



HCBID BOARD MEETING

WEDNESDAY, MARCH 23, 2022 | 12:00PM

MEETING MINUTES

1. Call to Order/Roll Call of board members 12:07 PM

Boris Mayzels

Eric Shomof /Izek Shomof	P	
Boris Mayzels	P	
Rommy Shy	A	
Cedd Moses/Bart Walsh	P	
Hamid Behdad	A	
Michael Hellen/Laura Adler	A	
Paul Su/Lulu Yan	P	
Ryan Afari	P	
Richard Shamooilian	P	
Kayce Hawk	P	
Nejdeh Avedian	P	

2. Motion: The board shall approve the minutes from February Board Meeting.

a. Motion

Boris Mayzels

b. 2nd

Eric Shomof

Eric Shomof /Izek Shomof	Y	
Boris Mayzels	Y	
Rommy Shy	N/A	
Hamid Behdad	N/A	
Michael Hellen/Laura Adler	N/A	
Paul Su/Lulu Yan	Y	
Ryan Afari	Y	
Cedd Moses	Y	
Richard Shamooilian	Y	
Kayce Hawk	Y	
Nejdeh Avedian	Y	

a. Yes= 8, Abstain= 0

3. Public Comment

a. None.

4. Speakers

a. City, State County Offices or Elected officials or representatives

i. None.

b. Announcements by Historic Core Business Owners or Representatives

i. None.

5. Motion: The board shall approve an assessment increase in the final year of the current BID cycle (2023) by 5%

a. Motion

Eric Shomof

b. 2nd

Kayce Hawk

Eric Shomof /Izek Shomof	Y	
Boris Mayzels	Y	
Rommy Shy	N/A	
Hamid Behdad	N/A	
Michael Hellen/Laura Adler	N/A	
Paul Su/Lulu Yan	Y	
Ryan Afari	Y	
Cedd Moses	Y	
Richard Shamooilian	Y	
Kayce Hawk	Y	
Nejdeh Avedian	Y	

1. Yes= 8, Abstain= 0

6. Motion: The Board shall approve a base assessment for the BID's first renewal year (2024) in an amount 10% above 2023.

a. Motion

Boris Mayzels

b. 2nd

Richard Shamooilian

Eric Shomof /Izek Shomof	Y	
Boris Mayzels	Y	
Rommy Shy	N/A	
Hamid Behdad	N/A	
Michael Hellen/Laura Adler	N/A	
Paul Su/Lulu Yan	Y	
Ryan Afari	Y	
Cedd Moses	Y	
Richard Shamooilian	Y	
Kayce Hawk	Y	

Nejdeh Avedian	Y	
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1. Yes = 8, Abstain= 0

7. Motion: The Board shall vote to refer Ronin Ventures consulting agreement back to Steering Committee for further discussion and evaluation of terms

a. Motion:

Boris Mayzels

b. 2nd

Kayce Hawk

Eric Shomof /Izek Shomof	Y	
Boris Mayzels	Y	
Rommy Shy	N/A	
Hamid Behdad	N/A	
Michael Hellen/Laura Adler	N/A	
Paul Su/Lulu Yan	Y	
Ryan Afari	Y	
Cedd Moses	Y	
Richard Shamooilian	Y	
Kayce Hawk	Y	
Nejdeh Avedian	Y	

1. Yes=8, Abstain=0

8. Motion: The board shall approve an RFP process for district safety services

a. Motion:

Richard Shamooilian

b. 2nd

Ryan Afari

Eric Shomof /Izek Shomof	Y	
Boris Mayzels	Y	
Rommy Shy	N/A	
Hamid Behdad	N/A	

Michael Hellen/Laura Adler	N/A	
Paul Su/Lulu Yan	Y	
Ryan Afari	Y	
Cedd Moses	Y	
Richard Shamooilian	Y	
Kayce Hawk	Y	
Nejdeh Avedian	Y	

1. Yes=8, Abstain=0

9. Motion: The board shall approve an RFP process for district clean services

a. Motion: Richard Shamooilian

b. 2nd Kayce Hawk

Eric Shomof /Izek Shomof	Y	
Boris Mayzels	Y	
Rommy Shy	N/A	
Hamid Behdad	N/A	
Michael Hellen/Laura Adler	N/A	
Paul Su/Lulu Yan	Y	
Ryan Afari	Y	
Cedd Moses	Y	
Richard Shamooilian	Y	
Kayce Hawk	Y	
Nejdeh Avedian	Y	

1. Yes=8, Abstain=0

10. Clean & Safe Updates Ruben Borrero & Jose Pacheco

11. Director & Marketing Updates Blair Besten & Jenna Beasley

12. Additional Board Members Comments on non-agenda items.

a. Nejdah Avedian

13. Adjournment

1:30 P.M.

Motion: Boris Mayzels

2nd: Kayce Hawk