclusively to the BLVD. Lee confirmed that there is a designated downtown

deputy assigned exclusively to the BLVD. However, businesses should be aware that this individual does not work 24/7, and there is not a designated BLVD deputy covering every shift, as that would require several officers assigned exclusively to the BLVD. In an emergency situation, businesses should always dial 911.

Erica Allbee inquired whether it would be beneficial to reinstitute private BLVD security to augment the Sheriff's Station's services. Lee confirmed that it would, and that the right security company would be visible and professional. Lee will work with the Association and the new security firm to facilitate communication with the Sheriff's Station.

V. New Business

1. Vision & Mission Statement Review

Executive Director Kat Ladniak provided a recap of the discussion from the special board meeting held on April 10th regarding creating a new vision statement for the BLVD Association. She will be putting together a committee including interested members from the shopping, dining and entertainment summit, including Krishna Spates, Kay Devore, and Dawn Harrison. Kat asked for interested board members; Erica Allbee, Adam Chant, Sharon Giannini, Valerie Orcutt, and Chenin Dow expressed interest in participating.

VI. Continued Business

1. 2015 Budget

Kat Ladniak presented a proposed mid-year budget adjustment for the 2015 fiscal year. Board members had several questions regarding the background for some of the budget changes and actual costs of the items being budgeted for. Tim Anders directed Kat to meet with the Treasurer and Secretary prior to the next board meeting to hammer out details, and a vote on the budget was postponed until then.

2. Board Member Responsibilities

Kat Ladniak presented a document detailing expectations, responsibilities, and general code of conduct for board members. This document encompassed the items reflected on the applications board members completed when they ran for election, as well as expectations expressed in the bylaws and requirements related to Brown Act compliance. Sharon Giannini moved to adopt the document as a formal policy of the BLVD Association. Bob Turner seconded the motion, which passed unanimously.

3. Committee Chair & Member Responsibilities

Kat Ladniak presented a document similar to the Board Member Responsibilities, but tailored to committee chairs and members. It was discussed that the requirement to sign a formal document might discourage less active members from becoming more active via committee participation. Thus, it was decided that this document would be for informational purposes rather than requiring a signature. Erica Allbee moved to adopt the document as a formal policy of the BLVD Association. Adam Chant seconded the motion, which passed unanimously.

4. Work Plan

Kat Ladniak presented a Work Plan that would be required for any new events suggested by Association members to be implemented on the BLVD. The plan includes basic information, such as the concept and budget, and encourages members to work through some of the logistics in order to develop a plan that is feasible. Erica Allbee moved to adopt the document as a formal policy of the BLVD Association. Sharon Giannini seconded the motion, which passed unanimously.

VII. Reports & Updates

1. Clean & Safe Committee

Vice Chair Erica Allbee stated that she is currently evaluating new security companies. Chris Aune in Planning and Myrle McLernon are working together to identify all bike rack locations so that racks can be phased in as funds are available. The committee is also researching legal obligations regarding murals and drafting a strategic plan for public art.

2. Administration & Advocacy (Executive Committee)

Tim Anders reminded board members that he and the Executive Committee have an open-door policy and encouraged board members to communicate any questions and/or concerns.

3. City Update

Chenin Dow reported that Los Angeles County is starting construction on the 10th Street West water main. Construction will take place north of Kettering and south of Avenue I, with intermittent lane closures during several months of construction. Impact on the BLVD should be minimal, as construction is primarily outside the district. Also, early enrollers in Lancaster Choice Energy (LCE) are eligible to request tickets in LCE's skybox suite at JetHawks Stadium.

VIII. Adjournment

Tim Anders adjourned the meeting at 10:51 am.