

LAEDC Board of Governors Meeting Minutes

December 6, 2023

4:00 PM – 5:30 PM

Superba Food + Bread Hollywood

Board of Governors Members in attendance: Barbara A. Jones, Barry Gribson, Brent Nash, Brett Howroyd, Bryan LeRoy, Charles Pellicane, Cynthia Coulter, David Abel, David Andres Gamboa, Deane Leavenworth, Desiree Alvarado, Effie Turnbull Sanders, Elsa Wadzinski, Jeff Carr, Jennifer Poulakidas, Joss Tillard-Gates, Karen Sessions, Kathleen Rawson, Laura Biery, Laurie Sewell, Les McCabe, Lilly Rocha, Linda Rosenberg, Lisa Gritzner, Luis Gonzalez, Maria Camacho, Mark Sogomian, Michael Weintraub, Monica Banken, Nina Turner, Nola Wanta, Punita Patel, Randal Hernandez, Scott Somers, Sharon Bensason, Shawna Traver, Spencer Smith, Stephen Sawyer, Tom Vandiver, Yvette Estrada, Zanku Armenian.

LAEDC Staff in attendance: Alex Medina, Alicia Nyein, Allison Clark, Arman Koohian, Barbara Levine, Celine Villegas, Jared Lopez, Janice Levy, Jermaine Hampton, Jose Pelayo, Joseph Chicas, Linden Johnson, Mariah Adedeji, Mariana Hernandez, Melissa Kham, Mevan Randeniya, Olivia Zhang, Rafael Contreras-Martinez, Riccardo Ruffolo, Seta Zorabian, Stephen Cheung.

CALL TO ORDER

After the host gave a brief history of Superba and the importance of small businesses in the Hollywood community, Stephen Cheung, President & CEO, LAEDC & WTCLA, called the meeting to order at 4:32 PM in the absence of Board Chair, Halé Behzadi and Vice Chairs Ron Frierson and Efrain Escobedo.

Approval of Meeting Minutes

Mr. Cheung invited a motion to approve the minutes of the September 20, 2023, Board of Governors meeting.

Motion Moved/Seconded: David Abel /Lisa Gritzner

Approved: Unanimously

He then introduced Melissa Kham, LAEDC Vice President of Strategic Relations.

PROCEEDINGS

New Members Introduction

Ms. Kham introduced new LAEDC Board Members:

- Carissa Smith, Vice-President of FOX Corporation for Government Relations
- James Limbaugh, President, West LA College
- Daniel Timmons, Head of Corporate Banking, PNC
- Porsha Cropper, Senior Program Officer, The Eli and Edythe Broad Foundation
- Charles Pellicane, EVP Business Development, Human-I-T

KEYNOTE

After the new member introductions, Mr. Cheung introduced the keynote for the meeting: Kathleen Rawson, President & CEO, The Hollywood Partnership.

Ms. Rawson gave an insightful presentation on the Hollywood Partnership: a non-profit organization that manages the public realm within the Hollywood Entertainment District, which is a Property Based Business Improvement District. The organization is funded by property owners within the district, which covers 80 blocks and over 500 properties, to provide enhanced services to promote the cleanliness, safety, beautification, and economic vitality of the neighborhood.

Mr. Rawson provided interesting demographic data for the Hollywood Entertainment District and shared the main goals of their strategic plan. The plan includes place management and enhancement, stakeholder engagement, advocacy, and economic development.

CEO Report

Mr. Cheung took the podium after Kathleen Rawson's presentation to give his quarterly report. He discussed the recent activities and achievements, and introduced the newest LAEDC staff member:

- Allison Clark – Vice President, Business and International Trade Development

Mr. Cheung shared program updates on the Industry Clusters work. He also shared how the Workforce Development team is working on a partnership with Microsoft Philanthropy on an AI Innovation Challenge. The initiative will provide over 2,500 students and job seekers from BIPOC, underserved, and historically disadvantaged communities with the opportunity to learn about AI and how to apply it in their careers.

Mr. Cheung also provided updates on the activities of the California Economic Resilience Fund (CERF) program, now California Jobs First. He shared that the LAEDC team developed the scope of an Ad-hoc Policy Committee to convene members around legislative and regulatory initiatives in order to coordinate a regional approach to economic development policy and advocacy.

Mr. Cheung also covered the progress under LA DEAL, the most recent activities and economic studies of the Institute for Applied Economics (IAE), and a roundup of past and upcoming events from the Strategic Relations team.

He concluded his report with an invitation to all members to the upcoming Annual LAEDC Economic Forecast on February 27, 2024.

Mr. Cheung then introduced Barbara Levine, Director of Business Assistance, LAEDC.

Update on the Impact of I-10 Freeway Fire

Barbara Levine, Director of Business Assistance, LAEDC discussed how her team took the initiative to support businesses who were being impacted by the I-10 fire. Since this highway needed to be repaired, street closures and detours were all present within a mile radius, resulting in a loss of foot traffic in the area. The BAP team was aware of the impact and decided to canvass the areas and consult with these business owners to help provide solutions. The BAP team sent two of their Regional Managers, Mevan Randeniya and Rafael Contreras, who managed to conduct 15 assessments with businesses in the surrounding area, all of whom stated they were experiencing a 60% or more loss of business.

CONCLUSION AND ADJOURNMENT

Mr. Cheung thanked Ms. Levine, Ms. Rawson and everyone for their updates, and Superba for their hospitality. He asked all the members to move to the Holiday Mixer area for the cocktail reception. He announced the group would reconvene again for the March 26th, 2024 Board meeting. There being no further business or comments, he adjourned the meeting at 5:28 PM.

Melissa Kham

VP, Strategic Relations, LAEDC
Secretary