

CENTRAL AVENUE

Historic Business Improvement District

Annual Board Meeting & Retreat Agenda

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard
323-230-7070 p | bid@centralavenuehistoricdistrict.org

November 16, 2018 - 9:00 am to 7:00 pm

Location: Dunbar Hotel - 4225 S. Central Avenue, Los Angeles, CA 90011

(Posted: November 10, 2018)

Join the CAHD Board Meeting Via Conference Call: (712) 770-4751 Access Code: 414060

Board Meeting Documents will be Available on the Website: www.CentralAvenueHistoricDistrict.org

Translation Services | Servicios de traducción | 번역 서비스

- Please call 323-230-7070 24-hours before the board meeting to request translation services.
- Por favor llame al 323-230-7070 24 horas antes de la junta directiva para solicitar servicios de traducción
- 이사회 회의 24 시간 전에 전화 323-230-7070 로 전화하여 번역 서비스를 요청하십시오.

Central Avenue Historic Business Improvement District Board of Directors

Officers

Dani Shaker, President
*People's Union, LLC, Historic Liberty Savings
Property*

Jonathan Zeichner, Vice President
Executive Director, A Place Called Home

Monica Mbeguere, Treasurer
Alfred Smith Property

Mark Wilson, Secretary
*Executive Director, Coalition for Responsible
Community Development*

Members

Priscilla Al Uqdah, Member
*Clara Muhammad School
National Alumni Association*

Clent Bowers, Member
Trustee, Bowers Retail Complex

Edgar Mariscal, Member
Dunbar Village, Thomas Safran & Associates Housing

Jerrel Abdul Salaam, Member
Masjid Bilal Islamic Center

Noreen McClendon, Member
*Executive Director, Concerned Citizens
Of South Central Los Angeles*

Councilman Curren D. Price, Jr., Member
The New 9th

Jhonny Vera, Member
All Famous Barber Shop

Akeemi Croom, Member
Croom Family Building

CAHD Management Consultant - Urban Design Center

Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Central Avenue Historic BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting our office at [ph. 322-230-7070](tel:323-230-7070) or [email bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org).

Central Avenue Historic District

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- I. **Welcome:** Dani Shaker, President - 2 min
- II. **Los Angeles Police Department** – Newton Division - 3 min
- III. **To-do List Update** from previous month’s work efforts: Jonathan Zeichner, Vice President - 5 min
See Attached Worksheet
- IV. **Public Comments** – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
- V. **Minutes:** Review and Approve May 2nd and September 5th Board Meeting Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings - 10 min
- VI. **Financial Reports:** Discuss and Approve Reports: Monica Mbeguere, Treasurer - 30 min
 - A. Total Statement of Activity Report Detailing Expenditures, Income and Assessment fees invoiced, received and outstanding to date October 31, 2018
 - B. 2019 Planning Report and Budget and Rollover Budget Allocations
 - C. 2018 audit proposal from MTB Accountancy Group
 - D. 2018 990 preparation proposal from Crystal Mitchell
- VII. **Standing Executive Committee** Reports, Discussions, Approvals and Actions:
Members: Dani, Jonathan, Mark and Monica - 45 min
 - A. **Concerned Citizens of South Central Los Angeles** Ambassador Contract Management Agreement Review and Approval. Transition Considerations:
 1. Interview and Application Process for Existing Ambassadors
 2. Payroll Transfer, Worker’s Comp and Benefit Costs
 3. Operating Procedures and Reports
 - B. **CRCD Enterprises, Inc.** Contract Review and Approval signature for 2019. Signature Still Required for 2018 contract.
 1. Scope of Services and Required Reports
 - C. **BID Management** Discussion of Duties, Chain of Command and Defined Roles for all Board Members and Volunteers
 - D. **WiFi and Camera** Contract Proposal Recommendations
 1. Scope of Work and Installation Capacity
- VIII. **Ad Hoc Homeless Response Committee:** 5 min
Members: Jonathan, James, Edgar and Sherri Resource
 - A. Guide and Database

IX. **BID Renewal and Expansion Presentation** and Vote to Form a Formation Committee:

Lunch Presentation 11:30 am to 1:00 pm
Central Avenue Historic Business Improvement District
2021 Renewal and Expansion Process
Presented by Sherri Franklin and Griffin Wright, Urban Design Center

- What is the Status of the Current Programs, Budget and Outcomes?
- What is the Process for Renewal and an Expansion of a Property Based BID?
 - What Are the Duties of a BID Formation Committee?
- What Properties Would be Included in an Expansion from Vernon to Slauson?
- What Properties Would be Included in a Expansion from Washington to Olympic?
 - How Would an Expansion in Either Direction Impact the Budget?
 - What Programs Should be Considered?

Catered by the New Delicious Soul Food Restaurant in the Dunbar Hotel

Retreat Discussion Items Facilitated by Board Member Noreen McClendon

X. **Standing Branding, Business Development and Events Committee** Discussions, Approvals and Actions:
Members: Priscilla, Clent, Monica, Jerrell, Jhonny and Sherri - 45 min

What Have We Achieved Years 1-3?
How Can We Improve?

What Are Our Goals, Objectives, Priorities and Planned Outcomes for Future Efforts?

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| A. Central Avenue Jazz Festival Tour and Cultural Arts Presentations | H. Winter Wonderland Business Sale Promotion Event with the New 9th |
| B. Halloween Treat or Treat Event, Face Painting and Movies | I. Business Procurement Through Direct Sales, Government Vendor Sites and Online Business with Ebay and Amazon |
| C. Black History Month Feb 2019 | J. Marketing and Branding Support for New Developments, Businesses and Properties for Lease and Sale on Central Avenue |
| D. National Night Out Aug 6 th 2019 | K. Business Closure Assessment and Prevention Responses: Family Farms and Alex's Skate Shop |
| E. Hispanic Heritage Month Sep 15 th to Oct 15 th 2019 | L. Property Owner and Business Resource and Referrals |
| F. Arts, Culture & Community Events | |
| G. Small Business Saturday & Dry Bar Promotion Event | |

- XI. **Ad Hoc Central Avenue Resiliency Committee** Discussions, Approvals and Actions: **Members:** Dani, Noreen, Clent, Monica, Jhonny, Sherri and Griffin - 45 min

**What Have We Achieved Years 1-3?
How Can We Improve?**

What Are Our Goals, Objectives, Priorities and Planned Outcomes for Future Efforts?

- A. Central Avenue Publication Content for 2019
 - B. Trash Receptacle Installations and Decal Concept
 - C. Tree Planting Installation Plan of at least 50 flowering trees and 40 potted fruit trees on Central Avenue and Side Street to the Alley. Love & Water Me Business Support
 - D. South Central Avenue Street Gallery Wall Banners Installations on various buildings
 - E. Pole Banner Installations
 - F. Street Furniture Installations
 - G. Branding Monument Signage Concept for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard
 - H. Facade and Building Design Guidelines
- XII. **Ad Hoc Illegal Street Vending Committee:** 30 min
Members: Priscilla, Noreen, Jhonny, Griffin and Felix
- A. Review State and City Street Vending Allowances
 - B. Discuss No Trespassing Signage and Street Activation Strategies for Mitigating Impact on Businesses
- XIII. **Parking Demand Management Strategy Committee:** 20 min
Members: Dani, Clent, Monica, James, Sherri and Griffin
- A. DOT Parking Enforcement is Still Needed. Should the Parking Limit Time be Changed from 1 to 2 hours? Should Parking Meters be Installed?
 - B. Light Synchronization Needs to Be Improved. Diagonal Parking Still Needs to Be Assessed. What Steps do we Take to Move Efforts Forward?
- XIV. **Nominations Committee:** 20 min
Members: Jonathan, Monica, Clent and Priscilla
- A. Board Package and Commitment
 - B. One Seat Open - Outstanding Nomination of Ramin Halavi, family owns property located at 4021 & 4109 S. Central Avenue by Priscilla Aluqdah
- XV. **Standing and Ad Hoc Committees** Discussion and Approvals for 2019 - 15 min
- XVI. **Review New To-Do List** and Confirm Deadlines/Who is Responsible - 20 min
- XVII. **Next Board Meeting:** Vote to Determine Next Meeting Date in January 2019 - 5 min
- XVIII. **Adjourn:** Refreshments Served