Central Avenue BID Steering Committee
Planning Meeting
4/23/2014 10-11:30am
Central Avenue Constituent Services Center
Minutes

NOTE: Minutes are not verbatim nor in order.

I. Mingling and Sign In
II. Introductions
III. What are your goals and expectations about the Process?
   a. Urban Design Center presentation
      i. Overview of process
      ii. Partnership with CRCD will manage outreach process
      iii. Sotelo Group manage different partners
      iv. UDC will manage engineering company and database mgmt, creating map of managing plan
      v. Dalila will develop the mgmt plan on how monies will be spent
IV. Why are you here today to engage in this process
   a. R. Velasquez: Make improvements on property. Working with Rob Katherman (Resident. Grew up on Slauson and Main, Police Explorer). Signage visibility that directs customers into community off of freeway, corridor entrance, etc.
V. Discussion
   a. UDC: How do you marry zones. Invite planning on how communities could be rezoned because city has new plans on health and carbon monoxide
   b. UDC: Expansion of businesses. For example sit down restaurants. Capture market of customers coming to your businesses and having them visit location/s where they can wait
   c. Leimert Village is conducting community survey. Can Central Avenue?
   d. J. Zeichner: Have parking that is only used during business hours? If managed properly it could be used by neighbors.
      i. J. Friedman: Westside has parking lots and they created separate parking lots for the business owners. Revenues made would be shared.
      ii. UDC: Leimert park has it
      iii. UDC: Can work with Council Office on feasibility of parking structure
e. UDC: We will begin to create a resource list
f. Diagonal Parking:
   i. UDC: It is feasible. Communities are using this as tool. We will have to invite DOT to next mtg.
      1. DOT has worked with CABA.
g. What is the likely hood of getting money earned by the community coming back from the community
   i. Any money in to any meter is going to the bond measure
   ii. Money should be spent by DISTRICT
   iii. With support of Council office will regulate
   iv. Can also borrow from other districts
   v. Opportunities to land swap
   vi. Any other parking lots from CD9 under utilized?
      1. Slauson and Branson has dilapidated lots
h. Trolley
   i. Possibility of a trolley. Jackie DuPont Walker wants a trolley and let UDC know
i. Toll roads
   i. Has excess pot of money. Application due in June to create capital project from 110 to 10 fwy.
j. PBID
   i. Can partner with gov’t to lobby for funds
   ii. Figure out how money is used with prop 1c funds

VI. Steering committee reviewed priority list
a. RV: Would like to see information on businesses in the area
b. JZ: Don’t lose identity. Maintain the culture. Verbage for signage shouldn’t just be business/corporate.
c. Bowers: Not just about commerce but all of us. Pay to be on the list.
d. UDC: Signage on freeway. CAL TRANS has a program that allows you to do that. Metro Cal grant - transit oriented domestic corridors to help communities connect, funding. A portion of fwy can be adopted to let everyone know the identity of area.
e. P. Al Uqdam: A trolley should be part of that tourism factor
f. Branding
   g. Signage

VII. Resources and Links
a. Wilshire Corridor - Submitted grant to metro for parking. Assessed parking.
b. Parking for Employees on Central Ave. Difficult. Shared lot
   i. DASH not running as regular as it use to. Transit system is getting bad with their show up time
   ii. UDC: Communities can look at DOT to BID on contracts and their transit system. Create a master calendar. Branding and marketing

c. Create Wifi for entire community which was created at Leimert Park. Gov’t funding is available

d. Partnership with Neighborhood Councils. Have power to bring general managers to the table

VIII. How will we decide on the type of BID
a. Property Based BID
   a. Assess a fee that group votes on and group decides
   b. Tax is assessed on the land
c. Prop 218- new properties you must go and vote

d. Need 51% to continue with a BID

e. BID has to be managed by a non profit and it must be formed

b. BBID

a. Assessment for businesses

b. Prop owners can still participate

c. Business license fee

d. Issues

i. Not everyone is paying license fees

ii. Work through a feasibility

a. Creating a goggle document with an overview of Central

   a. Does property value go down. No, it actually goes up. Residential properties won’t be assessed.

IX. Name of the BID

a. Honoring our Past, Inventing our Future

b. It only takes on visit

c. South Centrally Hills

d. Moving forward respecting the past

e. Central Avenue Historic District

f. Central Avenue Renaissance

g. Historic Central Avenue District

h. Central Avenue Corridor

i. Central Avenue District

X. Who will have control of website

a. BID Non profit

b. $49 a month

c. Nation Builders will be hosting

d. WEBSITE up and running in May

e. Survey will be sent out by UDC

   i. Name of BID

   ii. Themes and branding concepts

   iii. Domain name

XI. Next steps & wrap up

a. Next Meeting: May 7th

b. Focus groups Volunteer locations

   i. Priscilla- Mosque

   ii. Tacos El Gavilan

   iii. APCH

   iv. Library

   v. Ramin-Parking lot space