

**NORTH HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT CORPORATION  
(NOHO BID)**

**Meeting Agenda**

**Wednesday, November 13th @ 11:00 a.m.  
NoHo BID Office, 5026 Lankershim Blvd.  
North Hollywood, CA 91601**

1. CALL THE MEETING TO ORDER (B. Akhavan)
2. PUBLIC COMMENT
  - a. Public comment on any agenda or non-agenda item is invited at this time. Public comment is limited to two minutes per individual.
3. CITY REPORTS
4. APPROVAL OF BOARD MINUTES **ACTION**
  - a. The Board will decide whether to approve the minutes of its meeting on 10/9/24
5. FINANCIAL REPORT (A. Aulenta) **ACTION**
  - a. The Board will review and decide whether to accept the current financial report
  - b. The Board will review and decide whether to accept the 2025 budget
6. MARKETING REPORT (N. Bianconi)
  - a. Marketing update
7. OPERATIONS REPORT (A. Aulenta)
  - a. Clean/Safe updates
  - b. Safety/Marketing Committees
8. NEW BUSINESS
9. ADJOURN

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*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*October 9, 2024 @ 11:30 a.m.  
5026 Lankershim Blvd, North Hollywood*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Linda Fulton	X	
Carl Mancuso	X	
Barbara Chase	X	
Nigol Manoukian		X
James McIntyre	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, President, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Juan Arana, Securitas	X	
Emeline Neau/Ernesto Ramirez, Chrysalis	X	
Shannan Calland, CD2	X	
Nancy Bianconi, NoHo Communications Group	X	
Jason Castro/Joseph Campos, YMCA	X	
Laura Castaneda, L+O	X	
Simon Asef, DMC Investments	X	
Glenn Hoiby, property owner	X	
Kimberly Weiner, Liz Hampton, Leo Garcia, Fluffology	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:48 a.m.

## **2. Public Comment on Agenda/Non-Agenda Items**

None.

## **3. City Reports**

None.

## **4. Approval of Minutes**

**MOTION:** To approve the 9/25/24 board minutes.

Moved by: L. Fulton

Seconded by: J. McIntyre

**PASSED: Yes**

## **5. Financial Report**

A. Aulenta explained the financials for month of September 2024. On the income side, received \$1,604 in assessment income and \$774 in assessment interest. On the expense side, administration expenses finished under for the month and over for the year. Communication expenses finished under for the month and over for the year. Office expenses finished under for the month and over for the year. Public Space Management expenses finished under for the month and year. And total expenses finished under for the month and over for the year. Balance sheet as of end of September current assets at \$216,305, total liabilities/accounts payable at \$49,227, total equity at \$167,078, and total liability and equity \$216,305. A. Aulenta also presented the estimated cash flow to the end of 2024 and gave an update on delinquent parcels for both the current and prior years.

**MOTION:** To approve current financial report.

Moved by: L. Fulton

Seconded by: J. McIntyre

**PASSED: Yes**

## **6. Marketing Report**

N. Bianconi discussed the NoHo Card and programming interest at NoHo Plaza.

## **7. Operations Report**

J. Arana (Securitas) discussed safety statistics and trends in the District. E. Ramirez (Chrysalis) discussed the monthly maintenance statistics and trends.

## **8. New Business**

None.

## **9. Adjourn**

Meeting adjourned at 12:07 p.m.

**North Hollywood Business Improvement District**  
**Budget vs. Actuals: NOHO 2024 - FY24 P&L**  
As of October 31, 2024

	Oct 2024			Year-To-Date			Annual Budget
	Actual	Budget	Variance	Actual	Budget	Variance	
<b>Income</b>							
Assessment Interest & Penalties		\$ 166.67	\$ (166.67)	\$ 1,582.51	\$ 1,666.70	\$ (84.19)	\$ 2,000.00
Assessment Revenue		\$ -	\$ -	\$ 714,933.80	\$ 738,343.77	\$ (23,409.97)	\$ 738,343.77
Assessment Revenue Prior Years		\$ 416.67	\$ (416.67)	\$ -	\$ 4,166.70	\$ (4,166.70)	\$ 5,000.00
General Benefit Income City		\$ 3,975.18	\$ (3,975.18)	\$ 47,702.20	\$ 39,751.80	\$ 7,950.40	\$ 47,702.20
Interest Income	\$ 0.04	\$ 0.83	\$ (0.79)	\$ 0.52	\$ 8.30	\$ (7.78)	\$ 10.00
Reserve for Non/Slow Payment		\$ (1,083.33)	\$ 1,083.33	\$ -	\$ (10,833.30)	\$ 10,833.30	\$ (13,000.00)
<b>Total Income</b>	<b>\$ 0.04</b>	<b>\$ 3,476.02</b>	<b>\$ (3,475.98)</b>	<b>\$ 764,219.03</b>	<b>\$ 773,103.97</b>	<b>\$ (8,884.94)</b>	<b>\$ 780,055.97</b>
<b>Expenses</b>							
<b>Administration</b>							
BID Renewal	\$ 1,500.00	\$ 1,500.00	\$ -	\$ 15,000.00	\$ 15,000.00	\$ -	\$ 18,000.00
City Fee		\$ -	\$ -	\$ 14,766.88	\$ 14,766.88	\$ -	\$ 14,766.88
Legal & Professional Fees		\$ -	\$ -	\$ 6,687.00	\$ 6,400.00	\$ 287.00	\$ 6,400.00
Management	\$ 4,000.00	\$ 4,000.00	\$ -	\$ 40,000.00	\$ 40,000.00	\$ -	\$ 48,000.00
<b>Total Administration</b>	<b>\$ 5,500.00</b>	<b>\$ 5,500.00</b>	<b>\$ -</b>	<b>\$ 76,453.88</b>	<b>\$ 76,166.88</b>	<b>\$ 287.00</b>	<b>\$ 87,166.88</b>
<b>Communication</b>							
Events/Destination Marketing	\$ 850.00	\$ 1,125.00	\$ (275.00)	\$ 11,687.95	\$ 11,250.00	\$ 437.95	\$ 13,500.00
Management	\$ 833.00	\$ 833.00	\$ -	\$ 8,333.00	\$ 8,333.00	\$ -	\$ 10,000.00
Website		\$ -	\$ -	\$ 305.98	\$ 245.00	\$ 60.98	\$ 245.00
<b>Total Communication</b>	<b>\$ 1,683.00</b>	<b>\$ 1,958.00</b>	<b>\$ (275.00)</b>	<b>\$ 20,326.93</b>	<b>\$ 19,828.00</b>	<b>\$ 498.93</b>	<b>\$ 23,745.00</b>

	Oct 2024			Year-To-Date			Annual
	Actual	Budget	Variance	Actual	Budget	Variance	Budget
<b>Office Expenses</b>							
Bank Charges		\$ 2.08	\$ (2.08)	\$ -	\$ 20.80	\$ (20.80)	\$ 25.00
Insurance		\$ -	\$ -	\$ 11,907.11	\$ 11,000.00	\$ 907.11	\$ 11,000.00
Postage/Shipping		\$ -	\$ -	\$ 40.80	\$ 25.00	\$ 15.80	\$ 25.00
Rent	\$ 2,750.00	\$ 2,750.00	\$ -	\$ 27,500.00	\$ 27,500.00	\$ -	\$ 33,000.00
Supplies	\$ 38.67	\$ 20.83	\$ 17.84	\$ 262.86	\$ 208.30	\$ 54.56	\$ 250.00
Telecommunications/Internet	\$ 46.84	\$ 125.00	\$ (78.16)	\$ 1,393.32	\$ 1,250.00	\$ 143.32	\$ 1,500.00
Utilities	\$ 552.35	\$ 375.00	\$ 177.35	\$ 3,329.24	\$ 3,750.00	\$ (420.76)	\$ 4,500.00
<b>Total Office Expenses</b>	<b>\$ 3,387.86</b>	<b>\$ 3,272.91</b>	<b>\$ 114.95</b>	<b>\$ 44,433.33</b>	<b>\$ 43,754.10</b>	<b>\$ 679.23</b>	<b>\$ 50,300.00</b>
<b>Public Space Management</b>							
Landscape Maintenance	\$ 21.00	\$ 41.67	\$ (20.67)	\$ 210.00	\$ 416.70	\$ (206.70)	\$ 500.00
<b>Maintenance Expense</b>							
Maintenance Labor	\$ 19,550.86	\$ 20,186.83	\$ (635.97)	\$ 197,804.00	\$ 201,868.30	\$ (4,064.30)	\$ 242,242.00
Pressure-washing Expense	\$ 460.00	\$ 460.00	\$ -	\$ 4,580.00	\$ 4,600.00	\$ (20.00)	\$ 5,520.00
Supplies	\$ 208.96	\$ 205.91	\$ 3.05	\$ 1,981.88	\$ 2,059.10	\$ (77.22)	\$ 2,470.92
Truck, Fuel & Dump	\$ 2,749.65	\$ 2,458.64	\$ 291.01	\$ 25,148.22	\$ 24,586.40	\$ 561.82	\$ 29,503.68
<b>Total Maintenance Expense</b>	<b>\$ 22,969.47</b>	<b>\$ 23,311.38</b>	<b>\$ (341.91)</b>	<b>\$ 229,514.10</b>	<b>\$ 233,113.80</b>	<b>\$ (3,599.70)</b>	<b>\$ 279,736.60</b>
Management	\$ 1,667.00	\$ 1,667.00	\$ -	\$ 16,667.00	\$ 16,667.00	\$ -	\$ 20,000.00
<b>Safety Expense</b>							
Safety Exp. Bike Uniform	\$ 269.42	\$ 433.33	\$ (163.91)	\$ 5,468.21	\$ 4,333.30	\$ 1,134.91	\$ 5,200.00
Safety Labor	\$ 30,465.95	\$ 26,000.00	\$ 4,465.95	\$ 266,615.76	\$ 260,000.00	\$ 6,615.76	\$ 312,000.00
Safety Mobile Patrols		\$ 666.67	\$ (666.67)	\$ -	\$ 6,666.70	\$ (6,666.70)	\$ 8,000.00
<b>Total Safety Expense</b>	<b>\$ 30,735.37</b>	<b>\$ 27,100.00</b>	<b>\$ 3,635.37</b>	<b>\$ 272,083.97</b>	<b>\$ 271,000.00</b>	<b>\$ 1,083.97</b>	<b>\$ 325,200.00</b>
<b>Total Public Space Management</b>	<b>\$ 55,392.84</b>	<b>\$ 52,120.05</b>	<b>\$ 3,272.79</b>	<b>\$ 518,475.07</b>	<b>\$ 521,197.50</b>	<b>\$ (2,722.43)</b>	<b>\$ 625,436.60</b>
<b>Total Expenses</b>	<b>\$ 65,963.70</b>	<b>\$ 62,850.96</b>	<b>\$ 3,112.74</b>	<b>\$ 659,689.21</b>	<b>\$ 660,946.48</b>	<b>\$ (1,257.27)</b>	<b>\$ 786,648.48</b>
<b>Net Operating Income</b>	<b>\$ (65,963.66)</b>	<b>\$ (59,374.94)</b>	<b>\$ (6,588.72)</b>	<b>\$ 104,529.82</b>	<b>\$ 112,157.49</b>	<b>\$ (7,627.67)</b>	<b>\$ (6,592.51)</b>
<b>Reduction for Safety Labor Vacancies</b>							<b>\$ 6,215.00</b>
<b>Net Income</b>	<b>\$ (65,963.66)</b>	<b>\$ (59,374.94)</b>	<b>\$ (6,588.72)</b>	<b>\$ 104,529.82</b>	<b>\$ 112,157.49</b>	<b>\$ (7,627.67)</b>	<b>\$ (377.51)</b>

**North Hollywood Business Improvement District**  
**Balance Sheet**  
As of October 31, 2024

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
First Foundation Checking	\$ 2,961.33
Wells Fargo Checking	\$ 137,160.54
WF Business Market Rate	\$ 5,292.11
<b>Total Bank Accounts</b>	<b>\$ 145,413.98</b>
<b>Accounts Receivable</b>	
Accounts Receivable	\$ 7,535.29
Other Receivables	\$ 5,658.96
<b>Total Accounts Receivable</b>	<b>\$ 13,194.25</b>
<b>Total Accounts Receivable</b>	<b>\$ 13,194.25</b>
<b>Other Current Assets</b>	
Prepaid Expense	\$ -
Undeposited Funds	\$ -
<b>Total Other Current Assets</b>	<b>\$ -</b>
<b>Total Current Assets</b>	<b>\$ 158,608.23</b>
<b>TOTAL ASSETS</b>	<b>\$ 158,608.23</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
Accounts Payable	\$ 54,285.09
<b>Total Accounts Payable</b>	<b>\$ 54,285.09</b>
<b>Other Current Liabilities</b>	
Loan Payable	\$ -
<b>Total Other Current Liabilities</b>	<b>\$ -</b>
<b>Total Current Liabilities</b>	<b>\$ 54,285.09</b>
<b>Total Liabilities</b>	<b>\$ 54,285.09</b>
<b>Equity</b>	
Retained Earnings	\$ (206.68)
Net Income	\$ 104,529.82
<b>Total Equity</b>	<b>\$ 104,323.14</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 158,608.23</b>

## 2024 Cash Flow Estimate

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
<b>Beginning Cash</b>	<b>\$35,242.00</b>	<b>\$196,060.92</b>	<b>\$131,654.17</b>	<b>\$63,924.98</b>	<b>\$127,514.93</b>	<b>\$255,296.48</b>	<b>\$405,969.52</b>	<b>\$333,610.52</b>
Assessment Received	\$220,928.58			\$70,115.43	\$194,624.77	\$212,894.14		
Other Income	\$184.87			\$47,725.15	\$601.67			
Total Monthly Expense	\$60,294.53	\$64,406.75	\$67,729.19	\$54,250.63	\$67,444.89	\$62,221.10	\$72,359.00	\$68,869.44
<b>Ending Cash</b>	<b>\$196,060.92</b>	<b>\$131,654.17</b>	<b>\$63,924.98</b>	<b>\$127,514.93</b>	<b>\$255,296.48</b>	<b>\$405,969.52</b>	<b>\$333,610.52</b>	<b>\$264,741.08</b>

	Sep-24	Oct-24	Nov-24	Dec-24
<b>Beginning Cash</b>	<b>\$264,741.08</b>	<b>\$204,551.13</b>	<b>\$146,892.11</b>	<b>\$86,424.27</b>
Assessment Received	\$1,604.00		\$5,397.16	\$4,329.38
Other Income	\$773.52			\$400.00
Total Monthly Expense	\$62,567.47	\$57,659.02	\$65,865.00	\$61,000.00
<b>Ending Cash</b>	<b>\$204,551.13</b>	<b>\$146,892.11</b>	<b>\$86,424.27</b>	<b>\$30,153.65</b>

### outstanding collectable assessments prior yrs.

Current + Prior Yrs- Private ownership	\$31,816
Prior Yr- Direct billed	\$4,329

### Annual Ending Cash

2023	\$35,242
2022	\$70,755
2021	\$53,617
2020	\$39,975
2019	\$37,357
2018	\$36,120
2017	\$81,000