

MOTION

Since the 1990s, Hollywood has experienced a renaissance. One of the leaders of this renewal has been Kerry Morrison, executive director of the Hollywood Property Owners Alliance (HPOA) since 1996.

The HPOA manages two Business Improvement Districts (BIDs) in Hollywood - the Hollywood Entertainment District and Sunset & Vine BID. Under Ms. Morrison's leadership, the BIDs have helped bring resources to Hollywood that have enhanced quality of life, public safety, and the cultural fabric and identity of the area. Beginning in 2019, these two BIDs will join together as one, forming the largest BID in the State of California. Ms. Morrison's leadership has made it possible for the two BIDs to work together in partnership and, soon, as one organization advocating on behalf of Hollywood.

Ms. Morrison is well known as a fierce advocate for our homeless neighbors, and currently serves on the Citizens Oversight Committee for Measure HHH, following her appointment by Mayor Eric Garcetti and approval by the City Council. Previously, Ms. Morrison was a mayoral appointee to the Los Angeles Homeless Services Authority (LAHSA) from 2011 to 2016, serving as chair in 2014-15. She also serves on the Home for Good Business Task Force to End Homelessness, and on the board at The Center at Blessed Sacrament, a homeless services non-profit serving the Hollywood community. She is a founder of Hollywood 4WRD, a coalition organized to end homelessness in Hollywood. Ms. Morrison also served on the Hollywood Police Activities League (PAL) Board of Directors for over 10 years, including five years as chairman.

In recognition of Kerry Morrison's many years of service to the Hollywood community and Los Angeles as a whole, it is appropriate that the City honor her by naming the intersection of Selma Avenue and Vine Street as "Kerry Morrison Square."

I THEREFORE MOVE that the intersection at Selma Avenue and Vine Street be named as "Kerry Morrison Square" and that the Department of Transportation be directed to erect permanent ceremonial sign(s) to this effect at this location.

PRESENTED BY: *Mitch O'Farrell*  
MITCH O'FARRELL  
Councilmember, 13<sup>th</sup> District

SECONDED BY: *[Signature]*

ORIGINAL

JAN 15 2019

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