

CENTRAL AVENUE

Historic Business Improvement District

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard
323-230-7070 p | bid@centralavenuehistoricdistrict.org

Executive Committee and Board Meeting Agendas January 9, 2019

(Posted: January 4, 2019)

Executive Committee Meeting – 9:00 am

Location: A Place Called Home, The Bridge, 2901 S. Central Avenue, Los Angeles CA 90011

Board Meeting – 10:30 am to 12:30 pm

Location: The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011

Central Avenue Historic Business Improvement District Board of Directors

Officers

- **Dani Shaker, President** - *People's Union, LLC, Historic Liberty Savings Property*
- **Jonathan Zeichner, Vice President** - *Executive Director, A Place Called Home*
- **Monica Mbeguere, Treasurer** - *Alfred Smith Property*
- **Mark Wilson, Secretary** - *Executive Director, Coalition for Responsible Community Development*

Members

- **Priscilla Al Uqdah, Member** - *Clara Muhammad School National Alumni Association*
- **Clent Bowers, Member** - *Trustee, Bowers Retail Complex*
- **Edgar Mariscal, Member** - *Dunbar Village, Thomas Safran & Associates Housing*
- **Jerrel Abdul Salaam, Member** - *Masjid Bilal Islamic Center*
- **Noreen McClendon, Member** - *Executive Director, Concerned Citizens of South Central Los Angeles*
- **Councilman Curren D. Price, Jr., Member** - *The New 9th*
- **Jhonny Vera, Member** - *All Famous Barber Shop*
- **Akeemi Croom, Member** - *Croom Family Building*
- **Ramin Halavi, Member** - *Halavi Family Properties*

CAHD Management Consultant - *Urban Design Center*

Join the CAHD Board Meeting Via Conference Call: (712) 770-4751 Access Code: 414060
Board Meeting Documents will be Available on the Website: www.CentralAvenueHistoricDistrict.org

Translation Services | Servicios de traducción | 번역 서비스

- Please call 323-230-7070 24-hours before the board meeting to request translation services.
- Por favor llame al 323-230-7070 24 horas antes de la junta directiva para solicitar servicios de traducción.
- 이사회 회의 24 시간 전에 전화 323-230-7070 로 전화하여 번역 서비스를 요청하십시오.

Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Central Avenue Historic BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting our office at **ph. 322-230-7070** or email bid@centralavenuehistoricdistrict.org.

Central Avenue Historic District

January 9, 2019 Executive Committee Meeting Agenda

Items for review, discussion and approval:

- I. Minutes from December 19, 2018 Executive Committee Meeting
- II. CRCDC Enterprises, Inc. Contract Agreement for 2019
- III. Urban Design Center BID Management Contract Agreement for 2019
- IV. Urban Design Center BID Renewal and Extension Agreement
- V. WiFi and Camera Contract Proposal Recommendations
- VI. Logo Design and Graphic Applications
- VII. Quarterly Reports and Newsletters

Central Avenue Historic District

January 9, 2019 Board Meeting Agenda

- I. **Welcome:** Dani Shaker, President - 2 min
- II. **Los Angeles Police Department** – Newton Division - 3 min
- III. **To-do List Update** from previous month's work efforts: Jonathan Zeichner, Vice President - 5 min
See Attached Worksheet
- IV. **Public Comments** – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
- V. **Minutes:** Review and Approve November 16, 2018 Annual Board Meeting and Retreat Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings - 5 min
- VI. **Financial Reports:** Discuss and Approve Reports: Monica Mbeguere, Treasurer - 15 min
 - A. Total Statement of Activity Report Detailing Expenditures, Income and Assessment fees invoiced, received and outstanding to date December 31, 2018
 - B. 2017 990 submittal update
 - C. 2018 audit update - MTB Accountancy Group
 - D. 2019 Planning Report and Budget Rollover Allocations
- VII. **Standing Executive Committee** Reports, Discussions, Approvals and Actions: Members: Dani, Jonathan, Mark and Monica - 20 min
 - A. December 19, 2018 committee debriefing
 - B. January 9, 2019 committee debriefing

- C. Urban Design Center BID Management Contract Agreement for 2019
- D. Urban Design Center BID Renewal and Extension Agreement
- E. WiFi and Camera Contract Proposal Recommendations
- F. Logo Design and Graphic Applications
- G. Quarterly Reports and Newsletters

VIII. **Standing Branding, Business Development and Events Committee** Discussions, Approvals and Actions: Members: Priscilla, Clent, Monica, Jerrell, Jhonny and Angela - 20 min

- A. Events:
 - 1. Central Avenue Jazz Festival Tour and Cultural Arts Presentations
 - a) Cultural arts performance elements and costs – Client Bowers
 - b) Promotions and activations schedule
 - 2. Halloween Treat or Treat Event, Face Painting and Movies
 - 3. Grants and Fund Development
- B. Promotions and Advertisements:
 - 1. Black History Month Feb 2019
 - 2. National Night Out Aug 6th 2019
 - 3. Hispanic Heritage Month Sep 15th to Oct 15th 2019
 - 4. Small Business Saturday November 23rd 2019
 - 5. Winter Wonderland Business Sale Promotion Event with the New 9th – December 2019
- C. Business Procurement and Development
 - 1. Business Directory
 - 2. Business social media and promotion platform activations
 - 3. Business Direct Sales Support
 - 4. Government Vendor Sites and Online Business with Ebay and Amazon
 - 5. Marketing and Branding Support for New Developments, Businesses and Properties for Lease and Sale on Central Avenue
 - 6. Property Owner and Business Resource and Referrals

IX. **Ad Hoc Central Avenue Resiliency Committee** Discussions, Approvals and Actions: **Members:** Dani, Noreen, Clent, Monica, Jhonny, Griffin and Angela - 10 min

- A. Trash Receptacle Installations and Decals
- B. Tree Planting: Status of 28 trees planted in July 2018 and plan for installation of additional flowering trees and 40 potted fruit trees on Central Avenue and Side Street to the Alley. Love & Water Me Business Support
- C. Permanent CAHD Light Pole Signs Identifying the District

- D. Double Pole Banner Installations - Theme Honoring the Past, Empowering the Future
 - E. Street Furniture Installations
 - F. Central Avenue Publication Content for 4th Square Newsletter 2019
 - G. South Central Avenue Street Gallery Wall Banners Installations on various buildings
 - H. Branding Monument Signage Concept for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard
 - I. Facade and Building Design Guidelines
- X. **Ad Hoc Illegal Street Vending Committee:** 5 min
Members: Priscilla, Noreen, Jhonny, Griffin and Felix
- A. Review State and City Street Vending Allowances
 - B. Discuss No Trespassing Signage and Street Activation Strategies for Mitigating Business Impact
 - C. Discuss disbanding this Ad Hoc Committee and moving activations to the Resiliency Committee.
- XI. **Ad Hoc Parking Demand Management Strategy Committee:** 3 min
Members: Dani, Clent, Monica, James and Griffin
- A. DOT Parking Enforcement is Still Needed. Should the Parking Limit Time be Changed from 1 to 2 hours? Should Parking Meters be Installed?
 - B. Light Synchronization Needs to Be Improved. Diagonal Parking Still Needs to Be Assessed. What Steps do we Take to Move Efforts Forward?
 - C. Discuss disbanding this Ad Hoc Committee and moving activations to the Resiliency Committee.
- XII. **Ad Hoc Homeless Response Committee:** 3 min
Members: Jonathan, James and Edgar
- A. Guide and Database
- XIII. **Ad Hoc Nominations Committee:** 1 min
Members: Jonathan, Monica, Clent and Priscilla
- A. All 13 board seats are filled with the November 16, 2018 election of Ramin Halavi representing his family owned properties at 4021 & 4109 S. Central Avenue.
 - B. Board Terms and Annual Election
- XIV. **BID Renewal and Expansion Formation Committee Update**
- XV. **Review New To-Do List** and Confirm Deadlines/Who is Responsible - 5 min
- XVI. **Upcoming Ad-Hoc Committee Meeting Dates:** January 16th and February 20th from 2:00 pm to 4:00 pm.
Location: CAHD Office, 2508 S. Central Avenue, Los Angeles, CA 90011
- XVII. **Next Board Meeting:** March 6, 2019
- XVIII. **Adjourn:** Refreshments Served