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HOLLY L. WOLCOTT

City of Los Angeles

GREGORY R. ALLISON EXECUTIVE OFFICER

CF 13-1724



ERIC GARCETTI MAYOR OFFICE OF THE CITY CLERK

NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N. SPRING STREET, ROOM 224 LOS ANGELES, CA 90012 (213) 978-1099 FAX: (213) 978-1130

> MIRANDA PASTER DIVISION MANAGER

> > clerk.facity.org

DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND 36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY

Name of District:	as Feliz				
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Business Name for) Property Assessors Parcel Number(s)	pper Inc.	_1951	Hillhurst	Business Ac	90027 ddress (or) ty Address
00	02117002-	0001-0)		
	City of Los Angele	s Business Lice	nse No.		
	(Business Tax Re	egistration Certi	ficate)	0 /	1,
_ 1-lotence (zan	ter	Hon	-	3/10/	طا1
Your Name (print)	Your	Signature			Date
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(1) "Person" means all domestic partnerships of every kind, join individuals engaged in any bus "Engaged in a business" mean as owner, or by means of an or Businesses or properties local control of the second control of	int ventures, clubs, in siness as defined her as the conducting, or fficer, agent, manage ted outside of the b	Massachusetts ein, in the City of perating, manag ir, employee, se oundaries of the	business or common to business or carrying on carrying on ervant, or lessee of	of a business, whe fany of them.	ther done
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	Return the co the City Clerk, Coun om 395, 200 North S or fax the form	oring Street, Lo	Services Division. Is Angeles, CA 900	01 <i>2</i>	
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	FORM SAS	39 REV 04/7/08			

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

03/11/2016 11:54

No.: R458 L1

P.001/005

HOLLY L. WOLCOTT CITY CLERK

GREGORY R. ALLISON EXECUTIVE OFFICER

CF 13-1724

City of Los Angeles

ERIC GARCETTI MAYOR OFFICE OF THE CITY CLERK

NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N. SPRING STREET, ROOM 224 LOS ANGELES, CA 90012 (213) 978-1099 FAX: (213) 978-1130

> MIRANDA PASTER DIVISION MANAGER

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DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND 36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY

Name of District: LOS FeliZ
I hereby protest the CONTINUED OPERATION of the Business Improvement District (District) listed above. I am opposed to the continued operation of the District for the following reason(s):
ineffective use of funds, lack of transparency a communication
I certify that I am the owner of the business or property listed below. I am a person engaged in business in the City of Los Angeles or the owner of record of real property as shown on the current Los Angeles County Assessor tax roll, and the business or property is now located or operating within the boundaries of the District listed above. I have read and understand this Declaration of Protest in its entirety.
Glaze Fire 1937 Hillhurst Ave. LA 90027 Business Name (cr) Business Address (cr)
Property Assessors Parcel Number(s) Property Address ACC 12 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
0002845338 -0001 - 5 Tax ID: 47 - 19 43366 City of Los Angeles Business License No. (Business Tax Registration/Certificate)
Sarah Lovelass garandorela 3/10/16
Your Name (print) Your Signature Date
NOTES:
(1) "Person" means all domestic and foreign corporations, associations, syndicates, joint stock companies, partnerships of every kind, joint ventures, clubs, Massachusetts business or common law trusts, societies and individuals engaged in any business as defined herein, in the City of Los Angeles.
(2) "Engaged in a business" means the conducting, operating, managing or carrying on of a business, whether done as owner, or by means of an officer, agent, manager, employee, servant, or lessee of any of them
(3) Businesses or properties located outside of the boundaries of the District, are not eligible to submit a protest petition and any petition so submitted will be considered invalid
Return the completed form to: Office of the City Clerk, Council and Public Services Division. City Hall, Room 395, 200 North Spring Street, Los Angeles, CA 90012
or fax the form to (213) 978-1040.
BELOW ITEMS FOR CITY CLERK USE ONLY
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AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

03/11/2016 11:54 No.: R458 L1 P.002/005

HOLLY L. WOLCOTT

GREGORY R. ALLISON EXECUTIVE OFFICER

CF 13-1724

City of Los Angeles



ERIC GARCETTI MAYOR OFFICE OF THE

NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N. SPRING STREET, ROOM 224 LOS ANGELES, CA 90012 (213) 978-1099 FAX: (213) 978-1130

> MIRANDA PASTER DIVISION MANAGER

> > clerk.lacity.org

DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND 36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY

Name of District:	L09	teliz				
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MEOWDY			1939	Hillham	st Ave, (A 90027
Business Name (or) Property Assessors Parcel N	umber(s)				Busines	ss Address (or) operty Address
	City	56866 - of Los Angeles siness Tax Reg	Business Lice	nse No.	TAX ZD > 45	-254/028
MIKIE SHIOYA Your Name (print)		n	ignature	\Rightarrow	3/10/2	Date
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(1) "Person" means all partnerships of ever individuals engaged (2) "Engaged in a busing as owner, or by mean (3) Businesses or proper petition and any petition.	y kind, joint ven in any business ess" means the ns of an officer, a rities located ou	tures. clubs, M as defined here conducting, ope agent. manager itside of the bo	assachusetts in, in the City or rating, manag, employee, se undaries of th	business or cor of Los Angeles. ling or carrying ervant, or lessee	mmon law trusts, on of a business, of any of them.	societies and whether done
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AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

No.: R458 L1

HOLLY L WOLCOTT CITY CLERK

GREGORY R ALLISON **EXECUTIVE OFFICER**

CF 13-1724

City of Los Angeles CALIFORNIA

ERIC GARCETTI MAYOR

OFFICE OF THE CITY CLERK

NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N SPRING STREET, ROOM 224 LOS ANGELES, CA 90012 (213) 978-1099 FAX: (213) 978-1130

> MIRANDA PASTER **DIVISION MANAGER**

> > cleri.lacity.org

DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND 36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY

Name of D	istrict L	.06 F	Felia	BIL)			
I hereby p	rotest the CONTI	NUED OPEI	RATION of th	e Business	Improveme	ent District (D	istrict) liste	d above. I am
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Business N Property As	This Declaration of Young ame (or) ssessors Parcel Nu	lunda Imber(s)	esigner	i prod	ucts LA (1953½ CA 900	Hill Busin	ess Address (or) Property Address
<u>Caro</u> Your Name	1 Young	Ci (649 052 ity of Los Ange Business Tax	les Business	License N		3-10	0-/6 Date
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	sinesses or proper					trict, are not	eligible to s	submit a protest

Return the completed form to Office of the City Clerk, Council and Public Services Division. City Hall, Room 395, 200 North Spring Street Los Angeles, CA 90012 or fax the form to (213) 978-1040

BELOW ITEMS FOR CITY CLERK USE ONLY

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AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

P.004/005 No.: R458 L1 03/11/2016 11:56

HOLLY L. WOLCOTT CITY CLERK

City of Los Angeles

GREGORY R ALLISON EXECUTIVE OFFICER





ERIC GARCETTI MAYOR

OFFICE OF THE CITY CLERK

NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N. SPRING STREET, ROOM 224 LOS ANGELES. CA 90012 (213) 978-1099 FAX: (213) 978-1130

> MIRANDA PASTER DIVISION MANAGER

> > clerk.lacity.org

DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT **PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND** 36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY

Name of District: LOS Feliz Business Employment District
I hereby protest the CONTINUED OPERATION of the Business Improvement District (District) listed above. I am opposed to the continued operation of the District for the following reason(s):
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Aventor Congretor Consulting 4655 Kingswell Aw # 213 LA CA 900Z
pusitiess Marile (or)
Property Assessors Parcel Number(s) Property Address
<u> 0000797396-0001-0</u>
City of Los Angeles Business License No. (Business Tax Registration Certificate)
Your Name (print) Your Signature Date Date
NOTES:
 "Person" means all domestic and foreign corporations, associations, syndicates, joint stock companies, partnerships of every kind, joint ventures, clubs, Massachusetts business or common law trusts, societies and individuals engaged in any business as defined herein, in the City of Los Angeles. "Engaged in a business" means the conducting, operating, managing or carrying on of a business, whether done as owner, or by means of an officer, agent, manager, employee, servant, or lessee of any of them Businesses or properties located outside of the boundaries of the District, are not eligible to submit a protest petition and any petition so submitted will be considered invalid
Return the completed form to
Office of the City Clerk, Council and Public Services Division,
City Hall, Room 395, 200 North Spring Street, Los Angeles, CA 90012 or lax the form to (213) 978-1040
BELOW ITEMS FOR CITY CLERK USE ONLY
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No.: R458 L1 P.005/005 03/11/2016 11:57

HOLLY ! WOLCOTT

City of Los Angeles

OFFICE OF THE CITY CLERK

GREGORY R. ALLISON EXECUTIVE OFFICER

DEPUTY CITY CLERK



NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N. SPRING STREET, ROOM 224 LOS ANGELES. CA 90012 (213) 978-1099 FAX. (213) 978-1130

CF 13-1724

ERIC GARCETTI MAYOR MIRANDA PASTER DIVISION MANAGER

clerk.lacity.org

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Name	of District LOS Fel? Z BUSINOSS	14	OFOU	1 -
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(1)	"Person" means all domestic and foreign corporations, associations, syndic partnerships of every kind, joint ventures, clubs, Massachusetts business or con individuals engaged in any business as defined herein, in the City of Los Angeles "Engaged in a business" means the conducting, operating, managing or carrying of as owner, or by means of an officer, agent, manager, employee, servant, or lessee Businesses or properties located outside of the boundaries of the District, are in petition and any petition so submitted will be considered invalid.	nmon law on of a bu of any of	trusts, socie siness, wheth them	ties and er done
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HOLLY L. WOLCOTY CITY CLERK

GREGORY R. ALLISON EXECUTIVE OFFICER

City of Los Angeles

OFFICE OF THE CITY CLERK

NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N. SPRING STREET, ROOM 224 (OS ANGELES, CA 90012 (213) 978-1099 FAX: (213) 978-1130

> MIRANDA PASTER DIVISION MANAGER

> > cierk.inchty.org



CF 13-1724



ERIC GARCETTI MAYOR

MATOR
DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND 36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY Name of District
Name of District,
I hereby protest the CONTINUED OPERATION of the Business Improvement District (District) listed above. I am opposed to the continued operation of the District for the following reason(s): HAT I EXPECTED WHEX IT FIRST STACE
- 1) NO NOT DONE WITH 2 OF WICK IT FIRST SPINC
I certify that I am the owner of the business or property listed below. I am a person engaged in business in the City of Los Angeles or the owner of record of real property as shown on the current Los Angeles County Assessor tax roll, and the business or property is now located or operating within the boundaries of the District listed above. I have read and understand this Declaration of Protest in its entirety.
CH DYNASTY (813 HILL HURST AUE LA
Business Name (of) Property Assessors Parcel Number(s) Property Address 2703641-0001-4 Business Address (or) Property Address
City of Los Angeles Business License No.
Your Name (print) (Business Tex Registration (Peffisicate) Your Signature Date
NOTES:
(1) "Person" means all domestic and foreign corporations, associations, syndicates, joint stock companies, partnerships of every kind, joint ventures, clubs, Massachusetts business or common law trusts, societies and individuals engaged in any business as defined herein, in the City of Los Angeles.
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Return the completed form to:
Office of the City Clerk, Council and Public Services Division,
City Hall, Room 295, 200 North Spring Street, Los Angeles, CA 90012
or fax the form to (213) 976-1040.

BELOW ITEMS FOR CITY CLERK USE ONLY

DEPUTY CITY CLERK

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FORM SAS 1498, REV DAIT/CN

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

03/11/2016 13:06

No.: R460 L1

P.001/001

HOLLY L WOLCOTT CITY CLERK

GREGORY R. ALLISON EXECUTIVE OFFICER

CF 13-1724

City of Los Angeles CALIFORNIA



ERIC GARCETTI MAYOR

OFFICE OF THE CITY CLERK

NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N; SPRING STREET, ROOM 224 LOS ANGELES. CA SUUTZ (213) 978-1099 FAX: (213) 978-1130

> MIRANDA PASTER DIVISION MANAGER

> > clerk.locity.org

DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT

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38600,	ET SEQ	. AND CITY	COUNCIL	BUSINES	S IMPROVE	HENT DIST	FRICT POLIC	Y
Name of District:	605	FEL12	BUSINO	555 7	Emercue	A Back	DISTRIC	<u>.</u> 7

I hereby protest the CONTINUED OPERATION of the Business Improvement District (District) listed above opposed to the continued operation of the District for the following reason(s).

ALLOW ANOTHER BUSINESS ORGANIZATION TO DERMITE

I certify that I am the owner of the business or properly listed below. I am a person engaged in business in the City of Los Angeles or the owner of record of real property as shown on the current Los Angeles County Assessor tax roll, and the business or property is now located or operating within the boundaries of the District listed above. I have read and understand this Declaration of Protest in its entirety.

EDWARD K HOM DDS 1814 HILLHUNST LA.CA 90027 Business Name (pr) Business Address (or) Property Assessors Parcel Number(s) Property Address

> ACCT NO. 0000120136-0001-City of Los Angeles Business License No.

(Business Tex Registration Centificate)

DOW ARD Your Name (print) our Signature

Date

NOTES:

- "Person" means all domestic and foreign corporations, associations, syndicates, joint stock companies. partnerships of every kind, joint ventures, clubs, Massachusetts business or common law trusts, societies and individuals engaged in any business as defined herein, in the City of Los Angeles.
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HOLLY L. WOLCOTT CITY CLERK

GREGORY R. ALLISON **EXECUTIVE OFFICER**

CF 13-1724

City of Los Angeles

CALIFORNIA



ERIC GARCETTI MAYOR

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> MIRANDA PASTER DIVISION MANAGER

> > clerk.lacity.org

DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND

36600, EF SEC. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY
Name of District: LOS Feli2
hereby protest the CONTINUED OPERATION of the Business Improvement District (District) listed above. I am approved to the continued operation of the District for the following reason(s): See a factured (44) was also Mailed 3.8.16)
certify that I am the owner of the business or property listed below. I am a person engaged in business in the City of Los angeles or the owner of record of real property as shown on the current Los Angeles County Assessor tax roll, and the business or property is now located or operating within the boundaries of the District listed above. I have read and understand this Declaration of Protest in its entirety. Business Name (or) Business Address (or) Property Address
Business Name (or) Business Address (or)
Topetty Assessors raicel Number(s)
000 2089721-0001-3
City of Los Angeles Business License No.
Work Oll (Business) Tax Registration Certificates) Our Name (print) Your Signature Date
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"Person" means all domestic and foreign corporations, associations, syndicates, joint stock companies, partnerships of every kind, joint ventures, clubs, Massachusetts business or common law trusts, societies and

- individuals engaged in any business as defined herein, in the City of Los Angeles.
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BELOW ITEMS FOR CITY CLERK USE ONLY

DEPUTY CITY CLERK

DATE

VALUE

FORM SAS :433 REV 04:7/08

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

No.: R459 L1

I protest the CONTINUED OPERATION of the Los Feliz Business Improvement District. I am opposed to the continued operation of the District for the following reasons:

SUMMARY: Lack of transparency, professionalism, marketing strategy, efficiency, urgency, assistance, financial soundness and instead Brown Act violations, improper election practices, cronyism and a lack of credentials.

The LFVBID will argue they are an all-volunteer organization. That's true. But our tens of thousands of dollars in assessments are required by the city of Los Angeles, not volunteered, and as such, we business owners/taxpayers deserve better.

DETAIL:

- 1. Lack of transparency/Brown Act violations regarding budget, expenditures, agendas and meeting minutes (nothing mailed and nothing available on website). There were no meeting minutes posted at all in either 2010 or 2011; only one set of minutes posted in 2012 and none posted since then.
- 2. Participation in returning ballots for the LFVBID have declined dramatically over the years, as follows:
 - a. 2008 24%
 - b. 2009 11.7%
 - c. 2010 14.5%
 - d. 2011 N/A
 - e. 2012 N/A
 - f. 2013 3% (this represents 10 returned ballots)
 - g. 2014 9% (please note: a slate of 6 candidates ran this year and actively campaigned).
- 3. A lack of professionalism regarding elections. Ballots are mailed to LFVBID members erratically and often weeks after the advertised mailing date and always during the December holidays. Little to no outreach is done to attract new candidates. Any last minute timetable for elections is not adhered to.

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Attachment From Los Feliz Business Owner Allison B. Cohen Los Feliz Ledger/Larchmont Ledger

- 4. A lack of transparency regarding elections, including ballot irregularities. Such were raised for the 2015 election (ballots mailed 12/22/14) to both the LFVBID President and the Los Angeles City Clerk, including the improper receipt of a stack of ballots by one candidate and the counting of ballots received via email from a former LFVBID President. There was no language in any LFVBID materials that ballots could be received via email, yet they were counted (and the two ballots changed the outcome of the election).
- 5. A lack of strategic use of collected assessments. Instead, the overwhelming majority of the LFVBID's budget is used for sidewalk washing and tree trimming—items that taxpayers already fund through the city. Assessments can and should be used for the purpose of bringing foot traffic (and dollars) into Los Feliz Village. Instead, the LFVBID focuses on paying for "mixers" for LVBID members to mingle with each other. While there is a place for such business-to-business mingling, this particular BID has no outside marketing focus.
- 6. A lack of professionalism and efficiency, for example: meetings start late and little is accomplished. Items that were being discussed when I sat on this board (2007-2008) have still not been accomplished (new business welcome kit and securing more parking in Los Feliz come to mind). I know the current board has been working on a "map" and listing of Los Feliz businesses for about a year now, but nothing has come of it (and when it is finally produced, it will simply be distributed locally to business owners that already know Los Feliz). Additionally, it was suggested years ago the LFVBID create a master calendar for the purpose of planning by its members. I recall one year when the LFVBID announced its Street Fair six weeks out, providing little to no time for proper planning if merchants wanted to participate.
- A lack of assistance to merchants regarding city of Los Angeles issues. I
 know of two restaurant owners that actively sought the LFVBID's
 assistance with city issues, only to receive none.
- 7. A sense of cronyism. The LFVBID's governing board is run by the same people year after year. This is because very minimal outreach is done to attract new people to the board. An organization that has had the same president (Chris Serrano) for six years is not running itself well.

P.004/004

Attachment From Los Feliz Business Owner Allison B. Cohen Los Feliz Ledger/Larchmont Ledger

- 8. A lack of proper credentials by governing board members. The LFVIB has a very high proportion of board members who are not business owners, but who are, instead, employees of others. For example, this year, there are six board members (out of 11) that are real estate agents working for large companies and one other board member who works in the mortgage banking industry. As this is a "merchant based" BID, the board should reflect "merchants" (business owners) in the area.
- 9. A lack of marketing strategy. Over the years (since 2005), I have witnessed a growing malaise in the Los Feliz business community in reference to the LFVBID. In the summer of 2005, the Los Feliz Street Fair was a major attraction for local retailers, restaurants and non-profits. Over the years, however, the local element of participation in the Street Fair dwindled so that most vendors were from outside the area. (I know, because as a reporter, I went booth to booth and asked.) The current LFVBID governing board took what was a vital and vibrant local event and turned it into a street fair that could have been staged most anywhere, with merchants from locations all over Southern California, instead of showcasing the unique qualities of Los Feliz. This resulted in a dramatic decline of local participation in the Street Fair and finally its cancellation.
- 10. A lack of financial soundness and responsibility. At one point, the LFVBID had \$14,000 in overdue payments to vendors. As one example of the governing board's inability to manage itself, it took the LFVBID 13 months to pay their bill to the Los Feliz Ledger for advertising (one ad) in 2012.

There are many successful BID stories throughout Los Angeles, but this is not one of them. As a local business owner for the last 11 years, my business suffers due to the unimaginative, self-serving and lazy practices of the LFVBID. There is so much more we could be doing (and we tried in the 2015 elections with a slate of smart business owners in Los Feliz to get elected only to learn of election irregularities as mentioned above. Two of the slate were elected, but both eventually resigned their seats after witnessing the ineffectiveness of the LFVBID governing board first hand.) Los Feliz deserves better.

HOLLY L WOLCOTT

City of Los Angeles

OFFICE OF THE CITY CLERK

GREGORY R. ALLISON EXECUTIVE OFFICER

CF 13-1724



ERIC GARCETTI MAYOR NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICT DIVISION 200 N. SPRING STREET. ROOM 224 LOS ANGELES. CA 90012 (213) 978-1099 FAX: (213) 978-1130

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DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND 36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY

I protest the CONTINUED OPERATION of the Los Feliz Business Improvement District. I am opposed to the continued operation of the District for the following reasons:

SUMMARY: Lack of transparency, professionalism, marketing strategy, efficiency, urgency, assistance, financial soundness and instead Brown Act violations, improper election practices, cronyism and a lack of credentials.

The LFVBID will argue they are an all-volunteer organization. That's true. But our tens of thousands of dollars in assessments are required by the city of Los Angeles, not volunteered, and as such, we business owners/taxpayers deserve better.

DETAIL:

- 1. Lack of transparency/Brown Act violations regarding budget, expenditures, agendas and meeting minutes (nothing mailed and nothing available on website). There were no meeting minutes posted at all in either 2010 or 2011; only one set of minutes posted in 2012 and none posted since then.
- 2. Participation in returning ballots for the LFVBID have declined dramatically over the years, as follows:
 - a. 2008 24%
 - b. 2009 11.7%
 - c. 2010 14.5%
 - d. 2011 N/A
 - e. 2012 N/A
 - f. 2013 3% (this represents 10 returned ballots)
 - g. 2014 9% (please note: a slate of 6 candidates ran this year and actively campaigned).
- A lack of professionalism regarding elections. Ballots are mailed to LFVBID members erratically and often weeks after the advertised mailing date and always during the December holidays. Little to no outreach is done to attract new candidates. Any last minute timetable for elections is not adhered to.

- 4. A lack of transparency regarding elections, including ballot irregularities. Such were raised for the 2015 election (ballots mailed 12/22/14) to both the LFVBID President and the Los Angeles City Clerk, including the improper receipt of a stack of ballots by one candidate and the counting of ballots received via email from a former LFVBID President. There was no language in any LFVBID materials that ballots could be received via email, yet they were counted (and the two ballots changed the outcome of the election).
- 5. A lack of strategic use of collected assessments. Instead, the overwhelming majority of the LFVBID's budget is used for sidewalk washing and tree trimming—items that taxpayers already fund through the city. Assessments can and should be used for the purpose of bringing foot traffic (and dollars) into Los Feliz Village. Instead, the LFVBID focuses on paying for "mixers" for LVBID members to mingle with each other. While there is a place for such business-to-business mingling, this particular BID has no outside marketing focus.
- 6. A lack of professionalism and efficiency, for example: meetings start late and little is accomplished. Items that were being discussed when I sat on this board (2007-2008) have still not been accomplished (new business welcome kit and securing more parking in Los Feliz come to mind). I know the current board has been working on a "map" and listing of Los Feliz businesses for about a year now, but nothing has come of it (and when it is finally produced, it will simply be distributed locally to business owners that already know Los Feliz). Additionally, it was suggested years ago the LFVBID create a master calendar for the purpose of planning by its members. I recall one year when the LFVBID announced its Street Fair six weeks out, providing little to no time for proper planning if merchants wanted to participate.
- A lack of assistance to merchants regarding city of Los Angeles issues. I
 know of two restaurant owners that actively sought the LFVBID's
 assistance with city issues, only to receive none.
- 7. A sense of cronyism. The LFVBID's governing board is run by the same people year after year. This is because very minimal outreach is done to attract new people to the board. An organization that has had the same president (Chris Serrano) for six years is not running itself well.

- 8. A lack of proper credentials by governing board members. The LFVIB has a very high proportion of board members who are not business owners, but who are, instead, employees of others. For example, this year, there are six board members (out of 11) that are real estate agents working for large companies and one other board member who works in the mortgage banking industry. As this is a "merchant based" BID, the board should reflect "merchants" (business owners) in the area.
- 9. A lack of marketing strategy. Over the years (since 2005), I have witnessed a growing malaise in the Los Feliz business community in reference to the LFVBID. In the summer of 2005, the Los Feliz Street Fair was a major attraction for local retailers, restaurants and non-profits. Over the years, however, the local element of participation in the Street Fair dwindled so that most vendors were from outside the area. (I know, because as a reporter, I went booth to booth and asked.) The current LFVBID governing board took what was a vital and vibrant local event and turned it into a street fair that could have been staged most anywhere, with merchants from locations all over Southern California, instead of showcasing the unique qualities of Los Feliz. This resulted in a dramatic decline of local participation in the Street Fair and finally its cancellation.
- 10. A lack of financial soundness and responsibility. At one point, the LFVBID had \$14,000 in overdue payments to vendors. As one example of the governing board's inability to manage itself, it took the LFVBID 13 months to pay their bill to the Los Feliz Ledger for advertising (one ad) in 2012.

There are many successful BID stories throughout Los Angeles, but this is not one of them. As a local business owner for the last 11 years, my business suffers due to the unimaginative, self-serving and lazy practices of the LFVBID. There is so much more we could be doing (and we tried in the 2015 elections with a slate of smart business owners in Los Feliz to get elected only to learn of election irregularities as mentioned above. Two of the slate were elected, but both eventually resigned their seats after witnessing the ineffectiveness of the LFVBID governing board first hand.) Los Feliz deserves better.