

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

Meeting Agenda

**Wednesday, February 12th @ 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 (CD2/LAPD)
4. APPROVAL OF BOARD MINUTES **ACTION**
 - a. The Board will decide whether to approve the minutes of its meeting on 11/13/24
5. FINANCIAL REPORT (A. Aulenta) **ACTION**
 - a. The Board will review and decide whether to accept the current financial report
6. MARKETING REPORT (N. Bianconi) **ACTION**
 - a. NCG 2025 workplan
7. OPERATIONS REPORT (A. Aulenta) **ACTION**
 - a. Clean/Safe update
 - b. Board/Officer elections
8. NEW BUSINESS
9. ADJOURN

As a covered entity under Title II of the Americans with Disabilities Act, The North Hollywood Business Improvement District does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting (562)773.5852.

North Hollywood Business Improvement District
Budget vs. Actuals: NOHO 2025 - FY25 P&L
As of January 31, 2025

	Jan 2025			Year-To-Date			Annual
	Actual	Budget	Variance	Actual	Budget	Variance	Budget
Income							
Assessment Interest & Penalties		\$ 166.67	\$ (166.67)	\$ -	\$ 166.67	\$ (166.67)	\$ 2,000.00
Assessment Revenue	\$ 230,946.70	\$ 299,099.50	\$ (68,152.80)	\$ 230,946.70	\$ 299,099.50	\$ (68,152.80)	\$ 854,570.00
Assessment Revenue Prior Years	\$ 4,329.38	\$ 416.67	\$ 3,912.71	\$ 4,329.38	\$ 416.67	\$ 3,912.71	\$ 5,000.00
General Benefit Income City		\$ 2,202.50	\$ (2,202.50)	\$ -	\$ 2,202.50	\$ (2,202.50)	\$ 26,430.00
Interest Income	\$ 0.04	\$ 125.00	\$ (124.96)	\$ 0.04	\$ 125.00	\$ (124.96)	\$ 1,500.00
Reserve for Non/Slow Payment		\$ (6,379.92)	\$ 6,379.92	\$ -	\$ (6,379.92)	\$ 6,379.92	\$ (76,559.00)
Total Income	\$ 235,276.12	\$ 295,630.42	\$ (60,354.30)	\$ 235,276.12	\$ 295,630.42	\$ (60,354.30)	\$ 812,941.00
Expenses							
Administration							
City Fee	\$ 17,091.40	\$ 4,272.85	\$ 12,818.55	\$ 17,091.40	\$ 4,272.85	\$ 12,818.55	\$ 17,091.40
Legal & Professional Fees		\$ 583.33	\$ (583.33)	\$ -	\$ 583.33	\$ (583.33)	\$ 7,000.00
Management	\$ 4,000.00	\$ 4,000.00	\$ -	\$ 4,000.00	\$ 4,000.00	\$ -	\$ 48,000.00
Total Administration	\$ 21,091.40	\$ 8,856.18	\$ 12,235.22	\$ 21,091.40	\$ 8,856.18	\$ 12,235.22	\$ 72,091.40
Communication							
Events/Destination Marketing	\$ 1,114.87	\$ 1,264.58	\$ (149.71)	\$ 1,114.87	\$ 1,264.58	\$ (149.71)	\$ 15,175.00
Management	\$ 833.00	\$ 833.00	\$ -	\$ 833.00	\$ 833.00	\$ -	\$ 10,000.00
Website		\$ 27.08	\$ (27.08)	\$ -	\$ 27.08	\$ (27.08)	\$ 325.00
Total Communication	\$ 1,947.87	\$ 2,124.66	\$ (176.79)	\$ 1,947.87	\$ 2,124.66	\$ (176.79)	\$ 25,500.00

	Jan 2025			Year-To-Date			Annual
	Actual	Budget	Variance	Actual	Budget	Variance	Budget
Office Expenses							
Bank Charges	\$ 20.00	\$ 2.08	\$ 17.92	\$ 20.00	\$ 2.08	\$ 17.92	\$ 25.00
Insurance		\$ 1,012.50	\$ (1,012.50)	\$ -	\$ 1,012.50	\$ (1,012.50)	\$ 12,150.00
Postage/Shipping	\$ 7.30	\$ 4.17	\$ 3.13	\$ 7.30	\$ 4.17	\$ 3.13	\$ 50.00
Rent	\$ 3,100.00	\$ 3,100.00	\$ -	\$ 3,100.00	\$ 3,100.00	\$ -	\$ 37,200.00
Supplies	\$ 106.92	\$ 83.33	\$ 23.59	\$ 106.92	\$ 83.33	\$ 23.59	\$ 1,000.00
Telecommunications/Internet	\$ 45.00	\$ 133.33	\$ (88.33)	\$ 45.00	\$ 133.33	\$ (88.33)	\$ 1,600.00
Utilities	\$ 415.79	\$ 375.00	\$ 40.79	\$ 415.79	\$ 375.00	\$ 40.79	\$ 4,500.00
Total Office Expenses	\$ 3,695.01	\$ 4,710.41	\$ (1,015.40)	\$ 3,695.01	\$ 4,710.41	\$ (1,015.40)	\$ 56,525.00
Public Space Management							
Landscape Maintenance	\$ 132.86	\$ 175.00	\$ (42.14)	\$ 132.86	\$ 175.00	\$ (42.14)	\$ 2,100.00
Maintenance Expense							
Maintenance Labor	\$ 20,500.00	\$ 21,287.25	\$ (787.25)	\$ 20,500.00	\$ 21,287.25	\$ (787.25)	\$ 255,447.00
Pressure-washing Expense	\$ 460.00	\$ 920.00	\$ (460.00)	\$ 460.00	\$ 920.00	\$ (460.00)	\$ 11,040.00
Supplies	\$ 220.00	\$ 219.58	\$ 0.42	\$ 220.00	\$ 219.58	\$ 0.42	\$ 2,635.00
Truck, Fuel & Dump	\$ 2,750.00	\$ 3,152.25	\$ (402.25)	\$ 2,750.00	\$ 3,152.25	\$ (402.25)	\$ 37,827.00
Total Maintenance Expense	\$ 23,930.00	\$ 25,579.08	\$ (1,649.08)	\$ 23,930.00	\$ 25,579.08	\$ (1,649.08)	\$ 306,949.00
Management	\$ 1,667.00	\$ 1,667.00	\$ -	\$ 1,667.00	\$ 1,667.00	\$ -	\$ 20,000.00
Safety Expense							
Safety Exp. Bike Uniform	\$ 386.61	\$ 458.33	\$ (71.72)	\$ 386.61	\$ 458.33	\$ (71.72)	\$ 5,500.00
Safety Labor	\$ 27,017.50	\$ 27,022.97	\$ (5.47)	\$ 27,017.50	\$ 27,022.97	\$ (5.47)	\$ 324,275.60
Total Safety Expense	\$ 27,404.11	\$ 27,481.30	\$ (77.19)	\$ 27,404.11	\$ 27,481.30	\$ (77.19)	\$ 329,775.60
Total Public Space Management	\$ 53,133.97	\$ 54,902.38	\$ (1,768.41)	\$ 53,133.97	\$ 54,902.38	\$ (1,768.41)	\$ 658,824.60
Total Expenses	\$ 79,868.25	\$ 70,593.63	\$ 9,274.62	\$ 79,868.25	\$ 70,593.63	\$ 9,274.62	\$ 812,941.00
Net Operating Income	\$ 155,407.87	\$ 225,036.79	\$ (69,628.92)	\$ 155,407.87	\$ 225,036.79	\$ (69,628.92)	\$ -

North Hollywood Business Improvement District
Balance Sheet
As of January 31, 2025

	Total
ASSETS	
Current Assets	
Bank Accounts	
First Foundation Checking	\$ 461.33
First Foundation Savings	\$ 2,441.21
Wells Fargo Checking	\$ 184,794.45
WF Business Market Rate	\$ 5,292.24
Total Bank Accounts	\$ 192,989.23
Accounts Receivable	
Accounts Receivable	\$ 7,535.29
Other Receivables	\$ 15,284.53
Total Accounts Receivable	\$ 22,819.82
Total Accounts Receivable	\$ 22,819.82
Other Current Assets	
Prepaid Expense	\$ -
Undeposited Funds	\$ -
Total Other Current Assets	\$ -
Total Current Assets	\$ 215,809.05
TOTAL ASSETS	\$ 215,809.05
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	\$ 55,960.56
Total Accounts Payable	\$ 55,960.56
Other Current Liabilities	
Loan Payable	\$ -
Total Other Current Liabilities	\$ -
Total Current Liabilities	\$ 55,960.56
Total Liabilities	\$ 55,960.56
Equity	
Retained Earnings	\$ 4,440.62
Net Income	\$ 155,407.87
Total Equity	\$ 159,848.49
TOTAL LIABILITIES AND EQUITY	\$ 215,809.05

2025 Cash Flow Estimate

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
Beginning Cash	\$38,843.58	\$194,500.70	\$128,500.70	\$98,500.70	\$119,930.70	\$252,630.70	\$432,630.70	\$360,630.70
Assessment Received	\$213,855.30		\$35,000.00	\$60,000.00	\$200,000.00	\$245,000.00		
Other Income	\$4,329.38			\$26,430.00	\$700.00			
Total Monthly Expense	\$62,527.56	\$66,000.00	\$65,000.00	\$65,000.00	\$68,000.00	\$65,000.00	\$72,000.00	\$68,000.00
Ending Cash	\$194,500.70	\$128,500.70	\$98,500.70	\$119,930.70	\$252,630.70	\$432,630.70	\$360,630.70	\$292,630.70

	Sep-25	Oct-25	Nov-25	Dec-25
Beginning Cash	\$292,630.70	\$230,330.70	\$164,330.70	\$98,330.70
Assessment Received	\$2,000.00			\$5,000.00
Other Income	\$700.00			\$700.00
Total Monthly Expense	\$65,000.00	\$66,000.00	\$66,000.00	\$66,000.00
Ending Cash	\$230,330.70	\$164,330.70	\$98,330.70	\$38,030.70

outstanding collectable assessments prior yrs.

Prior Yrs- Private ownership	\$14,175
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Annual Ending Cash

2024	\$38,844
2023	\$35,242
2022	\$70,755
2021	\$53,617
2020	\$39,975
2019	\$37,357
2018	\$36,120

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

*November 13, 2024 @ 11:00 a.m.
5026 Lankershim Blvd, North Hollywood*

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Linda Fulton	X	
Carl Mancuso	X	
Barbara Chase	X	
Nigol Manoukian		X
James McIntyre	X	
STAFF MEMBERS		
Steve Gibson, President, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
GUESTS		
Juan Arana, Securitas	X	
Ernesto Ramirez, Chrysalis	X	
Shannan Calland, CD2	X	
Nancy Bianconi, NoHo Communications Group	X	
Jason Castro, YMCA	X	
Laura Castaneda, L+O	X	
Simon Asef, DMC Investments	X	
Jorge Aparicio, NoHo Neighborhood Council	X	

1. Call to Order

B. Akhavan called the meeting to order at 11:02 a.m.

2. Public Comment on Agenda/Non-Agenda Items

None.

3. City Reports

S. Calland, CD2, discussed the re-opening of NoHo Plaza and the grand opening event taking place. The event will be held on November 22nd from 5pm to 9pm. S. Calland also introduced J. Aparicio from the NoHo Neighborhood Council.

4. Approval of Minutes

MOTION: To approve the 10/9/24 board minutes.

Moved by: L. Fulton

Seconded by: B. Chase

PASSED: Yes

5. Financial Report

A. Aulenta explained the financials for month of October 2024. On the income side, received \$0.00 in assessment income. 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 over for the month and the year. Public Space Management expenses finished over for the month and under for the year. And total expenses finished over for the month and under for the year. Balance sheet as of end of October current assets at \$158,608, total liabilities/accounts payable at \$54,285, total equity at \$104,323, and total liability and equity \$158,608. A. Aulenta presented the estimated cash flow to the end of 2024 and also presented an update on delinquent parcels for both the current and prior years.

MOTION: To approve current financial report.

Moved by: L. Fulton

Seconded by: C. Mancuso

PASSED: Yes

A. Aulenta presented the draft budget for 2025 and discussed any major variances from the 2024 budget. Overall, the 2025 budget reflects the first year of the renewed District that was approved in July and includes increases to clean/safe team wages, dump fees, as well as office rent.

MOTION: To approve the budget for 2025.

Moved by: L. Fulton

Seconded by: C. Mancuso

PASSED: Yes

6. Marketing Report

N. Bianconi discussed the NoHo Card updates and the NoHo Card app.

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 12:03 p.m.