

Notes/Minutes from 1/17 & 12/20  
Stakeholder Lynn  
CHATSWORTH BUSINESS IMPROVEMENT DISTRICT

Members January 2024 Zoom Meeting

January 17, 2024 9:30 a.m. / ended 10:23

- I. ATTENDANCE – Malila Davalos, Erik Pampalone, Todd Drootin, Laura Lichter, Martina Turner, Julie Lewis, Kathleen Misko, Lynne Seta, Nicolas Montano ABSENT - Renay Grace Rodriguez, Eileen Fave , Ingrid Castro
- II. APPROVAL OF MINUTES – Postponed until February Member’s Meeting as not everyone was prepared or had a copy of the Minutes. Martina stated there needed to be clarification in the December Minutes to address at that time regarding Code of Conduct and Martina’s participation
- III. APPROVAL OF ADGENDA – another item not handled during this meeting
- IV. FINANCIAL – Julie did not have the ending balance of funds from December and was only able to approximate a \$8500 deposit of funds. She says there is some issue with and outstanding \$38.00 that has stopped the opening a new checking account for the BID. Renay is working on this.

**From here I am just going to go into my notes and rattle things off in the approximate order they were discussed**

1. Julie Lewis, Raney Grace Rodriguez, Martina Turner, Laura Lichter, Nic Montano, and I am not sure who else were at an Executive Board meeting earlier in the week
  - a. Per Nic the City/District to help with looking into delinquent fees from Members
  - b. Per Nic the City/District will help with looking into and speaking with business owners re turning the BID from property based to business based. There was something he was referring to regarding Lassen St that may or may not have to do with the Chatsworth BID looking like Granada Hills or Canoga Park main streets
  - c. Nic and Julie both proposed that Members make less suggestions and do more of the work
2. Two new Committee formed from the Exec Meeting:
  - a. Martina Turner to head the new Marketing and Outreach Committee
    - i. New website has been approved
    - ii. Todd will help with the monthly newsletter
    - iii. Erik to give Martina access to the Facebook Page and connected Instagram
    - iv. Malila has data base info from Renay with email addresses She will help with the data base
  - b. Laura Lichter will head the new Beautification Committee with the following suggestions:
    - i. Proposed that local artists be contacted to paid the planters
    - ii. Proposed that donations of paint and paint supplies be sought out in the community
    - iii. Nic noted that the City has to OK more money for purchase of supplies if needed
    - iv. Nic suggested the planters be planted with geranium and such type flowers that would be the least pilfered. Planting to be done by Volunteers Cleaning

Community (VCC) Laura also suggested asking the community to help with the planting

- v. Laura asked how many planters there actually are. Renay may have a map of the planters. Laura suggested asking some of the local walkers to canvas the area and give the BID and amount.
  - vi. Nic stated Council 12 looking to help BID with beautification. Lights and flags
    1. He will check with Council about stringing lights across the street, permits / restrictions
    2. Flags need to be permitted. County/City must approve. Initially Northridge Kiwanis supplied flags, then Chatsworth Kiwanis took over. BID need to look into funding for flags. An appeal in the Newsletter was suggested to help pay for flags
3. Nic talked about the following events:
- a. Blockfest, on 4/14/2024. It will be started farther west on Devonshire. Space, at no charge, will be provided to shops on the street since the parking will be taken up for the event.
  - b. Nic will talk with local businesses to use their parking facilities to help ease the parking issue
  - c. Nick working with the City to get permit(s) to close down Devonshire to the east side of the train tracks for the event
  - d. Most parking will be available at the rain station. Possibly some sort of transportation can be arranged to bring people west.
  - e. Martina asked who is sponsoring the event. Nic said the Chamber of Commerce (Chatsworth I assume?), naming Julio, David & Nic
  - f. Nic mentioned the Parade but no info provided
4. Martina asked about job descriptions for the Board Members. Nic found the area in the By-Laws, Section 6 Page 11, where they could be found
5. Martina asked about a Manual for the running of the Board. Renay is working on it per Julie
6. Martina suggested looking at using train station space for Meetings. Most of the group is happy with using Zoom. It was then suggested that occasionally the Executive Board meet in person at the train station, possibly quarterly. Sounded as if Renay has contact with train station for this

December 2023

BID Meeting 12/20/2023

Notes from Lynne Seta

- 4<sup>th</sup> Quarter Newsletter:
  - Not finished or put together due to Board Member Ranay's accident. Todd volunteered to help and it was determined that they would get it out before the end of the year.
  - It was also mentioned later in the meeting that 1<sup>st</sup> Quarter 2024 would go out right away .

- Later in the meeting Julie asked if anyone wanted to advertise in the Newsletter. No real discussion on that (Per the Newsletter only the BID members see the advert)
- Currently the newsletter only goes out snail mail. Emails for all stakeholders have not been obtained. Todd agreed to help. Someone from Renay's office is pursuing emails, but no numbers as to how many are still needed so the newsletter can go totally virtual
- Shortfall of BID fees:
  - BID fees are currently in default by many stakeholders. The defaults are blamed on the pandemic. Very little effort has been put forth to collect the fees. At some point, a date not specified, collection letters were sent out with no success.
  - Renay was asked if follow-up letters have been sent out. Her response is that she had no help to fold, address, stamp envelopes to send out follow up due to her accident. Asked why she did not ask for help put her in defensive mode. It was suggested that it would be of benefit to ask for help, such as the Key Club kids, to do these mundane items. Renay said to send volunteers over. Martina said no, provide the need and everyone can help provide volunteers.
  - Nick suggested that the top 10 stakeholders be called out in the upcoming newsletter. When Julie and Renay were queried about which stakeholders were at the top of the list they offered that the larger companies, i.e. markets, banks, were the offenders and that the local sites did not know what their Corporate folks were doing about paying
- Shortening the BID Corridor:
  - Nick offered the suggestion of shortening the Corridor, currently from Topanga Canyon to Mason to Topanga Canyon to DeSoto. Cost less to manage and make projects more viable.
- Treasurer's Report: