

Meeting date Tuesday, June 7, 2022
Time 12:00 PM – 1:00 PM
Venue Zoom Teleconference

Meeting Minutes

Warner Connects Board of Directors Meeting

Roll Call

- Board Members: Brian Parent, Shawn Evenhaim, Chris Leuffen
- TMO Staff: Julia Wean, Hank Kaplan

Call to Order and Approval of Minutes

- **Mr. Parent called the meeting to order at 12:01pm**
- **Mr. Evenhaim moved to approve the May 2 Meeting Minutes, seconded by Mr. Parent**
 - ***Motion carried by unanimous approval***

Membership Update

- Ms. Wean presented membership outreach and recruitment efforts in the last month
 - Intuit is ready to sign contract and prepared to join as a voluntary, *non-required* member despite them being a Douglas Emmett tenant
 - Kaplan property (6100 Canoga, mixed-use property) has permits, and is finalizing paperwork to get on board with the TMO
 - Mr. Kaplan has been attempting to contact recently developed properties to potentially join as a voluntary member (Home2 Suites and Essence first priority). Follow-up and outreach to additional properties will continue
 - Warner Center Towers is in a relatively uncommon scenario:
 - A change-of-use at one property for WC Towers has triggered TMO membership requirement for just that address
 - Question is whether they can bring all the Warner Center Towers properties under this address's membership as one once occupied since the Towers are not "phased" projects
 - When Trillium (Douglas Emmett's other development) is occupied, that site will come in at the \$2,000 additional property cap
 - Precedent set by Westfield properties all coming in under one site's membership
 - ***No opposition from board on following the Westfield precedent***

Budget Update

- Ms. Wean covered the bank balance and future revenue projections
 - Current Balance is \$51,401
 - Outstanding invoice amount is \$13,980
 - Expected additional revenue as members become occupied is \$20,900
 - Expected 2022 is \$86,731
- Mr. Evenhaim pointed out that 6606 Variel is VERT properties, whom Ms. Wean shared that the TMO has been trying to get on board

- Ms. Wean shared updates on unoccupied members that are moving toward certificate of occupancy and TMO membership (which informs the expected additional revenue above)
- Ms. Wean noted that the budget update only includes occupied and non-occupied members, but not projects that we know will come online
 - ***TMO to share the budget slide so the BOD can review in more detail***

Plan Implementation Board Update

- Ms. Wean shared update from the May PIB meeting, at which Ms. Wean presented potential TMO programs in pursuit of PIB funding
- Mr. Parent recalled that certain PIB members might be more inclined to fund TMO awareness/marketing programs and these activities might be worthwhile
- Ms. Wean shared key feedback from PIB included:
 - One member asked for more focus on recruiting
 - One member asked for more focus on staffing support for digital activities and outreach
- Ms. Wean presented two voting options:
 - Option 1: prepare another proposal for PIB Meeting in July
 - Option 2: continue to move forward with our current management levels and build in additional services as membership dues revenues increase
- Mr. Parent advised that the PIB needs unanimity to approve funding, so it makes more sense to pursue Option 2 and ramp back up to Option 1 over time
- Mr. Parent suggested that it might be helpful to get on PIB meeting to request their preferences prior to submitting another proposal
- Ms. Wean suggested contacting Tricia Robbins at Councilmember Blumenfield's office for clarity and direction
- Mr. Evenhaim and Mr. Leuffen concurred with the suggested plan

Program Update

- Mr. Kaplan presented recent programmatic updates including AQMD survey finalization, Commutifi partnership finalization, and TAP card negotiation
- Mr. Leuffen asked about the benefits to property owners for subsidizing transit and pointed out the rapidly increasing
- Ms. Wean suggested working on marketing materials that can help properties attract tenants through TMO benefits
- Mr. Evenhaim supported the idea of renewing chamber membership
- Mr. Parent suggested attending chamber events
- **Mr. Evenhaim moved to renew membership**
 - **Mr. Leuffen seconded and Mr. Parent recused himself due to potential conflict of interest**
 - ***Motion carried by two votes, one abstaining***

Admin Update

- Ms. Wean presented insurance options for the organization and its directors
- **Mr. Evenhaim moved to approve purchase of insurance**
 - **Mr. Parent seconded**
 - ***Motion carried by unanimous approval***
- Ms. Wean presented an update on current Steer staffing budget and future staffing proposal
- Mr. Evenhaim advised to keep staffing levels as nimble as possible until we get more members

- Mr. Evenhaim asked if the TMO has enough funding to cover a Steer contract for another year ,and Ms. Wean responded that is correct based on status quo projections
- Mr. Evenhaim suggested that Steer put together one more short-term (3-month) proposal while membership picks up before proceeding with a longer-term contract
- Ms. Wean shared that Steer is hiring a new staff person who envisions becoming involved with the TMO
- Ms. Leuffen asked whether the vision is for this person to take over as Executive Director of TMO, and Ms. Wean responded that it would be ideal for this new person to take over as the local executive director while Ms. Wean stays involved as Steer's project director
- ***TMO will circulate a new proposal for Steer staffing with details on the new hire, which the BOD will vote on via email***
- Recurring calendar invites will be sent for future meetings (1st Tuesdays every month at noon)
- ***Mr. Parent adjourned the meeting at 12:59pm***