



**Central Avenue BID Steering Committee  
Planning Meeting  
7/23/2014 10-12pm  
Central Avenue Constituent Services Center  
Minutes**

NOTE: Minutes are not verbatim nor in order.

- Introductions
  - Everyone introduced themselves
  - A sign-in sheet was passed around
- Brief update from Mayor's Office on Great Streets Initiative & discussion
  - C. Rubin: Great Streets is an initiative that will concentrate resources on Central Avenue between King and Vernon. It will create capital improvement grants.
    - S. Franklin: The BID will need capital improvements like parking infrastructure.
    - SF: We are interested in applying for the Metro Excess Fee grant during the next round.
    - CR: Great Streets team wants to support and create strong applications.
  - SF: Councilman wants to create overlay map of services, to help access how the BID can support. It would be helpful for Great Streets team to support development of overlay map.
  - SF: Parking is definitely a major issue.
    - J. Friedman: We've discussed using vacant lots for parking.
    - J. Zeichner: Do we need to involve LADBS and LAFD in parking discussion? Do we have leverage as a BID.
      - SF: Yes. Example: Parking regulations for restaurants restricted Lincoln Heights development. The development of parking districts (city leased street parking) has been successful in attracting restaurants
    - CR: I'm sympathetic to parking issues. Santa Monica used parking to really transform itself.
    - V. Bowers: We've discussed needing shuttle or trolley if we used vacant lots for parking.
      - SF: Net Toll Road grant can be applied to a trolley. Metro board member is supportive. We need a study by a transportation consultant.
  - P. Al-Uqdah: We need to move fast because this is on people's radar. People will buy up properties.
    - SF: We need collective land banking to protect land.

- N. McClendon: That really hurt Leimert Park.
    - C. Ngo: USC Ross Minority Program for Real Estate highlighted the high returns for buying and holding onto land in South LA.
    - SF: Land banking can be a program element, not a function of BID. We can partner with other orgs to do that. Eugene and City Clerk office can guide us.
  - JF: Are cameras a part of the Great Streets initiative? There's some in Santa Monica.
    - CR: Those are for traffic flow observation.
    - JF: They can also be used for crime identification. My cameras have been effective with working with LAPD to catch criminals.
    - SF: BID can lower cost of getting cameras and patrol.
- Findings from Feasibility Study
  - SF: The goal of this phase was to determine if we wanted to pursue a property-based BID or a merchant-based BID.
  - SF: We collected about 140 surveys.
  - SF: We acknowledge that the steering committee's sentiment for a P-BID.
  - SF: We found that land owners support a P-BID. We have the support of large property owners and city properties.
    - SF: We need to target the Iranian/Persian base in order to be more inclusive. Sammy from "Shahs of Sunset" helping us with outreach. They own blocks of industrial base. We also need to continue outreaching to Spanish-speaking base.
  - CN: CRCD focused on outreach to business owners. We attempted over 500 addresses and had over 800 points of contact. This helped build momentum and put a face to the initiative. Spanish-speaking owners are interested.
  - SF: We found that cleanliness and security have been major issues. Our next step is to hone in on these two elements and work on a coordinated plan with LAPD. Parking is an additional priority.
  - SF: We feel comfortable with a P-BID and we recommend that. The next step is to focus on what the BID would do and partners to work with.
  - PAU: Should we still do tours of other BIDs?
    - SF: Yes, especially now during program development.
  - SF: We've increased our database.
    - SF: Please give us email addresses of property owners you know.
    - SF: We've had trouble reaching Family Farms and franchises.
      - VB: I'll share McDonald's owner information.
  - SF: We've conducted over 600 mailers to about 400 addresses. Smaller group to outreach to in comparison to business owners.
  - H. Bowers: What were our outreach boundaries?
    - SF: Slauson to Washington, and side streets. No residential.
    - SF: Boundaries defined by traditional historic core, and natural barriers (BID in south, and train tracks in north). Vernon and Washington are high traffic side streets.
    - JZ: We can expand later too.
  - SF: We need a longer education portion for this community.
  - SF: We looked at zones. Core zone: King to Vernon with high support; north zone had more support; south zone had less support.
    - CN: We found that businesses on south end were hearing about the BID for the first time but they are interested.
  - JZ: How do we make the decision? How important are the surveys?

- SF: Surveys serve as a barometer.
  - PAU: Business turnover is high which makes a B-BID challenging. Property owners also have gotten away with not putting money into this community.
  - JZ: Access to property owners is a challenge as seen from surveys.
  - D. Randle: How can I help?
    - SF: Meetings are difficult and technology is an issue. Walking the Avenue is great especially from you all as a property owner.
    - SF: Councilman has offered to do mailer but it's difficult when it sounds like it's coming from the city.
  - SF: We have more than enough support a BID between Washington to Vernon, and for a P-BID. Miranda Paster from City Clerk's office says we've been doing more outreach than usual.
    - SF: We need more research on south of Vernon.
  - SF: We need to not act as a "big fish" and make decisions for smaller property owners.
    - NM: Let's not be held hostage by absentee owners since we haven't heard from them.
    - JZ: It's not just about property or business owners – this will also impact residents.
      - JF: Businesses and property owners are paying for it.
      - JZ: Consumers are paying too.
- SF: "P-BID" versus "B-BID" versus "cannot move forward"? How does the committee want to move forward?
  - JZ: We need to communicate that non-property owners can be at the table.
  - SF: We don't need to vote on boundaries until Aug.
  - JF: I'm worried about paying for services for others.
    - E. Van Cise: That's a misconception – you'll be paying for 100% of your own benefits. Boundaries will be based on findings from an independent engineer's report.
- Update from Councilman Price
  - C. Price: Thank you to everyone for their efforts. I think we should take models that work elsewhere and apply it here based on what we want. I favor a P-BID because it's the most common and manageable.
- Committee Vote: P-BID, B-BID, Cannot move forward, or Abstain
  - O. Rushdan (Bilal Center): Abstain
  - PAU (Bilal Center and SCMS NAA): P-BID
  - JF (property owner): P-BID
  - HB (property owner): P-BID
  - VB (business owner, CABA): P-BID
  - NM (Concerned Citizens of SC LA): P-BID
  - JZ (APCH): P-BID
  - CN (CRCD): P-BID
  - DR (CD9): P-BID
  - Summary: 1 Abstain, 8 P-BID
- Next steps:
  - Central Ave Fundraiser tomorrow
  - BID will be at CD9 booth at Central Ave Jazz Festival

- Draft report of findings and feasibility study
- Start developing nonprofit end of year
- Return to regular standing committee meetings
  - Next one: Aug 8, 10am
- Carter Rubin's email address is [carter.rubin@lacity.org](mailto:carter.rubin@lacity.org).