

Contact Information

Neighborhood Council: East Hollywood Neighborhood Council (EHNC)

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Date of NC Board Action: 11/17/2014

Type of NC Board Action: Against

Impact Information

Date: 01/24/2015

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 14-1500

Agenda Date:

Item Number:

Brief Summary: Upon further review of two proposals to operate the concessions and operations of the Greek Theatre, the East Hollywood Neighborhood Council strongly supports the Nederlander/AEG proposal and urges the Arts, Parks, Health, Aging, and River Committee to reconsider the recommendation of the Board of Recreation and Parks Commissioners preliminary approval of an award to Live Nation Entertainment Inc. to operate the concessions of the Greek Theatre.

Additional Information: At its publicly noticed meeting on November 17 2014, with 9 board members present, the EHNC board voted 8-YES and 1-NO to prepare a Letter/CIS AGAINST the Board of Recreation and Parks Commissioners recommendation to approve the Strategic Advisory Group, LLC recommended selection of Live Nation Entertainment, Inc. as the highest ranked proposer to the Request for Proposal for concessions and operations of the Greek Theatre

CITY OF LOS ANGELES

CALIFORNIA

EAST HOLLYWOOD NEIGHBORHOOD COUNCIL

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Cheron J. McAleece, Vice President
Jeff Zarrinnam, Treasurer
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Donal Thoms-Cappello, Corresponding Secretary

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EAST HOLLYWOOD NEIGHBORHOOD COUNCIL *GOVERNING BOARD MEETING MINUTES*

Monday, November 17, 2014, 6:30 PM

ARMENIAN YOUTH CENTER

1559 North Kenmore Avenue, Los Angeles CA 90027

Parking Lot is Opened on Alexandria

Public comments on agenda items will be heard when the item is considered. Public comments on other matters within the council's jurisdiction may be made during the Public Comment period. Public comments are limited to two minutes per speaker. Action may be taken on any agenda item except Public Comment, announcements and reports. Actions may be reconsidered only if a motion for reconsideration is adopted at the same meeting where the action was taken. You may request a copy of printed materials that are distributed at the meeting. You may record the meeting by audio, video or photographic means as long as it is not disruptive. Meeting notices and agendas are posted at various locations (see list below). If you need translation, or accommodation for a disability, please call the city Department of Neighborhood Empowerment at least three business days in advance (213-485-1360, or toll-free 3-1-1). The city is a covered entity under Title II of the Americans with Disabilities Act. If you believe the council is not following the law or its own rules you may file a grievance in writing with copies to both the Chair and the Secretary. Please be respectful of others, even when you differ with them.

I. Welcome and Introductions

A. Call to Order

Tereza called meeting to order.

B. Opening Remarks/Welcome Address *Tereza Yerimyan, President*

Tereza welcomed public audience, asked who had received neighborhood contact e-blast.

C. Public Comment on Non-Agenda Items (Please limit to two minutes per speaker.)

Cindy Lee – social rep from Kaiser introduced herself.

Gilbert Mora of Behavioral Health Services introduced himself to the room and announced a meeting for Dec. 16th to address underage alcohol use in the local area, also announced creation of a youth council at Boys & Girls Club at Hollywood.

Jeff Zarrinnam announced the Hollywood Christmas Parade.

Due to a high public turnout, the council went down the line and introduced ourselves one by one

II. Community Reports

A. LAPD Report

No one was present.

B. CD13 Report, Office of Councilmember Mitch O'Farrell, Aram Taslagyan

Donal read Aram Taslagyan's CD13 Field Deputy Report out loud to public.

C. City of LA Report, Office of Mayor Eric Garcetti

No one was present.

D. Assembly District 43 Report, Office of Assemblymember Mike Gatto

No one was present.

III. Community Voices

A. Thai CDC Updates (Billie Lay)

Billie introduced himself. They are wrapping their community engagement workshop, Planning 100 and Terminology. Have one more last workshop at Hollyview this Wednesday. It is a free workshop. They are asking on what campaign the community should take on. 6-9:30 at Hollyview apartment.

The Hollywood Market will be opened this week, close for Thanksgiving and will open on December 4th. Will have civic engagement from the city, such as voter registration from the city.

They are preparing to have options with local bakeries. They plan to have a CSA box maybe next year. The Thai Town marketplace, are talking to the lawyers to smooth out the language and are in the process of signing the lease to begin construction in December or in early January.

They are doing the Thai activity at the family resource from 3-5pm The family resource center is opened for Thai ESL students.

B. Thai Rotary Club (Teresa Chung)

Meet every Monday at 7pm. He is the Youth Services coordinator. They interact with students at Marshall. They engage youth throughout the county. They serve Hollywood, Silverlake and East Hollywood.

On January 25 they have Thai Town's got talent. They can participate in the county contest. Asked if Bill can be a judge.

Moved up item 3

3. Presentation by Los Angeles City Planning Department on the status of the LA City Bike Plan Implementation - Year 2. (David Somers - 5 minutes)

Their senior vice advisor is present. The underlying team and priority is street safety. They've designed roads for moving traffic at peak in the past with wide space to account for error. Roads are designed to be high corridors for a speed of 35. The city does not have the power to instruct the speed. If the traffic moves at 45 miles per hour, the speed as adjusted and follows the state law.

There is an 80% with the speed being at 45 miles per hour. They are looking at certain corridors. They have Hollywood Blvd. and Virgil which they are studying. Between Western and Hoover have 8 collisions per mile. Virgil is almost 6, over 5 times the city average in collision. They are looking at road diets. The high way standard is a crash modification. With framework they are able to fit in more space for other traveling vehicles.

The corridor yield new opportunity includes bicycle lanes.

Mike Clark asked what streets the corridor goes through. Regular cars will go through the corridor. They are looking at how they can take at access capacity. Can other streets take excess capacity, such as Vermont taking excess capacity between Virgil and Santa Monica?

Want to have a bicycle lane to calm the traffic. Want to increase safety and reduce the amount of collisions. They are looking at monitoring collisions over time and decreasing congestion. They want to see if they increase access to businesses. So far businesses are doing well on the Blvd.

They are looking at portions of Virgil Avenue and are looking at options. The department is looking across the board at how to reduce collisions. They want to see what needs to get done, depending on what kind of

street it is and what goals are needed.

Jeff is part of the bicycle advisory committee. They are creating the bicycle option of creating bike lanes. They want to connect the bike lanes from Virgil up to Griffith. He had to slam on his breaks while on his bike because of careless drivers.

Collin said he is a stakeholder and lives around the corner on Edgemont and works for the City's Bike Coalition. There are no decisions being made today but wants to give us information on the proposed Virgil bike lane. The sheet includes how many collisions there were from 2003 to 2012. It is about reducing collisions not just for bikers but for pedestrians and also collisions between cars.

He had a conversation with DOT to slow down the traffic. He would actually support bike lanes on Virgil and Hollywood.

Mike Clark how many bicycle accidents happen when bicyclists don't stop at the stop sign. He said a lot of the kids speed up on the stop sign. He has not heard or seen bicyclist responsibility.

Craig said how do you use modifications with an example as New York having enough police officers for enforcement. He asked how that model will work in Los Angeles for law enforcement. David said that they have a traffic plan with reducing a 5% reduction goal. They are redirecting officers into enforcement. The agency sees it as a self.

Craig asked if there will be an educational program.

Michelle said they educate about a quarter of students in LAUSD. They have flyers and folding information. She said some bicyclists do blow the laws and it is also the drivers who run through stop signs. She said we need to also talk about pedestrians. Providing additional space makes it safer for pedestrians, backlists and motor vehicles. It reduces head on collisions. They want to have a design to reduce this kind of behavior.

One person in the comment said bicycle lanes do not reduce traffic and reducing the space of the lanes does.

Another person said that he does stop at stop signs but he does see others not stop. He said a bicyclist colliding with another bicyclist is not the same as colliding with a vehicle. He asked if there is a protected bike lane. Michele said they are looking at that. The department has a new strategic plan with step 0 for 2025.

Some lady said she lives on Hoover which has become a highway since Virgil became a one way street. She said the drivers are not going on Vermont and are instead going through Hoover.

Michelle said that sometimes the drivers try to zoom through in front of the drivers and wait for the bicyclist to make the turn.

Jorge Luis said he agrees with the lady. Someone else said that taking lanes off increases highway traffic flow.

One guy said he has nearly seen many accidents happening. He believes the stop signs are important. He believes making space for all 3 is important.

Donal said he is pro bicyclist. He said they were adjacent to the metro. He asked if they are expanding with metro or if they are just going to increase the traffic. He asked if they are working with some kind of metro strategy.

David said Virgil and they are things that they can be done. He said every street can't do everything.

Michelle Malry Senior Bike Coordinator said they also have a bike share program with Metro.

Jeff asked with the frequent closures on Hollywood Blvd. if they are looking to change the bike lanes from Hollywood Blvd. to another east west street.

Michelle said they are working with the BID and in January will begin more grassroots.

Break (Skipped)

Roll call: 7:30

Seta- Excused

Matt-Excused

Patrick-Unexcused

We have a quorum of 9.

IV. EHNC Governing Board Monthly Agenda Items– Public Comment will be taken on agenized items when is discussion begins on that item. All are welcome and encouraged to stay.

A. Approval of October 20, 2014 Governing Board Meeting Minutes.

Doug asked to table until the end of the meeting. Everyone agreed.

B. Budget Update (Jeff Zarrinnam, Treasurer)

Had a meeting set next week. Seta couldn't make it and did not have quorum. Had two organizations with incomplete paper work. They got some information from Jay Handal.

C. Committee Reports

- | | | |
|---------------------|-------------------------|----------------------------|
| a. Executive | b. Planning Entitlement | c. Outreach |
| d. Arts & Culture | e. Community Health | f. Youth & Education |
| g. Budget & Finance | h. By-laws | i. Business and Econ. Dev. |
| j. Public Safety | k. Design Review | l. IT |

Executive - Didn't meet

Arts & Culture- Ideas but no update.

Budget- Didn't meet and the paper work was submitted.

Public Safety had the one year anniversary of the clean ups. We had a 40 cubic yard bin. We cleaned Barnsdall Park collaborating with the East Hollywood and Los Feliz Homeless Coalition. They are trying to fundraise about \$50,000. They are meeting this Thursday at 7p.m. at Our Lady of Our Council.

The clean-up had about 40-50 people. They had Thai organizations, the Thai Rotary, Hollywood PAL and officers involved. Council Mitch O'Farrell came out. They had about 70 chairs. They talked about the transgender lady on Melrose and Kenmore. They have 2 suspects in custody and one that they know about. They also have in custody the suspects who beat up the homeless man.

The city attorney officer was there. They now have a neighborhood prosecutor at Rampart. On December 9th they will have Mike Feuer and city prosecutor.

They had liquor license issues. The Arco station is trying to re-up their alcohol station and trying to open a restaurant with alcohol. The property owners will come back to satisfy the requests of the residents.

Mike asked what is going on with the homeless guy. Cheron said the police cannot do anything because of an ACLU law suit.

Someone asked about the follow meeting for the Catalina restaurant. Cheron said the meeting is on the first Thursday of the month at 7p.m. at the Hollywood Hotel.

They still need an operator.

Tereza said thank you to Cheron for organizing the clean-ups. The clean-up is every second Saturday of the

month and she aims for areas with bulky items.

Planning: Didn't have a meeting. The alcohol issues were sent to public safety which will come next month. Also have more issues coming up and will have something planned.

Youth & Education

We held an early meeting to plan the town hall meeting with the LAUSD Board Member Bennett Kayser. Jimmy Recinos said he joined the Youth & Education meeting. We had some people from the Youth Institute Program. They opened a new center on Santa Monica and Bronson.

Business- Didn't meet.

D. Action Items

1. **Discussion and possible action** on nomination of Calixtho Lopes to Outreach Committee.

Cheron motioned. Jeff seconded. It is a unanimous approval.

2. **Discussion and possible action** on nomination of Bob Peppermuller as Tenant Representative on EHNC Board. (President)

Jeff motioned. Craig seconded. It a unanimous approval.

He said he sent his information to Tereza. He became interested and began coming about four meetings ago to commit. He said he was a landlord and has had a good relation with his tenants.

3. **Presentation by** Los Angeles City Planning Department on the status of the LA City Bike Plan Implementation - Year 2. (David Somers - 5 minutes)
4. **Presentation by** Nederlander-AEG Live regarding their proposal to operate the Greek Theatre. (Phil Green-10 minutes)

Adam Berk and Marhts. This is going through the Arts Commission. They voted against. This is moving up to council. They are around for 40years. They are partnering with AEG. Only the rent goes to the city. They are 29% higher guaranteed rent to the city. They have a preservationist model. They have had a good year with 75 shows. There are not many issues with security and traffic by having enough staff.

They believe food and beverages were getting boring. Sustainability was important. They focused on reforestation, water capture and smart energy. She sees community affairs with AEG for over 13 years to introduce recreational activities. The residents agreed with them 100%. AEG has over 100 facilities. They have people booking artists. She believes it is important to have community relations.

They put the city community together. Each year they host the LACC and Marshall graduations. Recently they met with the Los Feliz East Hollywood Homeless Coalition.

5. **Presentation by** Live Nation regarding their proposal to operate the Greek Theatre. (Jennifer Lao-10minutes)

The Department of Recreation and Parks has gone forward with them. They want to make it a big reflection of the community. Greg Alleger said the Greek Theater is owned by the city. They did an RFP for the Greek Theater. He said everyone is on the Rec. website. They received the highest bid for the RFP. A lot of people had an input. They had five specialists. There was a scoring process and Live Nation won the unanimous RFP. They are a concert company in Los Angeles. They had different criteria. They are excited.

Vanessa Kroner supports for Nederlander and has worked with them for 13 years.

Shannon Nicholean said the amount of credit the community gets is upsetting and that the RFP process is not fair. They said the younger generations are important. She said people love music. She said to support the little guy.

Eric Grotjahn said there is a lot of opportunity with a billion dollar deal. He said to get the proper finance analysis for the RFP in both groups. He wants us to support the Nederlander and appropriate bid process.

Robyn Barlett said what kind of community input they've had in the past 3 weeks and what important is important. She said Nederlander has been an independent company. The numbers are usually just projection seeing 38 years of success to help the Greek and the City of Los Angeles which speaks higher.

Collin Bogart said he lives nearby the Greek Theatre and was shocked to lock his bike. He saw trees locked up to all sorts of things and that parking mitigation is a big concern. What proposal do they have for bike parking?

Nederlander feels that the more they have access to bikes. AEG works close with DOT. Live Nation said that it is ridiculous with bike racks. With community outreach, they operate House of Blues and House of Blues Foundation.

Craig left meeting at 8:18p.m.

They operate many venues. Robyn asked what outreach has been Ruben Sanchez is VP of Finance for the west region. He said he wants to create high assets for the future. In addition to the rent, they said it was not the only that mattered, which included other finance criteria which were financial performance, asset management/concession, community partnership (50 points) with subcategories of 50 points each. Under community, outreach was important. They saw of putting aside money for the city with a 6 million commitment over 20 years.

Mike Clark said Live Nation's presentation was terrible. Live Nation said that the RFP they presented. He said he is willing to send him the link. It was the winner presentation by the city.

Emily Sranontsch is an employee of Live Nation. She said this is a city venue, living in Atwater she went to Marshall. She wants many people throughout Los Angeles to be reached out to.

Some guy said they have experience with Live Nation. He asked if they are going to work with Mexicans and having access to the Greek Theatre.

Craig returned meeting at 8:25pm.

Cheron said that Live Nation brought nothing and the Nederlander did not give us any specifics. She said they are not giving us any details. She believes that they do not care about the community unprepared with points without specifics or straight answers.

He said they believe in the process of operation. They understand the importance of operating and giving back to the community is giving back tickets, which were things that were done. They have an architect that will make restorations which are needed at the Greek Theatre.

Craig said that he is getting a sense that the community has not had enough input. He said that if the community is not aware, how we can form an opinion because we are not well aware.

Ruben said that the process was independent with the Rec. to not be flawed. Who do they go and talk to do the RFP. There was an independent panel of 5 individuals who are specialists in different areas. They all independently scored them and AEG.

Jeff said that there was a higher rank of 17.5. Ruben said that the City gave their input in the RFP. Jeff said they have capital improvement and rank. He asked how they won on rank. Ruben said they did not win on rank. The minimum rent is 60million over 20 years and AEG is 17.5million. In the proposal, they give a minimum of 50 shows and they guarantee of 70 shows. Jeff said that with more shows they are giving less rent. The incumbent won on the rent and share. 25million in the first 2 years.

There was a difference of opinion with engineers such as the terrorist with high steel and withstanding earthquakes. Live Nation said their numbers are conceptual. They are going to put in a full restaurant. They proposed to replace the roof's stage with something more contemporary.

Bill said that he thanks both groups for coming. He is concerned with the city's process happening with other issues in which outreach would have been important and vital. He said it is important for us to hear on

the community. He believes the process with the point system is interesting. They don't feel that the community did not have enough input.

Donal said when this was an endeavor if they got any communication from Live Nation. Did they receive anything from city notification but Live Nation did deliver to them about two years ago that they were going to the RFP.

Barbara Ferris is on the LFA org. said that we have hit it hard on the head with community outreach. The consultant brought in an RFP and before the draft was approved, before Live Nation came. The City of Los Angeles with the Parks and Recs. Department quietly talked about the RFP and only had one meeting in January. What they said to do was so general with a control survey for the neighborhood. When the RFP came up had the criteria and was sprung on the neighborhood without community input. They spoke with Live Nation, Neaderlan and AEG with the community being in the dark. If they had been reached out, they would not feel betrayed. It was 12 days before the RFP went to the commission for approval. Over the last years, the city used to do all of the capital improvements, the monument award was given as it is now. The community is concerned that the process has not been the best. The local neighborhood councils are asking for a delay for both entities to talk about the strengths of their proposals and open ip for the public concerns.

Cheron said the process is flawed and who is going to take care of them. Cheron said Live Nation is not prepared and asked if Neaderland has a high rent, what is the effect of ticket pricing. There was common concern in ticket surcharge.

Donal wants to thank Nederlander for informing them. He thanks them for sustainability and them caring about the community impact. The concern was about the terraces. If the terraces are unsafe, they will fix them. According to 3 architects, the terraces are safe.

Donna asked if they will still provide free graduation tickets to Marshall and LACC. Live Nation said they would. For a production, it is difficult to schedule concerts often. She asked how long will they take for the renovations. Ruben said the renovations would have to be done within the first two years. From October 15th-April 15th is when the concerts take place.

Bill said regarding the concessions that are very expensive. He said that after paying for a high ticket people will not want to spend more on concessions. Live Nation said the price would be marginal. David said they bring local vendors. Who did Neaderland and Live Nation give their money in politics? They are all public.

Doug said some of the comments HSDNC had were similar to the comments made tonight. He believes Recreation and Parks is appropriate to have presentations heard. Doug believes a town hall forum should be held by LFA and Los Feliz Neighborhood Council. He said he has read a lot and money was given to the politicians.

Tereza said that the city is at fault for the outreach. She believes the conversation should have been done by Recreation and Parks.

Tereza thanks both for coming. She said Target came in but they were stopped. She said that they need the community support and that she does not support it. She wants us to see the community support.

Cheron said that Live Nation looks that they are acting like they already have the contract. Live Nation said that they received the recommendation.

Donna asked would we not want to know that if there was something like, who of these two proposers would participate, receiving commitment from both on public forum.

They asked if we could have a public forum. Neaderland said they would show up. Live Nation said that is a question for Recreation and Parks.

6. **Discussion and possible action** to write a letter of support or opposition for the Nederlander-AEG Live proposal or the Live Nation proposal for the Greek Theatre. They said their ticket price average is low. Bob said he recommends to attach a letter to the community impact statements C-14. He says that we have a neutral stand, attach a letter to the budget advocate statements and take a stand against Recs. and Parks. Donal motioned to amend item 6. Doug motioned to table the item. Craig seconded. 2yes, 5 no and 2 abstained.

To write a letter of opposition against Recreation and Parks recommendation to give Greek Theatre concession to Live Nation as part of council file 14-1500 and attach the budget advocate letter from Jay Handal dated November 15, 2014. Jeff seconded. 8-1. It is approved.

7. **Presentation by** Los Angeles Alliance for a New Economy on city wide minimum wage campaign. (Roy Samaan-5 minutes)

The Mayor on Labor Day decided to jump start this process. He wants us to think about the proposals they are putting forward. This will make a quick way to the council. This is one of the most expensive places to live in. They are asking to have sick days.

Jeff said this is not good for the business. Jeff moves it to the business committee.

8. **Discussion and possible action** on proposal to submit a community impact statement in support or opposition of Council File 14-1371(Establishment of a Citywide Minimum Wage) urging council to include a \$15 per hour minimum wage, guaranteed sick days, and a strong enforcement mechanism in the final policy. (LAANE)

Jeff motions that this come to the business committee. Cheron said workers should be brought in to see their position. To have Outreach Committee and Business Committee hold a combined meeting. 8 yes and 1 abstention by Donal. It is approved.

Went back to the approval of the minutes.

Jeff motioned to approve the minutes as amended. Bill seconded. Cheron and Donal abstained. 7-2. It is approved.

Special Minutes approval. Jeff motioned. Calixtho seconded. 7-2. It is approved. Donal apologized for not being at the last meeting because he had to work on a big scholarship application.

V. New/Old Business

VI. Adjournment (10:07 p.m.)

Council Process: Everyone who lives, works, owns property, attends school, is a member of a faith organization or works in a non-profit organization that provides services within the boundaries of the East Hollywood Neighborhood Council is a "stakeholder". All stakeholders are members of the Council. Stakeholders elect a Governing Board to represent them. This Board is recognized as the decision-making entity by the City of Los Angeles and was elected on October 30, 2007. While the Board is an official decision-making entity, meetings are conducted as much as possible in a town hall format. Committees are open to anyone with an interest in East Hollywood. The East Hollywood Neighborhood Council depends on the active public participation of its diverse, dynamic and unique community for its success. Posting Sites: Meeting notices and agendas are posted at the following locations within East Hollywood (three days in advance for regular meetings and one day in advance for special meetings). The primary posting location is the **The Hollywood Hotel**, 1160 N. Vermont Avenue, agenda is posted on the community board INSIDE the hotel lobby. The additional posting locations are: (1) **Armen Realty**, 5111 W. Santa Monica Boulevard (2) **Stakeholder Residence**, 772 N. Kenmore (3) **Against The Stream**, 4300 W. Melrose

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November 15, 2014

Los Angeles City Council
Mr. Miguel Santana, CAO
200 North Spring Street, Suite 2005
Los Angeles, CA 90012

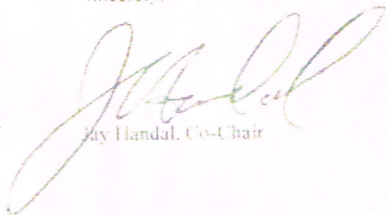
Dear Councilmembers:

Whereas there is considerable controversy over the recommendation of the Recreation and Parks Commission involving its decision favoring Live Nation to manage and operate The Greek Theatre.

Therefore, the Neighborhood Council Budget Advocates request that the City Administrative Officer oversee an independent and transparent review, analysis, and an apples to apples comparison of the two proposals to manage and operate The Greek Theatre.

We thank you for your kind consideration.

Sincerely,



Jay Handal, Co-Chair

