



**Central Avenue Historic Business Improvement District
Board and Committee Meeting Agendas**

*Serving Properties on Central Avenue from
Vernon Avenue to Washington Boulevard*

New 9th Constituent Service Center - 4301 S. Central Avenue,
Los Angeles, CA 90011

323-230-7070 p | bid@centralavenuehistoricdistrict.org

DRAFT BOARD MINUTES

March 7, 2018– 10:30 am to 12:30 pm

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

Board Member Attendees

1. Dani Shaker, President, People's Union, LLC, Historic Liberty Savings Property
2. Jonathan Zeichner, Vice President, Executive Director, A Place Called Home
3. Mark Wilson, Secretary Executive Director, Coalition for Responsible Community Development
4. Monica Mbeugere, Treasurer, Alfred Smith Property
5. Priscilla Al Uqdah, Member, Clara Muhammad School National Alumni Association
6. Edgar Mariscal, Member, Dunbar Village, Thomas Safran & Associates Housing
7. Noreen McClendon, Member, Executive Director, Concerned Citizens Of South Central Los Angeles
8. James Westbrook for Councilman Curren D. Price, Jr., Member
9. Mike Castillo for Councilman Curren D. Price, Jr., Member
10. Jhonny Vera, Member, All Famous Barber Shop
11. Jerrel Abdul Salaam, Member, Masjid Bilal Islamic Center
12. Clent Bowers, Member, Trustee, Bowers Retail Complex

MINUTES:

- I. **Welcome & Call to Order – 10:58 am, Dani Shaker, President called meeting to order at 10:43 am**
- II. **Los Angeles Police Department – Newton Division (5 min)**
 - a. Officers Blake & Miller
 - b. Gang war picking up, murder yesterday, robbery across street from PD
 - c. Have ambassadors target 20's & 40's noon to 6pm
 - d. Across street from the fire station/ Cash robberies at ice cream trucks
 - e. Lisa Fannoy, Community Outreach Coordinator for Crenshaw Ave @ LAPD will be liaising w/ Central Ave businesses
 - f. Police Service member is her role, deals with admin operations so police don't have to, go to community meetings

- III. To-do list update from previous month's work efforts: Jonathan Zeichner, Vice President (5 min)**
- a. Terry & Sherri will follow up completion of employee manual
 - b. WIFI RFP is still out, due Mar 30, 2 bids have come in
 - c. Ambassadors will go to LAPD to see their camera system
 - d. CRCD Contract: Met with yesterday, renewing contract we are paying 8700 a month
 - e. Looking to assist with ambassadors
- IV. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.**
- a. Carl: owner of 4101 S. Central Ave, plans to start up some new business and wants to know what the local area needs to decide on what business direction to go in;
- V. Follow-up Presentation by Raul Claros from the Red Cross regarding Community Emergency Preparedness**
- a. Red Cross is here for year 1 to train the trainers, year 2 for sustainability
 - b. Leadership needs to step up
 - c. Concerned by lack of participation
 - d. Jonathan been trying to follow up to no avail
 - e. Mark: don't call it a pilot.
 - f. Services:
 - i. General adult First aid CPR training
 - 1. Certification is only for adult: \$5 good for 2 years
 - g. Menu of services (all free)
 - i. Disney pillowcase project for emergency disaster
 - ii. Puppet education for middle school
 - iii. High school sponsored red cross cub
 - iv. Emergency disaster
 - 1. Terrorist / active shooter training
 - 2. Student cpr in real time
 - v. Seniors training
 - vi. Community wide: map your neighborhood
 - vii. Business ready
 - 1. Train your employees
 - 2. Able to get back to work
 - h. Meets monthly to get grass top leaders
 - i. End goal to come up with resiliency plan
 - j. Dani: start a resilience committee
 - k. Terry:& Julie: figure out date to post a training
 - l. Every 1st Thursday of month 6-8pm
- VI. Review and Approve October 2017 and January 2018 Board Meeting Minutes a: Mark Wilson, Secretary NOTE: Please review minutes prior to meetings. (10 min)**
- a. Dani motions to approve January board minutes.
 - b. Unanimously approved
 - c. Norreen abstains she was not there

- d. Reviewed and sent back for typos

VII. Review and Approve Financial Report: Monica Mbuegere, Treasurer (20 min)

- a. Total Annual Expenditures as of February 28, 2018
- b. Assessment fees invoiced and received to date February 2018
- c. Budget Committee Meeting Report
- d. Establish an Audit Committee
 - i. Need audit committee at least three: Mark, Monica & Cammy
 - ii. Sherri is calling to file an extension, or a hold, Monica going to reque
- e. IRS \$5,460 late filing fee for 2016 990 return
 - i. At May 2nd board Meeting will approve 990 and then file, Crystal is doing 990, & accounting
- f. Statement of Activity Report and Check Register for 2017 Fiscal Year
- g. Crystal Mitchell's \$1,792 contract agreement for Quickbooks training and preparation of the 2017 990 Tax Return
 - i. Noreen moved to pay Crystal, 2nd by Jonathan, unanimously approved
 - ii. Abatement, within the next 30 days.
 - iii. Last year, surveyed corridor contracted a merchant- didn't file , so chose someone else
 - iv. Moved to quickbooks desktop to we can file in house, will have documents ready for exec board meeting in April
- h. MTB Accountancy's \$7,000 contract agreement for preparation of 2017 Audited Financial Statements
 - i. Dani moved to approve, Noreen second
 - ii. Unanimously approved
 - iii. MTB is doing the audit

VIII. Officer Elections: President, Vice President, Secretary and Treasurer (10 min)

IX. Committee and Ad Hoc Reports, Approvals and Actions:

Executive Committee Report – Members: Dani, Jonathan, Mark and Monica

- a. Ambassadors Employee Manual Review. Need to edit job descriptions.
 - i. Terry & Sherry are updating with special attachments:
- b. Roll over Funding Project Budget Report
 - 1. Tied to 2017 Planning report
 - 2. Want to approve expenditure plan
 - 3. Add \$183K rollover from FY16-17
 - 4. Dani motion to approve roll over budget
 - a. Second by Noreen
 - b. Call to vote for rollover
 - c. 182K rollover from FY16-17 approved
 - d. Can use as surplus for CRCD
 - e. General fund money, city is giving every year \$4K
 - f. Do not have bids yet

- c. **Board Term Assessment Per Bylaws – Recommended review of bylaws. Board to consider amendment of terms to reflect leadership needs during the 5 year term of the District.**
 - 1. 2 year terms renewed for every 2 years
 - 2. Need to clarify terms in bylaws
 - 3. You don't have to resign at end of your term
 - 4. Board will vote at the end of every 2 years
 - 5. Successor line is meaningless
 - 6. Person has option to stay. Each director at end of term may self nominate or be nominated
 - 7. After 2, 2 year terms, extensions may be made by mutual consent/ vote
 - 8. Staggering: add or move someone: dont need to stagger
 - 9. Most of current board had been there 3 years
 - 10. Board elections
 - a. Noreen Move to nominate all board members that are terming out, Jonathan 2nd
 - b. Dani call for vote for board just named
 - i. Unanimous vote to re elect entire board for another 2 years
 - ii. Effective 3.7.18
 - c. 2 open seats
 - d. Officer elections
- d. **Accounting and Financial Review/Audit Fee Proposals - Requested Audit**
- e. **Branding, Business Development and Events Committee Report**

Members: Priscilla, Clent, Monica, Jerrell, Jhonny, Sherri and Terry

 - i. Business Rebranding Efforts: Initial 10 businesses surveyed by Bridgett Kidd for Product Diversity & Resources, Curb Appeal, Technology Integration and Branding & Marketing.
 - ii. Events:
 - 1. Black History Month event report
 - a. Priscilla: 1st BHM event, went well, price was best as we could, deeper dive with local food vendors
 - b. APCH was wonderful, great staff made it really easy for us, supplied 2 port a potties. DJ Jinx was wonderful.
 - c. Poor attendance, we did flyer the neighborhood for 3 days, hurt by late flyers
 - d. Tours: started late, missed Firefighter museum: closed, Priscilla did a quick tour, 2nd Baptist granted us a great reception
 - i. 10-15 on tour
 - e. Priscilla: hosted tour 3 times. Would like to do a dba
 - f. Is there a church liaison? Church announcements?
 - g. Sherri: don't need dba, need a volunteer corp

2. 2018 Central Avenue Jazz Festival Youth Band Stage, Historic Tour and Souvenir Guide.
 - a. Youth Stage @ Dunbar, want to bring in full stage in the middle
 - b. Would like to activate business spaces along the corridor of CAJF
 - c. Usually do stage across from Dunbar
 - d. Goal is to brand youth component of CAJF
 - e. Need to coordinate tour with CAJF team
 - f. Jonathan: activate APCH theater space
 - g. Clent: working on theatrical skits
3. 3. "Let's Talk" Series: Business courses start in March.
 - a. Classes will be April through June
 - b. Partnering with council office every other Friday w/ Brigid
 - c. Mike Castillo is meeting with Brigid March - June 1st and pull in SBA to provide resources

f. Ad hoc committee Strategies & Work plan:

i. Homeless Response Committee

Members: Jonathan, James, Edgar, Delores, Sherri and Terry

1. Resource Guide and Online Information page to include information on the following resources: 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.
2. Jonathan Zeichner prepared a purpose statement for the guide.
 - a. Terry is pulling together documents & data for resource guide w/ one pager

ii. Central Avenue Resiliency Committee

Members: Dani, Noreen, Clent, Monica, Jhonny, Sherri, Griffin and Terry

1. New Perforated stainless-steel trash receptacle with solid band for branding decals have been selected. To be installed by CRCDD Enterprises, Inc. in March and April.
 - a. Recycling: Sherri: let people take recycling,
 - b. Lisa: trash in can is city property
 - c. Dani: start with a couple, with certain tops, bolted to ground
2. South Central Avenue Street Gallery wall banners and street banner installations. 20 to 24 wall banners will be installed on various buildings by CRCDD in March and April. The street banners for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard are slated to be installed by July 1st ahead of the Jazz Festival.

- a. CRCD will install wall banners, cheap to print, \$70 -\$80s
 - b. Street banners are going up light to light, up for 30 days
 - c. Put up at end of June promoting jazz fest
 - d. Bureau street services got bids
3. Tree planting on Earth Day, April 20th, and on May 12th during A Place Called Homes Health Fair @ St. Patrick's Church. Planting approximately 50 flowering trees and potting 40 fruit trees. CRCD will facilitate the effort. The New 9th to obtain some trees from City Plants.
 - a. Potted trees 5K, 8-10K
 - b. Farmers market will help us get fruit trees
 - c. Need to contact Maria Farmers Market for the city
 - d. Tree lighting for the holidays
 - i. Need solar. Leave up all year? Don't know yet
 - e. Going with fiberglass planters
 4. Branding Monument Signage Concept for Vernon Avenue, Martin Luther King Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard are being designed.
 - a. Need to put up wayfinding signs
 - b. 12 stanchions are coming in time by the festival
 - c. Will activate base of sculptures with lighting

iii. **Illegal Street Vending Committee**

Members: Priscilla, Noreen, Johnny, Griffin and Felix

1. Need to draft summary report of survey results.
 - a. Need to input 160 surveys
 - b. Report is viewable online line
 - c. Dani: Constituents want to be regulated
 - d. Jonathan: don't make a monolithic reponse
 - e. Draft programs for regulation in your district
 - f. Need more networking events for vendors & businesses
2. Draft letter with CAHDS stated position on street vending

iv. **Parking Demand Management Strategy Committee**

Members: Dani, Clent, Monica, James, Sherri and Griffin .

1. Follow-up with DOT reinforcement, light synchronization and diagonal parking.
 - a. Sherri has contact but not getting back
 - b. Central Ave is a state highway/ jurisdiction

v. **Nominations Committee (2 seats open)**

Members: Jonathan, Monica, Clent and Priscilla

1. Priscilla Als nominated Ramin Halavi, family owns 4021 & 4109 S. Central Avenue.
2. Dani Shaker nominated Akeemi Croome, family owns 4103 S. Central

Avenue.

**X. Review and Approve Management Reports, Presentations and Partnerships:
Sherri Franklin, Urban Design Center (10 min)**

1. Clean Streets Services Report:
 - a. Graffiti Removal, Street Cleaning, Sidewalk Steam Cleaning, Trash Removal and Bulky Item Pick-up. Proposed Community Clean-up day.
2. Community Ambassador Report:
 - a. Employee Manual final draft prepared by the Institute for Maximum Potential ii. Ambassador Supervisor Danian McCully report on Ambassador Performance, status of assignments, incident reports, Police Advisory Board meeting.
3. Wi-Fi and Surveillance Camera RFP response update d. Comments and feedback from property owners and reply status
 - a. Edgar has a vendor, each block has 4 on each side, need
 - b. Review New To-Do List and confirm deadlines/who is responsible (5 min)

XI. Review New To-Do List and confirm deadlines/who is responsible (5 min)

- a. DCA Arts Activation Fund for CA Jazz Fest <http://dcaredesign.org/artsactivate/overview/>

XII. Next Board Meeting: May 2, 2018

XIII. Adjourn – Promptly at 12:30 pm

- a. Dani Motion to adjourn
- b. Noreen second

Special Presentation By Cal Poly Pomona Urban Planning Students

12:30pm to 2:00pm Immediately Following the Board Meeting Retail Resiliency Ideas and Concepts

Featured Property: Croome Family Property @ 4103 S. Central Avenue

Facilitated by Professor Courtney Knapp

Cal Poly Pomona Urban Planning Students submitted [3 proposals](#) for the property

- 16 students in attendance from Cal Poly Pomona
- Traditional mixed use
- Flexible smaller retail space
- Destination, community asset youth center w/ housing & retail
 - Like Homeboy retail enterprise
 - Incubation space
- Need look Funding sources

Executive Committee Meeting Agenda April 24th - 9:30 am to 11:00 am

Members: Dani, Jonathan, Mark and Monica

Location: A Place Called Home – 2830 S. Central Avenue, Los Angeles, CA 90011

1. Finalize Board Meeting Agenda
2. Discuss Operations management matters
3. Discuss and review contract proposals, amendments and terminations

4. Review partnership and Board presentation request

CENTRAL AVENUE HISTORIC DISTRICT MARCH AND APRIL 2018 COMMITTEE MEETING DATES

CAHD Ad-hoc and Standing Committee Meetings Third Wednesdays 2:00 pm to 5:00 pm - March 21st and April 18th 2018 Location: CAHD Program Office: 2508 S. Central Avenue, Los Angeles CA 90011

Ad-hoc:

1. Homeless Committee

- a. Development of a homeless resource guide.

- Members: Jonathan, James, Edgar, Sherri and Terry

2. Illegal Street Vending Committee

- a. Complete summary report of the surveys and position statement

- Members: Priscilla, Noreen, Griffin and Felix

3. Parking Demand Management

- a. Follow-up with DOT reinforcement, light synchronization and diagonal parking.

- Members: Dani, Clent, Monica, James, Sherri and Griffin

4. Central Avenue Resiliency Committee

- a. Review monument designs b. Tree planting on April 20th and May 12th c. Wall banner placement

- Members: Dani, Noreen, Clent, Monica, Sherri, Griffin and Terry

Standing:

5. Branding, Business Development and Events Committee

- a. Discuss Jazz Festival youth stage, souvenir book and tour logistics.

- Members: Priscilla, Clent, Monica, Jerrell, Sherri and Terry

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I. Finalize Board Meeting Agenda II. Discuss Operations management matters III. Discuss and review contract proposals, amendments and terminations IV. Review partnership and Board presentation request

Members: Dani, Jonathan, Mark and Monica

