



# Goal 4 Advocacy & Economic Development Committee

## Meeting Agenda

11/10/2022, 3:00-4:00PM

Meeting Locations:

<https://us02web.zoom.us/j/83896769871>

Location (Meeting ID): 838 9676 9871

Phone Number: +1 (408) 638-0968

Committee Members: Michael Gargano (Co-Chair), Bill Humphrey (Co-Chair), David Gajda, Dina Goldstein, Chad Lewis, Michael Nazzari, Drew Planting, Marty Shelton, Larry Wilkes, Monica Yamada

	TIME	ITEM	SPEAKER
1	3:00	Call to Order	Gargano/Humphrey
2	3:01	Public Comment ( <i>2 minutes per speaker</i> )	Gargano/Humphrey
3	3:03	Approval of the Minutes <b>Action: Approval of Minutes from 10/13/2022 Meeting</b>	Gargano/Humphrey
4	3:05	Staff Updates	Welliver
5	3:20	Economic Development Tour & Public Relations	Judge/Carter
6	3:45	Discretionary Planning Recommendations	Welliver
7	3:55	New Business	Gargano/Humphrey
8	4:00	Adjourn	Gargano/Humphrey
		<b>Next Goal 4 Committee Meeting: December 8, 2022 3-4PM</b>	

**MISSION:** To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

**VISION:** HOLLYWOOD: Where Experiences Exceed Expectations

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## Goal 4 Advocacy & Economic Development Committee

### Meeting Minutes

10/13/2022, 3:00-4:00PM

Meeting Locations:

HP Office, 6562 Hollywood Blvd. Hollywood, CA 90028

<https://us02web.zoom.us/j/83896769871>

Location (Meeting ID): 838 9676 9871

Phone Number: +1 (408) 638-0968

**Committee Members Present:** Michael Gargano (Co-Chair), Bill Humphrey (Co-Chair), David Gajda, Dina Goldstein, Chad Lewis, Michael Nazzari, Marty Shelton, Monica Yamada

**Absent:** Drew Planting, Larry Wilkes

**Guests:** Gary Benjamin, Omri Kuba, Geoffrey

**Staff:** Cole Judge, Lorin Lappin, Ruben Lechuga, Becky Murdoch, Steven Welliver, Kathleen Rawson

	ITEM
1	Call to Order – The meeting was called to order at 3:01 PM.
2	Public Comment (2 minutes per speaker) – Gargano addressed Starbucks noting a presentation from a recent Hollywood Chamber of Commerce meeting. Discussion was had about the perception of Hollywood among retailers. Further discussion was had about Starbucks leaving the neighborhood. Shelton noted that along with safety, real estate pricing is an issue for Starbucks. Gajda questioned real estate pricing and if an adjustment would attract new retail tenants.
3	Approval of the Minutes <b>Action: Approval of Minutes from 9/8/2022 Meeting</b> <b>It was moved by David Gajda, seconded by Marty Shelton, and CARRIED to approve the Minutes from the 9/8/2022 meeting. Unanimously approved.</b>
4	6611 Hollywood Blvd. Development Plan - Judge introduced the team from 6611 Hollywood Boulevard. Benjamin presented on a proposed mixed use residential and retail development. There will be a four level structure with a partial fifth story on the backside of the building that blends into the existing landscape of the area. There will be subterranean parking and a pleasing pedestrian experience. The committee asked questions regarding parking, current tenants, the plan for outdoor seating and the number of affordable units to be included.

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5	<p><b>Budget Review -</b> Lappin presented on the 2023 HED 19-28 Budget Guide Rails for the c6 were presented as: 1) Assessment funding is limited to uses listed in approved 2018 Management District Plan (MDP). 2) MDP established 75% operations / 25% marketing &amp; administration. Board can vary that allocation by as much as 10% in a given year. 3) Organizational Strategic Plan provides clarity as to the programmatic uses of funds. The 2023 Budget Timeline was presented taking THP through to the November 1<sup>st</sup> transmittal deadline with the City of Los Angeles. Lappin reviewed the philosophy for the 2023 budget and presented the revenues. General revenues equal just over \$8M and include the following: General Assessment Revenue, General Benefit, delinquent collections, carry forward and interest income. Restricted revenues totaled just over \$300K and include the following: TDOZ, Alley Maintenance, EaCa Alley. Total Revenue: \$8,945,637. Expenditures – Lappin shared the 2023 Programmatic %s of Investment compared with 2022. Lappin shared the Advocacy and Economic Development Draft Budget breakdown of just over \$400K (5.44%). C3 Community Trust – Lappin noted that THP will look to outside funding for additional programs and projects. Welliver noted that this is a building year for the 501 c3 to help lend credibility to the organization as it expands. Funding opportunities specifically related to Goal 4 have not yet been identified, this will be a focus moving into 2023. Rawson noted the JEDI program that The HP will benefit from in terms of economic development. Gargano asked for a comparison to the 2022 budget.</p>
6	<p><b>Hollywood Community Plan Update -</b> An update will be provided at the November 2022 meeting.</p>
7	<p><b>Ballot Propositions LH, SP &amp; ULA -</b> Welliver presented staff recommendation and basic information regarding the ballot propositions. Staff recommends Goal 4 Committee take the following actions: 1) Support Proposition LH to authorize development of additional low-income housing, 2) Oppose Proposition SP to fund parks and recreational facilities via a new property tax, and 3) Oppose Initiative ULA to fund affordable housing via a new tax on property transfers. The ballot for the General Election on November 8, 2022 will include three ballot measures for registered voters in the City of Los Angeles. Staff have reviewed the measures and assessed impacts to Hollywood stakeholders. The Hollywood Partnership may adopt a position on any, all, or none of the ballot measures, at the discretion of the Board of Directors.</p> <p><b>Authorization for Additional Low-Income Housing (Proposition LH):</b> Proposition LH asks voters to authorize public entities to develop, construct, or acquire up to 5,000 units of low-income rental housing in each of the city's 15 council districts. The proposition neither obligates public entities to produce housing nor creates any funding mechanism, but permits the creation of housing should it be feasible. Article 34 of the California Constitution requires that cities obtain voter approval before building low-income housing with public funds. Voters last authorized 3,500 units in each council district in 2008, but some neighborhoods (including Hollywood) are nearing the maximum allowable units. A measure to repeal Article 34 itself will appear on the Nov. 2025 ballot. Staff recommend support because the proposition enables a solution to homelessness and affordable housing needs</p>



## Goal 4 Advocacy & Economic Development Committee

with no financial obligation for stakeholders. No organized support or opposition coalitions have been identified. The LA Times Editorial Board recommends support for Proposition LH. Lewis questioned what they consider "affordable housing." Welliver noted that it was not clearly defined but would use the chart that states the percentage of area and median income and that the city would be free to apply funds to any project that met their definition of affordable housing. In the past, funds have been used as additional subsidies on projects that were receiving tax credits. The Committee discussed how to move forward with showing support or opposition to propositions. Welliver noted the pros and cons of The HP having a voice in this realm. Rawson noted her thoughts on taking a stance on propositions and initiatives moving forward. The Committee discussed the pros and cons and decided that it is important to have a voice in this area.

**Parks and Recreational Facilities Parcel Tax (Proposition SP):** Proposition sp asks voters to establish a tax of \$0.08414 per sq. ft. on improved parcels to fund parks and recreational facilities. The tax rate could be reduced to \$0.0222 upon completion of major projects or after 30 years, but some version of the tax would remain in place indefinitely. Revenues of approximately \$227M annually could be used for parks, recreational centers, pools, playgrounds, waterways, beaches, green spaces, open spaces, childcare facilities, and other projects to improve park equity. Though Hollywood is a park poor neighborhood, staff recommend opposition because the measure increases property taxes indefinitely and lacks detail around the projects and/or types of projects to be funded as well as their geographic distribution. Supporters include California Trust for Public Land Action Fund, Greater LA Zoo Association, LA County Federation of Labor, and LA LGBT Center. Opponents include the Building Owners and Managers Association of Greater LA, California Small Business Association, LA Latino Chamber of Commerce, HOward Jarvis Taxpayers Association, and National Asian American Coalition. The LA Times Editorial Board recommends opposition to Proposition SP. The Committee discussed the pros and cons of opposing this ballot proposition.

**Funding for Affordable Housing and Tenant assistance Programs Through a Tax on Real Property Transfers Over \$5 Million (Initiative Ordinance ULA):** Initiative ULA asks voters to adopt an ordinance establishing a new tax on sales or transfers of real property in excess of \$5M to fund affordable housing programs and resources for tenants at risk of homelessness. The proposed tax rate would be 4% on transactions exceeding \$5M and 5.5% on transactions exceeding \$10M with the thresholds subject to adjustment for inflation. The transfer tax would remain in place indefinitely unless ended by voters. Revenues projected to be between \$600M and \$1.1B annually would fund the construction of new affordable housing, rehabilitation and/or conversion of buildings to affordable housing, purchase or existing apartment buildings, and programs to provide subsidies and/or legal assistance to tenants at risk of becoming homeless. Staff recommend opposition because the measure sidesteps Proposition 13 protections to create a significant additional financial burden for most Hollywood property owners whose commercial properties would be valued in excess of \$5M. Supporters include HOLlywood Community Housing, LA Family Housing, Southern California Association of Nonprofit Housing, California Community Foundations, PATH, The People Concern, and ACLU SoCal. Opponents include the Building Owners and Managers Association of Greater LA, California Small Business Association, LA Latino Chamber of Commerce, Howard Jarvis Taxpayers Association, and National Asian American Coalition. The LA Times Editorial Board recommends support for Initiative ULA.



## Goal 4 Advocacy & Economic Development Committee

	<p><b>Action: Support Proposition LH to authorize development of additional low-income housing. It was moved by Chad Lewis, seconded by Michael Nazzal, and CARRIED to approve to support Proposition LH to authorize development of additional low-income housing. Unanimously approved.</b></p> <p><b>Action: Oppose Proposition SP to fund parks and recreational facilities via a new property tax. It was moved by Michael Nazzal, seconded by Chad Lewis, and CARRIED to approve to oppose Proposition SP to fund parks and recreational facilities via a new property tax.. Unanimously approved.</b></p> <p><b>Action: Oppose Initiative ULA to fund affordable housing via a new tax on property transfers. It was moved by Chad Lewis, seconded by Michael Nazzal, and CARRIED to approve to oppose Initiative ULA to fund affordable housing via a new tax on property transfers. Unanimously approved.</b></p>
8	Staff Updates - Welliver suggested the staff update be emailed out to the Committee for review. Humphrey asked that when the update is emailed that Committee members are asked to comment so that comments can be shared with the Board of Directors at the next meeting.
9	New Business – There was no new business.
10	Adjourn – The meeting was adjourned at 4:01 PM.