

Minutes for AD HOC HOLLYWOOD SIGN ADVISORY COMMITTEE

July 20, 2022, 6:32PM

Roll Call

Present

Sheila Irani

Robert Morrison

Jim Van Dusen

Steve Alper

Kristina O'Neil

John Dotto

Augusta Weaver Johnson

Chip Clements

No changes to the previous notes.

Public Comments

Gerry Hans public comment. Friends of GP was represented at the last meeting. Gerry has participated actively with the helicopter noise coalition with FAA, with over 100 meetings. Little has been accomplished. Voluntary measures of friendly flying, and 260K complaints with 25% coming from 90068. Congressmembers Schiff and Feinstein know that legislation is needed specific in the LA area. The 800 complaint number is no longer active, it was funded for 3 years by FAA.

Cindy Cobb, LHHA Treasurer, summarized the active tours in the area where fees of \$30-40 pp is growing. They are not permitted, likely have no insurance, and the CITY doesn't financially benefit from them. Last night, July 19th, an independent person created a laser light show showcasing a political message. He claimed he had a permit, however, he did not show it. Kristina O'Neil and Cindy Cobb called LAPD non emergency, RAP Rangers. Neither showed. The show was from 830pm to 11:30pm, unmitigated. She is disturbed by the escalation of these unmanaged activity.

Both Augusta and Chip are both recommending public bathrooms in the Lake Hollywood Park.

Paul Lauffer lives in Lake Hollywood Drive in the Knolls, works in film industry. He wanted to share how busy Lake Hollywood Drive is now; his area has streets full of trash, loud motorcycles late at night, traffic congestion. He was against the Illumination of the sign because it draws crowds late at night. His neighbor was a party house on AirBNB and it took 3 years to manage. The calm of the evening was a respite from the day's tour and local activity on the Vista.

Agenda Item #4

Jeff Zarrinam, Chair of Hollywood Sign Trust

Story of Illumination of Hollywood Sign for BET: Paramount requested Chamber to allow them to light the sign to showcase Black achievement. The decision happened quickly within 7-10 days after request. The Mayor's office and CD4 were notified. Security was established for the actual night. The testing nights did not have LADOT. The Mayor's office told the Trust to reach out to HOAs and HUNC. He drove the neighborhoods himself and felt there was little activity out of the ordinary.

The HOA and HUNC all spoke about feeling blindsided about the Illumination event. LADOT, Fire Marshall were all coordinated between City and Chamber.

The assumption that money changed hands between Chamber and Paramount, the impact of the Sign lighting on the neighborhoods who get nothing financial from this venture. The Sign Trust did not receive compensation for the illumination of the Sign. Jeff could not comment on the Chamber's receipt of funds. The sign trust only receives up to \$150K from licensing fees the Chamber collects annually. Annually the Trust spends \$150,000 each year. The Settlement Agreement states, refurbish, repair, renovate the physical aspect of the Sign. **The Sign will be repainted in October 2022.** Steve Alper asked how much the Chamber gets in licensing fees for the Sign. The contact at the Chamber of Commerce is the Director, David Michael Jerome, can found at david@hollywoodchamber.net.

Geoff Thompson from CD4 spoke in regards to timeline and felt that the plans were not given to CD4 in ample time to communicate to the neighborhoods or HUNC. It was opened up to CD4 within a couple of days of the event. Last minute notification was for a few days of filming, and then was extended at the last minute to include 5-6 days of filming and the Mayor's office did not extend this. CD4 would like to develop protocol for Sign activity and have the actor (business) pay for LADOT TCOs.

Augusta Johnson's contact with field deputy for CD4 stated that they didn't know sufficiently about the activity. She did not see LADOT TCO on Deronda on Saturday night, the film night for the BET awards.

Kristina O'Neil stated that in moving forward if requests are made so last minute that there needs to be a stated deadline for a request.

Robert Morrison has a question of Jeff or Geoff about the permit application, Jeff Z. did state that both Film LA and RAP Film commission issued the permit. It wasn't for illumination, but the "FILMING of the lighting of the sign". Steve Alper doesn't believe there is a permit for lighting of the sign.

Jeff, would like to improve the situation. His cell number is 323-208-2267. He is open to taking calls. Jeff@hollywoodsign.org. Sheila requested that the Trust suggest to the Chamber to set at least a minimum of 14 days to 30 days period of notification to neighborhoods. Jeff Z. stated that the Trust has no power to set protocol. He recommended to speak to Chamber director. He cannot address the amount the Chamber receives from licensing, although he later stated that it has been stated in 2017 the Chamber earns about \$650,000 to \$700,000 from licensing the Sign's image.

As far as the painting in October 2022, there has been permit issued for a staging area for the paint trucks, however Mt Lee trail will not impacted. The timeline is 3 to 4 weeks for the painting.

Public comment:

Gerry Hans, Friends of Griffith Park, wanted to bring up the impact of lighting the sign on wildlife, especially birds. The sign as it is in Griffith Park and should be guided by the Vision Document developed in 2013. New lighting and lighting pollution should be minimized. Reducing anthropogenic influence of lighting on wildlife. He wants to understand why lighting is even being considered in light of all the information about how light pollution can impact the almost 300 species of birds.

Paul Lauffer, Knolls resident, appreciates the committee's mission and the communication that has been created.

Agenda Item #8

A company NEAR, which is Tourism Data Specialist does collect data from cell phone as to where people came from to visit Hollywood Sign. Presented by Simon Caballero. The data is used in retail and tourism sectors, like LA Tourism Bureau, and California Tourism Bureau. GPS location information from people taking photos on their cell phone. In his presentation he designates an area with a geofence such as the Vista along Mulholland. Data from the last 6 months show that Saturdays are the busiest day of the week, and most of the visitors are from CA. Approximately NEAR captures 8 to 10 percent of the total population in the area. Globally, in a month's time NEAR will be looking at approximately 1 billion devices' data. There are approximately 8 billion devices in the world today. In the presentation there was about 1000 people's data collected. The company does not collect location data from people who have not provided permission. When the data is provided to clients, it is "scrubbed" so no personal data is left.

The committee appears to be attracted to the information's value. There is an off the shelf product that can deliver data, quarterly reports, with an annual fee of less than \$5000.00

Contact info: Simon@near.com, 626-765-4535

Agenda Item #7

Some ideas and solutions:

1. Meet with Chamber to communicate the need for a minimum amount of time that decisions are made that have neighborhood and wildlife impact.
2. Set a maximum number of nights that illumination can occur and the minimum charge from the requestor and set standard requirements for security
3. Does this Committee support the lighting of the Sign? It appear that it could, however in light of specific limits, financial benefits must be set, and capital improvements and full time security provided, and more.
4. Determine the resources that could be shared by the Chamber and City in tackling the capital and security improvements needed. The Mayor's office for tourism has been made aware of the needs via CD4.

5. Dealing with the increasing number of vans into the Lake Hollywood, Beachwood and Hollywoodland. Tour vans, and the white 15 passenger van with TCP numbers. The legislation where streets are off limits by tour vans that are narrow, and unsafe was supposed to be finalized with a list of streets. On Saturday, July 9th, 4pm to sunset, SLO Mata of LAPD did a task force in collecting data from number of tour vans coming into the Sign area and provided enforcement to ticket oversized vehicles.
6. LADOT needs to tightly enforce the laws for overweight vans, and provide traffic management expertise.
7. A Hollywood Visitor Center needs to be considered with a viewing platform and amenities that will draw visitors away from residential zones and into commercial zones of Hollywood.

Next meeting, all committee members should come equipped with two well thought out solutions to the impacts that have been consistently communicated in our committee.

Note that we will meet three more times before a report needs to be provided to HUNC, CHAMBER, TRUST and CD4 of recommendations in managing the residential impacts from activity surrounding the Sign.

Meeting adjourned at 9:02pm.