

March 20, 2014

- I. Call to order 9:05 by President Tim Anders.
- II. Roll call Tim Anders, Justin Lane, Valerie Orcutt, Erica Allbee, Adam Chant, Chenin Dow, Steve Eglash, Sharon Giannini, Myrle McLernon, Nick Parada, Absent: Shirley Griffith, Jill Cooper, and Shandelyn Williams.
- III. Approval of Minutes: Minutes submitted by Chenin Dow and unanimously approved.
- IV. Presentations
  1. Presentation by Sandy Smith, Chief Operating Officer of the Lancaster Chamber of Commerce.  
  
Chamber approved budget \$15,000 for visiting center talked about working closely with Destination Lancaster talked about hiring a grant writer.
- V. Continual Business Clean and Safe
  1. Talked about bringing in Desert Haven for cleaning proposal cost \$24,000, Myrle motion to approve Sharon second unanimously approved.  
  
Sharon suggested revised in three months to check on progress.
  2. Marketing and Promotions Budget Development presenter Nick Parada. Steve made a motion to approve \$2,000 for photography Nick seconded; unanimously approved.
  3. Nick motion to approve \$5,000 for miscellaneous administrative cost. Erica seconded; everyone approved.
- VI. New Business

1. Executive Director hiring process update Chenin sent info for applicants, Sharon asked about budge? \$50,000plus health plan.
2. Purchasing Policy Overview: Tim suggested three quotes minimum over \$500. Tim proposed, Erica seconded; all agreed in favor.
3. Main Street Alliance Training: Tim proposed a motion to approve \$2,000 in funding up to \$2,000 for a training event through California Main Street Alliance, Adam Chant second all in favor.
4. Electric Charging Station Project: Erica Allbee motioned to approve a proposal by the Antelope Valley Air Quality Management District (AVAQMD) to install an electric vehicle charging station on The BLVD, to be located in the center Ramblas between Cedar and Beech Avenues. The charging station will be placed so as not to eliminate any parking spaces. The project will be wholly funded by a grant from AVAQMD, with The BLVD Association serving as project manager. Tim Anders seconded the motion, and it was unanimously approved.

#### Board of Directors Reports

1. Treasurer's Report
2. Treasurer Justin Lane reported that there was no significant change from last month's update, as the only expenditures over the previous month were from previously approved budgets.
3. Clean & Safe Committee Update
4. Vice Chair Erica Allbee, who is leading the effort to address the homeless issue as part of the Clean & Safe Committee, stated that a meeting has been scheduled

for March 27th with the City, pertinent Public Safety personnel, and Kerry Morrison, who serves as the Vice Chair of the Los Angeles Homeless Services Authority (LAHSA) and is the Executive Director of the Hollywood Property Owners Alliance. Ms. Morrison will share information regarding the successful homeless program she launched in the Hollywood BID.

5. .Marketing & Promotions Committee Update
6. Vice Chair Adam Chant stated that the committee would participate in the Poppy Festival via a joint booth with LPAC. Business owners are welcome to contribute items to a BLVD gift basket, which attendees may enter to win by submitting their e-mail addresses and agreeing to receive future e-marketing from the Association.

#### “Wedding on The BLVD” Promotional Campaign Update

7. Event Chair Erica Allbee stated that preparations are continuing on schedule for this year’s Wedding on The BLVD. Assistance will be needed the day of the event (Sunday, June 8th) for setup and coordination; board and committee members are encouraged to contact Erica to sign up.

#### Public Business from the Floor – Non-Agendized Items

8. This portion of the agenda allows an individual the opportunity to address the Board of Directors on any item not on the agenda regarding BLVD Association business. Speaker cards must be submitted prior to the beginning of this portion

of the Agenda. Please complete a speaker card for the Board of Directors Secretary and identify the subject you would like to address. We respectfully request that you fill the cards out completely and print as clearly as possible. Following this procedure will allow for a smooth and timely process for the Board meeting and we appreciate your cooperation. State law prohibits the Board of Directors from taking action on items not on the agenda. Individual speakers are limited to three (3) minutes each.