



arts district
los angeles

ARTS DISTRICT LOS ANGELES

ADLA MINUTES

September 20, 2023, 1:30PM
St. Francis Xavier Chapel, A-3
222 S. Hewitt Street
Los Angeles, CA 90012

I. Call to Order

Board Member Bhavnani chaired the meeting. He called the September ADLA Board Meeting to order at 1:35 pm. Vargas took roll call and then notified Bhavnani that a quorum of the Board had not been met. Bhavnani announced that we would hear all items and review all reports without approving the items.

II. Public Comments

Bhavnani asked for public comment, seeing none, he moved on.

III. Approval of ADLA Board Meeting Minutes

Bhavnani noted that the minutes could not be approved so he moved on.

IV. Public Safety Report

Officer Zambrano and his partner gave a quick public safety update. They spoke about vehicle break-ins and then also spoke about the alleged arsonist who had been terrorizing the neighborhood. Zambrano provided some information about the fires that were allegedly set and also how the suspect was captured. Bhavnani thanked Zambrano for his update and moved on.

V. Presentations

Bhavnani asked CicLAvia to begin their presentation. Lea from CicLAvia announced the date of the event, explained the purpose of CicLAvia and talked about the specific impacts to the community. Vargas asked Lea if she was ever able to connect with the clown performance troupe. Lea said her manager was still working on booking them for the event. A few Board Members had questions about which streets would be closed and also the duration of the street closures. After her presentation, Lea passed out event fliers. Bhavnani thanked Lea and moved on.

Bhavnani asked the IKE team to begin their presentation. Jessica and Clay from the IKE smart team with assistance from their consultant Elizabeth, presented their proposal for digital kiosks. The presenters began by providing some background information about their company and also what cities there are already operating in. They then jumped into an overview of their digital kiosks and all of the features that were included. They shared how these kiosks were designed to provide information to pedestrians and then focused on some of the specific features. The presenters spoke about the value these kiosks could have for tourists, people in need of assistance and their value for the neighborhood. Jessica and Clay explained their company's desire to work closely with the community to highlight art, local restaurants or non-profits. They then explained that their company would be responding to an RFP issued by the City's tourism department for digital kiosks.

The ended by asking the Board if any Board Member would be willing to write a letter of support. Rosenfeld asked Clay what their revenue model was. Clay responded saying it was through advertisements on the kiosks. Jessica explained that the kiosks had a carousel of different advertisements that would cycle through until a pedestrian touched the street. There were a few more questions about how these kiosks would be powered and maintained. After the presentation, Bhavnani thanked Elizabeth and the IKE team and then moved on.

VI. Artist Report

Mitchell provided the artist report and shared that the Artist Committee had nothing new to report. She did add that the committee was still working with Leah to find a wall but nothing aside from that. Bhavnani thanked Mitchell and Normandin and moved onto the next item.

VII. LARABA Update

Rosenfeld gave the LARABA update. He shared that a new generation of Board Members have stepped in and were taking leadership roles. He highlighted the recent Bridgefest event that LARABA organized, he shared that LARABA has been providing local artists with grants, how they continue to sponsor the farmer's market, continue to manage the dog park as well as the Land Use Committee. Bhavnani thanked Rosenfeld for the update.

VIII. New Business

Vargas mentioned that Board Member Phillips asked for an item to be placed on the agenda but then shared that she was not able to attend the September meeting so this item would be continued.

IX. Meeting Adjourn

Chairman Wulf concluded the meeting at 2:21 p.m.

Board Member Attendance

BOARD OF DIRECTORS	PRESENT	ABSENT	BOARD OF DIRECTORS	PRESENT	ABSENT
Thomas Wulf		X	Dan Rosenfeld	X	
Frank Gallo		X	Mark Rothenberg		X
Dilip Bhavnani	X		Michael Soroudi		X
Matt Klein	X		Matthew Marquez	X	
Pouya Abdi		X	David Stahl		X
Yuval Bar-Zemer		X	Lisa Vacca-Brown		X
Aram Garikian		X	Cindy Schwarzstein	X	
Paul Holliday		X	Lauren Phillips		X
Rebecca Liu-Morales	X		Beth Stryker	X	
Valerie Mitchell	X		Shep Wainwright	X	
Adam Normandin	X		Chris Pearson		X