

CENTRAL AVENUE

Historic Business Improvement District

Quarterly Activity Report – 4th Quarter 2017: October to December

In accordance with CAHD's agreement with the City of Los Angeles Office of the City Clerk dated May 5, 2016 for operation of the Central Avenue Historic Business Improvement District (CAHD), this is the required 4th Quarter 2017 Report for CAHD. CAHD administers its services from its program office located at 2508 S. Central Avenue in the Historic Liberty Savings Building. The corporate office is located at 4301 S. Central Avenue, Los Angeles, CA 90011.

All CAHD programs, improvements and activities described in this 4th Quarter 2017 (October, November, and December) report are provided solely for the assessed parcels of land fronting Central Avenue for 1.53 miles (23 blocks) from Washington Boulevard to Vernon Avenue, as well as the side street frontage for corner properties and one half of any service alleys adjoining assessed parcels of land (See the District Overview Map in the Central Avenue Historic Business Improvement District Management District Plan), hereinafter described as the "District". Below is a list of the block groupings utilized to manage and assess needs and work efforts within the District:

CAHD's contracted programs with the City of Los Angeles include: Streetscape Services, Enhanced Safety, Branding, Parking Demand Management and District Management.

I. **Streetscape Services**

CRCD Enterprises, Inc.'s (CRCD)'s contract with the City of Los Angeles includes implementation of the graffiti removal, trash removal, sidewalk power washing and bulky item pick-up services. CAHD has included a requirement in its contract with CRCD that, regarding services provided within the District through their City Clean and Green contract, they are to perform their City contracted services in a satisfactory manner as determined by CAHD. CRCD's services for CAHD includes the following:

1. The Clean Streets Team consist of 5 members working on various days to provide services 7 days per week, Monday - Sunday from 7:00 a.m. to 2:30 p.m.
2. Sweep and remove debris, dust and dirt from sidewalks, curbs, gutters, signs, public furniture and accessible vacant lots on a regular basis in a satisfactory manner as determined by CAHD a minimum of (2) times per week or on an as needed basis to ensure that the Corridor is kept as clean as possible. CRCD will allocate 2 liaisons to be on the Corridor to spot check cleaning needs so that they can readily direct the Clean Streets team to cleaning "hot spots".
3. Provide graffiti removal services above and beyond their contract with the City of Los Angeles including removing graffiti in high places and on unique surfaces such as tile and awnings. Their services include color matching paint on buildings, but owners can also provide them with paint for their building.
4. Provide a phone number for property and business owners to call-in or text locations for needed graffiti removal, trash receptacles, trash removal and bulky-item pick up. Call in number: **213-743-6193 ext. 400**
5. Follow-up with District property and business owners on a regular basis to obtain feedback. Track all calls and include a call log and response update in the monthly district maintenance report.
6. Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns.
7. CAHD has also asked CRCD to remove the damaged plastic trash receptacles and replace them with new branded trash cans and to install new receptacles where requested by property owners or businesses.
8. Prepare monthly district maintenance report that quantifies the number of total man hours worked, number of times the streets were cleaned as well as information on the services provided under the separate Clean and Green contract including: the amount of trash removed from the area (in bags and

pounds), incidences of graffiti and bulky item removal and square footage of area pressure washed. The monthly report also provides information on the composition of CRCD's workforce. CRCD provided the following information regarding their Clean Streets Services administered during the fourth quarter 2017:

Month	Trash Collection (number of bags)	Sidewalk Sweeping (blocks - 1 side)	Pressure Washing (blocks - 1 side)	Graffiti Removal (sq. ft.)	Bulky Item Removal/Clean Up	
					Number of Bulky Items Collected	Trash Collection - Loose Litter, Illegal Dumping, Weed Abatement (number of bags)
Oct-17	778	1,016	23	15,955	56	84
Nov-17	672	979	24	22,176	67	136
Dec-17	595	868	38	26,559	19	61
TOTAL	2,045	2,863	85	64,690	142	281

II. Enhanced Safety

Urban Design Center (UDC) is currently overseeing the Ambassador Program operations. Four Ambassadors are on board. At least 3 Ambassadors are assigned to work on the Corridor each day between the hours of 10:00 am to 6:30 pm Monday to Saturday and 9:00 am to 4:00 pm on Sunday. The four primary roles of the Central Avenue Historic District Ambassadors are: Community Engagement, Observe and Report, Information Distribution and Data Collection. We are scheduling the Ambassadors to receive training with the Red Cross for neighborhood emergency response planning and also training with HOPICS for responding to homeless persons on the Corridor. In order to make sure that the Ambassadors are adequately covering the Corridor on a daily basis, we are also considering the purchase of GPS tracking android phones which would cost approximately \$30 a month for the service. Ambassadors will be evaluated based on their engaging presents on the Corridor and completion of assigned task.

Central Avenue Security Camera & Wi-Fi Projects - CAHD is preparing a formal RFP to solicit bids for the cameras and Wi-Fi network to be installed along the Corridor as indicated in the Management District Plan. The cameras help create a safer environment for patrons and businesses along the Corridor. The wi-fi will not only facilitate the wireless camera system, it will create a marketing network for businesses and offer free wi-fi for patrons to access great information.

III. Parking Demand Management

1. The Parking Demand Management Committee will continue to work with UDC and DOT to identify street locations where diagonal and/or reverse angle parking could be feasible and request that DOT implement such parking where feasible; assess curb areas where the red striping can be reduced to increase parking; ensure the that DOT **synchronizes the traffic lights** to facilitate traffic flow particularly at Central Avenue and Jefferson Boulevard and at Central Avenue and Martin Luther King, Jr. Boulevard; and to ensure routine enforcement of parking restrictions.
2. CAHD is still working to obtain a status update from the Mayor's Office and the Department of Transportation on the proposed Great Streets road diet plan to modify the number of lanes on Central and create a left turn only lane. We have been unable to get an update on the project or the \$5 million that was slated for the Corridor.

IV. Branding – Revitalization Strategy

1. **Website and Social Media** - Images of collateral prepared for each quarter can be viewed on the CAHD Website: www.centralavenuehistoricdistrict.org. The following are the traffic stats noted for the third quarter 2017:

Social Media Site Name	Number of Page Visits	Number of Posts	Number of Likes	Number of Affiliates	Number of Followers
October 2017					
Facebook	126	9	51	2	549
Twitter	0	0	1	36	14
Instagram	0	3	36	27	24
Google Plus	0	2	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0
November 2017					
Facebook	120	22	148	2	556
Twitter	0	0	0	38	16
Instagram	0	1	0	39	55
Google Plus	0	1	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0
December 2017					
Facebook	70	11	44	2	562
Twitter	2	2	0	42	19
Instagram	0	1	5	58	62
Google Plus	0	0	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0
Website		October Visits 1479	November Visits 3505	December Visits 3397	

2. **Branding Events** - Branding events this quarter included our annual Halloween Trick-or-Treat along the Corridor which engaged businesses to pass out candy to approximately 1,000 residents and we also created our wonderful scarecrows which were attached to polls on each block. This year we also activated a Taste of Central Avenue at The New 9th Constituent Center and we included scary movie presentations at the Constituent Center and CAHD office. Next year we will prepare the Jazz Park for the scary movie night and we will activate our restaurants along the Corridor for the Taste of Central versus creating a vendor type event.
3. **Business Development** - This quarter, CAHD purchased food for its meetings and events from: *Served 2 Enjoy; Family Farms; Tacos Las Carnales; Panda king Chinese Food; Dollar Tree; Mr. Jalepenos*. We also retained the services of Bridgett Kidd from Apted, LLC to conduct assessments of business needs and to help create a Let’s Talk on Central Avenue business technical assistance forum.

V. District Management

Board Officers:

Dani Shaker, President

People's Union, LLC, Historic Lincoln Savings Property

Mark Wilson, Secretary

Coalition for Responsible Community Development

Jonathan Zeichner, Vice President

Executive Director, A Place Called Home

Monica Mbeguere, Treasurer

Alfred Smith Property

Board Members:

Priscilla Al Uqdah, Member

Clara Muhammad School National Alumni Association

Noreen McClendon, Member

Executive Director, Concerned Citizens of South Central Los Angeles

Clent Bowers, Member

Trustee, Bowers Retail Complex

Edgar Mariscal

Thomas Safran & Associates, Dunbar Village Property Manager

Councilman Curren D. Price, Jr., Member

The New 9th

Jhonny Vera

All Famous Barbara Shop

Jerrel Abdul Salaam, Member

Masjid Bilal Islamic Center

1. **Board Meetings:** This quarter, the Central Avenue Historic Business Improvement District Board held a board meeting on October 4th from 10:30 am to 12:30 pm and then an all-day board retreat on November 17th 10:00 am to 5:00 pm to review the goals and objectives for the organization and to convene each of our committees to review proposed projects. Our Annual Meeting immediately followed the board retreat and included refreshments provided by several businesses along the Corridor. There were also presentations from the Cal Poly Pomona Urban Planning students on their assessment assignments for the District including a review of potential parking in the alley ways, highest and best-use land-use analysis and a survey of business service needs. The students worked under the direction of Professor Courtney Knapp. The meetings were held @ The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011.
2. **Standing Board Committees:**
 - **Executive Committee:** Meetings were held on The meetings were held at A Place Called Home located at 2830 S. Central Avenue from 9:30 am to 11:00 am. **Members:** Jonathan Zeichner, Dani Shaker, Mark Wilson and Monica Mbeguere. Sherri Franklin from Urban Design Center attends the meeting in person or via phone. Standing agenda items include:
 - a. Finalize Board Meeting Agenda
 - b. Discuss operations management matters
 - c. Review partnership and Board presentation request
 - **Branding, Marketing and Business Development:** Meetings were held immediately following the Board Meeting at the New 9th Constituent Service Center - 4301 S. Central Avenue. Focus - Develop art & cultural events, promotions and branding collateral. **Members:** Priscilla Al Uqdah, Clent Bowers, Monica Mbeguere and Sherri Franklin. Items discussed this quarter included:
 - a. Halloween Trick-or-Treat and the Taste of Central
 - b. Annual Meeting theme and program
 - c. Sponsorship of The New 9th Winter Wonderland event

- d. Sponsorship of the tree decorations with holiday foil
- e. Black History Month Central Avenue Historic Tour
- f. Wi-Fi Programming

3. Ad-hoc Committees:

The ad-hoc meetings for August and September were held on the third Wednesday of each month from 3:00 pm to 6:00 pm at the CAHD program office @ 2508 S. Central Avenue.

- **Illegal Street Vending: Members:** Priscilla, Noreen, Griffin and Felix. The ad-hoc committee’s focus is to work in partnership with The New 9th, the BID Consortium, the Los Angeles Police Department, the City Attorney’s Office and Building & Safety to develop a policy and procedures for managing Illegal Street vending within the District. The committee created a survey for property and business owners from Washington Boulevard to Vernon Avenue to garner consensus on how CAHD should respond to the proposed ordinance. The Ambassadors distributed the surveys and collected about 127 completed surveys. The overwhelming percentage of property and business owners want the number of vendors allowed on the corridor to be limited and to prevent vendors from selling items that Central Avenue businesses sale. A report of the findings will be compiled.
- **Parking Demand Management Solutions: Members:** Dani Shaker, Clent Bowers, Monica Mbeguere, James Westbrooks and Sherri Franklin and Griffin Wright from UDC. This committee was created to lay out the action plan to implement parking solutions detailed in the CAHD’s Parking Demand Management strategy, coordinate efforts with The New 9th and the Los Angeles Transportation Department. We have also asked DOT to study the possible locations for diagonal parking, light synchronization and reduction of the curb red stripping.
- **The Central Avenue Resiliency Plan: Members:** Dani Shaker, Noreen McClendon, Clent Bowers, Monica Monica Mbeguere and Sherri Franklin and Griffin Wright from UDC. The Central Avenue Resiliency Plan sets forth guiding principles to foster the envisioned aesthetics and development along the corridor and the vibrancy of the business community. We are using the design guidelines set forth in the draft Southeast Community Plan and the Mobility Plan to address aesthetics and development needs and the Healthy LA Plan, the ULI Urban Retail Strategies document and our own findings to guide the vision for resiliency on Central Avenue.
 - The CAHD Resiliency Committee finalized the plan to install over **30 fifty-five gallon high-quality heavy gauge solid and perforated steel trash receptacles** with easy lift off tops along the corridor. The receptacle base is dipped in corrosion resistant plastisol for added durability. These receptacles will replace the green wire and plastic dome top receptacles. The 10 “Big Belly” self-compacting receptacles will remain. **Our CRCD Enterprises, Inc. Clean Streets Team will install the receptacles.**
 - We have retained the services of LA Sign Shop to design branding monument concepts for Central Avenue at Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard. The existing instrument monuments at Vernon Avenue will be illuminated with new lighting and identification plaques on each base.
 - CAHD is developing partnerships with City Plants, The New Ninth and A Place Called Home to plant trees in all the empty tree wells within the District and to install over 40 large planters with fruit trees and succulents. We will ask our property and business owners to help water our new living creatures to help keep them alive. Our **CRCD Enterprises, Inc. Clean Streets Team** will maintain the soil, sweep the leaves and water them as well.
 - Street banners will be installed during the Central Avenue Jazz Festival on Central Avenue at Vernon Avenue and Washington Boulevard and across Martin Luther King, Jr. Boulevard, Jefferson Boulevard and Adams Boulevard at Central Avenue. Welcoming wall banners are also being posted on properties to promote the District. Please call the office if you would like a banner posted on your property. Thank you!
- **Homeless Management:** Members: Jonathan, CD9 and CRCD. This committee is charged with developing a policy on how CAHD and its Ambassadors should address homelessness publicly and

through engagement with homeless persons. The committee will also determine what type of partnership programs and funding is required to have a meaningful impact on homelessness in the District. CAHD will develop a resource guide in partnership with HOPICS to include: Housing, mental health, job training, mobile care and warming center, healthcare, social service, legal assistance, public benefit, financial assistance, family unification, emancipated youth program, child welfare, domestic violence support, human trafficking identification and intervention, various homeless response street team, faith-based outreach and food access information.

- **Nomination:** Members include: Jonathan Zeichner, Monica Mbeguere, Priscilla Al Uqdah and Clent Bowers. Business Owner **Jhonny Vera, All Famous Barbara Shop**, was nominated and elected to the board during the October 4th Board meeting. There are currently 2 vacant board seats.

4. Management Team:

Urban Design Center team members work to implement the following task on behalf of CAHD:

- Sherri Franklin - City Clerk Contract Compliance Management, Financial Management, Board and Committee Meeting Facilitation, Strategic Branding, Business Development and Marketing Implementation, Program Contract Oversight, Website and Social Media Management, Correspondence Management and Development of Quarterly Reports, Newsletter Content and Promotional Materials. **This quarter Sherri facilitated the board retreat, implementation of the resiliency plan and management of the day-to-day activities of the Ambassadors.**
- Griffin Wright – Property Owner Parcel Assessment and Database Management; Preparation of Annual Database for Submittal to the City Clerk; RFP and Contract Management; Contractor Performance Assessment; Management of Budget Tracking and Amendments; Preparation of Annual Planning Report; and Board Meeting Assistance. **Major task for Griffin this quarter included development of the annual Planning Report and the annual budget.**
- David Morrison – Design and Brand Strategy Development for Business and Special Promotions Materials and Newsletters; Manage Layouts for Printed Materials and Facilitate Printing Services. **This quarter David prepared the marketing materials for the Halloween event and created draft street banners.**
- Mustafa Al Uqdah – Check request management, preparation of board packages, Information Research; social media postings; database management and inventory control. **This quarter, Mustafa began the input of our 2017 accounts payables and receivables. In partnership with our accounting consultant Crystal Mitchell, Mustafa also facilitated the transfer of our data from the online version of QuickBooks to the desktop version.**

5. Financial Update:

- Under the direction of Samyr Codio, MTB Accountancy Group completed the reviewed 2016 Financial Statement in October. CAHD’s banking accounts are held with East West Bank.
- Crystal Mitchell prepared the 2016 990 tax returns which were approved by the Board of Directors and filled in September.
- Total expended by CAHD in 2017: \$381,094.81.
- The following is a summary of CAHD’s assessments as of December 31, 2017.

2016 ASSESSMENT:	\$417,674.04
2016 ASSESSMENT PAID IN 2016:	\$362,677.28
2017 ASSESSMENT (2017 YEARLY ASSESSMENT + UNPAID 2016 AMOUNT):	\$472,670.80
2017 ASSESSMENT PAID AS OF 12/31/17:	\$423,932.57
TOTAL 2016 & 2017 ASSESSMENTS UNPAID AS OF 12/31/17:	\$48,738.23

Please note that the fund amounts listed below have not been reconciled with the bank statements.