

C.F. 13-1724

HOLLY L. WOLCOTT  
CITY CLERK

City of Los Angeles  
CALIFORNIA

OFFICE OF THE  
CITY CLERK

GREGORY R. ALLISON  
EXECUTIVE OFFICER

NEIGHBORHOOD AND BUSINESS  
IMPROVEMENT DISTRICT DIVISION  
200 N. SPRING STREET, ROOM 224  
LOS ANGELES, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130



MIRANDA PASTER  
DIVISION MANAGER

ERIC GARCETTI  
MAYOR

**PROTEST** cityofla.org

**DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT  
PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND  
36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY**

Name of District: LOS FELIZ BUSINESS IMPROVEMENT DISTRICT

I hereby protest the CONTINUED OPERATION of the Business Improvement District (District) listed above. I am opposed to the continued operation of the District for the following reason(s):

*It serves no purpose, except boozy mixers. The Street fair, xmas fair are gone. there are no community events (ie art walk, restaurant walk etc.) and all the trash cans are long gone!*

I certify that I am the owner of the business or property listed below. I am a person engaged in business in the City of Los Angeles or the owner of record of real property as shown on the current Los Angeles County Assessor tax roll, and the business or property is now located or operating within the boundaries of the District listed above. I have read and understand this Declaration of Protest in its entirety.

LEAF

1756 N. VERMONT AVE

Business Name (or)  
Property Assessors Parcel Number(s)

Business Address (or)  
Property Address

0000412215 - 0002-2

City of Los Angeles Business License No.  
(Business Tax Registration Certificate)

ALISON B DEANIS  
Your Name (print)

[Signature]  
Your Signature

3.10.16  
Date

NOTES:

- (1) "Person" means all domestic and foreign corporations, associations, syndicates, joint stock companies, partnerships of every kind, joint ventures, clubs, Massachusetts business or common law trusts, societies and individuals engaged in any business as defined herein, in the City of Los Angeles.
- (2) "Engaged in a business" means the conducting, operating, managing or carrying on of a business, whether done as owner, or by means of an officer, agent, manager, employee, servant, or lessee of any of them.
- (3) Businesses or properties located outside of the boundaries of the District, are not eligible to submit a protest petition and any petition so submitted will be considered invalid

Return the completed form to  
Office of the City Clerk, Council and Public Services Division,  
City Hall, Room 395, 200 North Spring Street, Los Angeles, CA 90012  
or fax the form to (213) 978-1040

**BELOW ITEMS FOR CITY CLERK USE ONLY**

DEPUTY CITY CLERK

DATE

FORM SAS143B REV 04/7/08

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

BY  
CITY CLERK  
DEPUTY

CITY CLERK

2016 MAR 14 PM 3:28

RECEIVED  
CITY CLERK'S OFFICE

I AGREE WITH THIS ASSESSMENT  
OF THE  
LFVBID.

Attachment  
From Los Feliz Business Owner  
Allison B. Cohen  
Los Feliz Ledger/Larchmont Ledger

I protest the **CONTINUED OPERATION** of the Los Feliz Business Improvement District. I am opposed to the continued operation of the District for the following reasons:

**SUMMARY:** Lack of transparency, professionalism, marketing strategy, efficiency, urgency, assistance, financial soundness and instead Brown Act violations, improper election practices, cronyism and a lack of credentials.

The LFVBID will argue they are an all-volunteer organization. That's true. But our tens of thousands of dollars in assessments are required by the city of Los Angeles, not volunteered, and as such, we business owners/taxpayers deserve better.

**DETAIL:**

1. Lack of transparency/Brown Act violations regarding budget, expenditures, agendas and meeting minutes (nothing mailed and nothing available on website). There were no meeting minutes posted at all in either 2010 or 2011; only one set of minutes posted in 2012 and none posted since then.
2. Participation in returning ballots for the LFVBID have declined dramatically over the years, as follows:
  - a. 2008 24%
  - b. 2009 11.7%
  - c. 2010 14.5%
  - d. 2011 N/A
  - e. 2012 N/A
  - f. 2013 3% (*this represents 10 returned ballots*)
  - g. 2014 9% (please note: a slate of 6 candidates ran this year and actively campaigned).
3. A lack of professionalism regarding elections. Ballots are mailed to LFVBID members erratically and often weeks after the advertised mailing date and always during the December holidays. Little to no outreach is done to attract new candidates. Any last minute timetable for elections is not adhered to.

**Attachment**  
**From Los Feliz Business Owner**  
**Allison B. Cohen**  
**Los Feliz Ledger/Larchmont Ledger**

4. A lack of transparency regarding elections, including ballot irregularities. Such were raised for the 2015 election (ballots mailed 12/22/14) to both the LFVBID President and the Los Angeles City Clerk, including the improper receipt of a stack of ballots by one candidate and the counting of ballots received via email from a former LFVBID President. There was no language in any LFVBID materials that ballots could be received via email, yet they were counted (and the two ballots changed the outcome of the election).
5. A lack of strategic use of collected assessments. Instead, the overwhelming majority of the LFVBID's budget is used for sidewalk washing and tree trimming—items that taxpayers already fund through the city. Assessments can and should be used for the purpose of bringing foot traffic (and dollars) into Los Feliz Village. Instead, the LFVBID focuses on paying for “mixers” for LVBID members to mingle with each other. While there is a place for such business-to-business mingling, this particular BID has no outside marketing focus.
6. A lack of professionalism and efficiency, for example: meetings start late and little is accomplished. Items that were being discussed when I sat on this board (2007-2008) have still not been accomplished (new business welcome kit and securing more parking in Los Feliz come to mind). I know the current board has been working on a “map” and listing of Los Feliz businesses for about a year now, but nothing has come of it (and when it is finally produced, it will simply be distributed locally to business owners that already know Los Feliz). Additionally, it was suggested years ago the LFVBID create a master calendar for the purpose of planning by its members. I recall one year when the LFVBID announced its Street Fair six weeks out, providing little to no time for proper planning if merchants wanted to participate.
6. A lack of assistance to merchants regarding city of Los Angeles issues. I know of two restaurant owners that actively sought the LFVBID's assistance with city issues, only to receive none.
7. A sense of cronyism. The LFVBID's governing board is run by the same people year after year. This is because very minimal outreach is done to attract new people to the board. An organization that has had the same president (Chris Serrano) for six years is not running itself well.

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**Allison B. Cohen**  
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8. A lack of proper credentials by governing board members. The LFVIB has a very high proportion of board members who are not business owners, but who are, instead, employees of others. For example, this year, there are six board members (out of 11) that are real estate agents working for large companies and one other board member who works in the mortgage banking industry. As this is a “merchant based” BID, the board should reflect “merchants” (business owners) in the area.
9. A lack of marketing strategy. Over the years (since 2005), I have witnessed a growing malaise in the Los Feliz business community in reference to the LFVBID. In the summer of 2005, the Los Feliz Street Fair was a major attraction for local retailers, restaurants and non-profits. Over the years, however, the local element of participation in the Street Fair dwindled so that most vendors were from outside the area. (I know, because as a reporter, I went booth to booth and asked.) The current LFVBID governing board took what was a vital and vibrant local event and turned it into a street fair that could have been staged most anywhere, with merchants from locations all over Southern California, instead of showcasing the unique qualities of Los Feliz. This resulted in a dramatic decline of local participation in the Street Fair and finally its cancellation.
10. A lack of financial soundness and responsibility. At one point, the LFVBID had \$14,000 in overdue payments to vendors. As one example of the governing board’s inability to manage itself, it took the LFVBID 13 months to pay their bill to the Los Feliz Ledger for advertising (one ad) in 2012.

There are many successful BID stories throughout Los Angeles, but this is not one of them. As a local business owner for the last 11 years, my business suffers due to the unimaginative, self-serving and lazy practices of the LFVBID. There is so much more we could be doing (and we tried in the 2015 elections with a slate of smart business owners in Los Feliz to get elected only to learn of election irregularities as mentioned above. Two of the slate were elected, but both eventually resigned their seats after witnessing the ineffectiveness of the LFVBID governing board first hand.) Los Feliz deserves better.



HOLLY L. WOLCOTT  
CITY CLERK

GREGORY R. ALLISON  
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City of Los Angeles  
CALIFORNIA



CF-13-1724  
ERIC GARCETTI  
MAYOR

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MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

**PROTEST**

DECLARATION OF PROTEST AGAINST BUSINESS IMPROVEMENT DISTRICT  
PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND  
36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY

Name of District: LOS FELIZ

I hereby protest the CONTINUED OPERATION of the Business Improvement District (District) listed above. I am opposed to the continued operation of the District for the following reason(s):

SERVE SUCKS. THERE'S NO LONGER TRASH CANS ON East side of Vermont

I certify that I am the owner of the business or property listed below. I am a person engaged in business in the City of Los Angeles or the owner of record of real property as shown on the current Los Angeles County Assessor tax roll, and the business or property is now located or operating within the boundaries of the District listed above. I have read and understand this Declaration of Protest in its entirety.

PLEASANTRY JEWELERS

1754 N. Vermont

Business Name (or)

Business Address (or)

Property Assessors Parcel Number(s)

Property Address

0002634716-0001-6

City of Los Angeles Business License No.  
(Business Tax Registration Certificate)

James Tu

Your Name (print)

[Signature]

Your Signature

03/11/2016

Date

NOTES:

- (1) "Person" means all domestic and foreign corporations, associations, syndicates, joint stock companies, partnerships of every kind, joint ventures, clubs, Massachusetts business or common law trusts, societies and individuals engaged in any business as defined herein, in the City of Los Angeles.
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**BELOW ITEMS FOR CITY CLERK USE ONLY**

DEPUTY CITY CLERK

DATE

VALUE

FORM SAS143B REV 04/7/08

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

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SEE ATTACHED

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PARIS OPTIQUE SIEVAN CHORBAJIAN 2124 HILLHURST  
Business Name (or) Business Address (or)  
Property Assessors Parcel Number(s) Property Address

City of Los Angeles Business License No.  
(Business Tax Registration Certificate)

SIEVAN  
Your Name (print)

[Signature]  
Your Signature

3-10-16  
Date

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FORM SAS143B REV. 04/7/06

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

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**Los Feliz Ledger/Larchmont Ledger**

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PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36500 AND  
36600, ET SEQ. AND CITY COUNCIL BUSINESS IMPROVEMENT DISTRICT POLICY**

Name of District: LOS FELIZ

I hereby protest the CONTINUED OPERATION of the Business Improvement District (District) listed above. I am opposed to the continued operation of the District for the following reason(s):

I AM ALREADY PAYING FOR SOME OF THE SERVICES W/MY TAXES

I certify that I am the owner of the business or property listed below. I am a person engaged in business in the City of Los Angeles or the owner of record of real property as shown on the current Los Angeles County Assessor tax roll, and the business or property is now located or operating within the boundaries of the District listed above. I have read and understand this Declaration of Protest in its entirety.

SWEENEY TODDS BARBER SHOP 4639 HOLLYWOOD BLVD LA CA 90027  
Business Name (or) Business Address (or)  
Property Assessors Parcel Number(s) Property Address

0002217011-0001-4

City of Los Angeles Business License No.  
(Business Tax Registration Certificate)

TODD LAHMAN  
Your Name (print)

[Signature]  
Your Signature

3/11/14  
Date

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