



**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.
  - b. Bowers: Issues with parking and enforcement; and Central Avenue as a highway. Can it be changed? Monitoring truck usage.
- 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 Uqdah: 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 7<sup>th</sup>
- b. Focus groups Volunteer locations
  - i. Priscilla- Mosque
  - ii. Tacos El Gavilan
  - iii. APCH
  - iv. Library
  - v. Ramin-Parking lot space