Quarterly Activity Report – 2nd Quarter 2017: April to June

In accordance with CAHD’s agreement with the City of Los Angeles Office of the City Clerk dated May 5, 2016 for operation of the Central Avenue Historic Business Improvement District (CAHD), this is the required 2nd Quarter 2017 Report for CAHD. CAHD administers its services from its program office located at 2508 S. Central Avenue in the Historic Liberty Savings Building. The corporate office is located at 4301 S. Central Avenue, Los Angeles, CA 90011.

All CAHD programs, improvements and activities described in this 2nd Quarter 2017 (April, May and June) report are provided solely for the assessed parcels of land fronting Central Avenue for 1.53 miles (23 blocks) from Washington Boulevard to Vernon Avenue, as well as the side street frontage for corner properties and one half of any service alleys adjoining assessed parcels of land (See the District Overview Map in the Central Avenue Historic Business Improvement District Management District Plan), hereinafter described as the “District”. Below is a list of the block groupings utilized to manage and assess needs and work efforts within the District:

<table>
<thead>
<tr>
<th>East Side</th>
<th>West Side</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vernon Ave - 43rd Pl</td>
<td>32nd St - 29th St</td>
</tr>
<tr>
<td>43rd Pl - 43rd St</td>
<td>29th St - 28th St</td>
</tr>
<tr>
<td>43rd St - 42nd Pl</td>
<td>28th St - 27th St</td>
</tr>
<tr>
<td>42nd Pl - 42nd St</td>
<td>27th St - Adams Blvd</td>
</tr>
<tr>
<td>42nd St - 41st Pl</td>
<td>Adams Blvd - 25th St</td>
</tr>
<tr>
<td>41st Pl - 41st St</td>
<td>25th St - 23rd St</td>
</tr>
<tr>
<td>41st St - 40th Pl</td>
<td>23rd St - 22nd St</td>
</tr>
<tr>
<td>40th Pl - King Blvd</td>
<td>22nd St - 21st St</td>
</tr>
<tr>
<td>King Blvd - 35th St</td>
<td>21st St - 20th St</td>
</tr>
<tr>
<td>35th St - 34th St</td>
<td>20th St - Walnut Ave</td>
</tr>
<tr>
<td>34th St - 33rd St</td>
<td>Walnut Ave - Washington Bl.</td>
</tr>
<tr>
<td>33rd St - 32nd St</td>
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</tbody>
</table>

CAHD’s contracted programs with the City of Los Angeles include: Streetscape Services, Enhanced Safety, Branding, Parking Demand Management and District Management.

I. Streetscape Services

CAHD signed its initial contract with CRCD Enterprises, Inc. (CRCD) for May 1, 2016 to April 30, 2017 Clean Streets services in conjunction with their Clean & Green contract that they received from the City of Los Angeles for Council District 9, which includes the CAHD District. CRCD’s contract with the City of Los Angeles includes implementation of the graffiti removal, trash removal, sidewalk power washing and bulky item pick-up services. CAHD has included a requirement in its contract with CRCD that, regarding services provided within the CAHD District, they are to perform their City contracted services in a satisfactory manner as determined by CAHD. CRCD’s services for CAHD includes the following expanded services effective May 1st under their second-year contract as indicated below:

1. Provide Clean Streets services 7 days per week, Monday through Sunday from 7:00 a.m. to 2:30 p.m.
2. Sweep and remove debris, dust and dirt from sidewalks, curbs, gutters, signs, public furniture and accessible vacant lots on a regular basis in a satisfactory manner as determined by CAHD a minimum of (2) times per week or on an as needed basis to ensure that the Corridor is kept as clean as possible. CRCD
will allocate 2 liaisons to be on the Corridor to spot check cleaning needs so that they can readily direct the Clean Streets team to cleaning “hot spots”.

3. Provide graffiti removal services above and beyond their contract with the City of Los Angeles including removing graffiti in high places and on unique surfaces such as tile and awnings. Their services include color matching paint on buildings, but owners can also provide them with paint for their building.

4. CRCD provided the following information regarding their Clean Streets Services administered during the second quarter 2017:

<table>
<thead>
<tr>
<th>Month</th>
<th>Trash Collection (number of bags)</th>
<th>Sidewalk Sweeping (blocks - 1 side)</th>
<th>Pressure Washing (blocks - 1 side)</th>
<th>Graffiti Removal (sq. ft.)</th>
<th>Bulky Item Removal/Clean Up</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Number of Bulky Items Collected</td>
</tr>
<tr>
<td>Apr-17</td>
<td>725</td>
<td>966</td>
<td>42</td>
<td>34174</td>
<td>19</td>
</tr>
<tr>
<td>May-17</td>
<td>661</td>
<td>920</td>
<td>17.25</td>
<td>31,503</td>
<td>85</td>
</tr>
<tr>
<td>Jun-17</td>
<td>554</td>
<td>829</td>
<td>27.75</td>
<td>17,616</td>
<td>85</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,940</td>
<td>2,715</td>
<td>87</td>
<td>83,293</td>
<td>189</td>
</tr>
</tbody>
</table>

Additional Duties:

- Provide a phone number for property and business owners to call-in or text locations for needed graffiti removal, trash receptacles, trash removal and bulky-item pick up. Call in number: 213-743-6193 ext. 400
- Follow-up with District property and business owners on a regular basis to obtain feedback. Track all calls and include a call log and response update in the monthly district maintenance report.
- Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns.
- Prepare monthly district maintenance report that quantifies the number of total man hours worked, number of times the streets were cleaned as well as information on the services provided under the separate Clean and Green contract including: the amount of trash removed from the area (in bags and pounds), incidences of graffiti and bulky item removal and square footage of area pressure washed. The monthly report also provides information on the composition of CRCD’s workforce. CAHD will ensure that CRCD increases the pay for workers on July 1, 2017 in accordance with the City of Los Angeles minimum wage requirements.
- CAHD has also asked CRCD to remove the damaged plastic trash receptacles and replace them with new branded trash cans and to install new receptacles where requested by property owners or businesses.

II. Enhanced Safety

The Board of Directors voted during their March 1, 2017 board meeting to move forward and contract with its district manager, Urban Design Center (UDC), to oversee the Ambassador Program operations until CAHD obtains the required insurance to hire the Ambassadors directly. 4 Ambassadors are on board. At least 3 Ambassadors are now assigned to work on the corridor each day between the hours of 10:00 am to 6:30 pm Monday to Saturday and 9:00 am to 4:00 pm on Sunday. Under Urban Design Center, the Ambassadors are tasked with implementing the following duties:

- Prepare property, business owner and visitor incident reports for transmittal to CAHD and LAPD when appropriate.
- Prepare Property & Business Information forms and worksheets to assist with the development of the District database and marketing outreach.
- Document property owner and business comments regarding needed Clean Streets and City of Los Angeles Street Service repairs and share information with service agencies.
- Assist in assessing parking issues and monitoring parking lots promoted for consumer use.
- Distribute promotional materials within the District and 1/4 mile of the District.
- Provide community liaison support for CAHD and partner events.
- Bike and walk the Corridor to meet and greet with residents and to request residents and visitors to sign-up to receive promotional information about Central Avenue Businesses.

The Urban Design Center Management Team will now be responsible for the following:

- Coordinate communications by and between the LAPD and property/business owners as well as with existing property security team members.
- Implement the CAHD marketing strategies and strategic co-branding strategies.
- Provide a monthly report quantifying and documenting work efforts.

Central Avenue Security Camera & Wi-Fi Projects - CAHD is still soliciting bids for the cameras and Wi-Fi network to be installed along the Corridor as indicated in the Management District Plan. The cameras help create a safer environment for patrons and businesses along the Corridor. The wi-fi will not only facilitate the wireless camera system, it will create a marketing network for businesses and offer free wi-fi for patrons to access great information.

III. Parking Demand Management

1. The Parking Demand Management Committee will continue to work with UDC and DOT to identify street locations where diagonal and/or reverse angle parking could be feasible and request that DOT implement such parking where feasible; assess curb areas where the red striping can be reduced to increase parking; ensure the that DOT synchronizes the traffic lights to facilitate traffic flow particularly at Central Avenue and Jefferson Boulevard and at Central Avenue and Martin Luther King, Jr. Boulevard; and to ensure routine enforcement of parking restrictions.
2. The Committee will wait until it can assess the outcomes of the removed DOT parking restrictions to determine if parking meters should be pursued.
3. In addition, CAHD is still working to obtain a status update from the Mayor’s Office and the Department of Transportation on the proposed Great Streets road diet plan to modify the number of lanes on Central and create a left turn only lane. We have been unable to get an update on the project or the $5 million that was slated for the Corridor.

IV. Branding – Revitalization Strategy

1. Website and Social Media - Images of collateral prepared for each quarter can be viewed on the CAHD Website: www.centralavenuehistoricdistrict.org. CAHD is working to expand traffic to the website and social media pages and track the results on a monthly basis by sharing and linking social media sites of businesses on the Corridor. The following are the traffic stats noted for the second quarter 2017:

<table>
<thead>
<tr>
<th>Social Media Site Name</th>
<th>Number of Posts</th>
<th>Number of Likes</th>
<th>Number of Affiliates</th>
<th>Number of Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>63</td>
<td>508</td>
<td>2</td>
<td>494</td>
</tr>
<tr>
<td>Twitter</td>
<td>127</td>
<td>0</td>
<td>27</td>
<td>72</td>
</tr>
<tr>
<td>Instagram</td>
<td>73</td>
<td>360</td>
<td>39</td>
<td>72</td>
</tr>
<tr>
<td>Google Plus</td>
<td>35</td>
<td>0</td>
<td>23</td>
<td>11</td>
</tr>
<tr>
<td>Website</td>
<td>May – 1,129 Visits</td>
<td>June – 1,357 Visits</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. **Banners** - The initial two *Shop and Visit Central Avenue* banners for the corridor were too small. We are also designing banners that feature the Ambassadors and Clean Streets team. We plan to install a total of 20 banners for the *Shop & Visit series*.

3. **South Central Avenue Street Gallery**: Providing Artistic Input for Needed Transformation, Los Angeles (P.A.I.N.T. L.A.) is an arts organization focused on creating community and economic development through the implementation of public art. P.A.I.N.T-L.A. stands at the forefront of public art within underserved communities and is currently working with the Historic Central Avenue Business Improvement District amongst many partners to create the *South Central Avenue Street Gallery* to be launched during the Central Avenue Jazz Festival. The Gallery will exhibit the work of community based artists on buildings and roll down exterior doors from Washington Boulevard to Vernon Avenue as well as showcase their art through Pop-up Art and Design Studios in vacant spaces along the Corridor and during the Central Avenue Jazz Festival. CAHD will partner with P.A.I.N.T. L.A. to pursue funding for the Street Gallery and to offer art classes for youth.

4. **Business Development** - This quarter, CAHD purchased food for its board and committee meetings from:
   - Served to Enjoy - 3007 S. Central Avenue
   - Taco Los Canales – Vernon and Central

V. **District Management**

1. **Board Meetings**: This quarter, the Central Avenue Historic Business Improvement District Board met every 1st Wednesday from 10:30 am to 12:30 pm @ The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011. Meetings were held on April 5th, May 3rd and June 7th this quarter. The board’s initial President, Vivian Bowers, resigned as an officer in May 2017 to focus on her business, Bowers and Sons Cleaners. Meeting agendas and minutes are posted on the website.

**Board Officers:**

- **Dani Shaker, President** (Elected in June, served as Treasurer in April and May)
  People’s Union, LLC, Historic Lincoln Savings Property

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

- **Mark Wilson, Secretary**
  Coalition for Responsible Community Development

- **Monica Mbeguere, Treasurer** (Elected in June.
  Served as Member in April and May)
  Alfred Smith Property

**Board Members:**

- **Vivian Bowers, Member** (Resigned as President in May) Owner, Bowers & Sons Cleaners

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

- **Clent Bowers, Member**
  Trustee, Bowers Retail Complex

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

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

- **Jerrel Abdul Salaam, Member**
  Masjid Bilal Islamic Center
2. **Standing Board Committees:**

- **Executive Committee:** Meetings were held on April 25th and May 29th. No executive board meeting was held in June because the board meeting was cancelled for July 2017. The meetings were held at A Place Called Home located at 2830 S. Central Avenue from 9:30 am to 11:00 am. **Members Include:** Vivian Bowers, Jonathan Zeichner, Dani Shaker and Mark Wilson. Sherri Franklin from Urban Design Center attends the meeting in person or via phone. Standing agenda items include:
  
  a. Finalize Board Meeting Agenda  
  b. Discuss operations management matters  
  c. Review partnership and Board presentation request.

- **Branding, Marketing and Business Development:** Meetings were held in April, May and June immediately following the Board Meeting at the New 9th Constituent Service Center - 4301 S. Central Avenue. Focus - Develop art & cultural events, promotions and branding collateral. **Members:** Priscilla Al Uqudah, Clent Bowers, Monica Mbeguere and Sherri Franklin. Items discussed this quarter include:
  
  a. Jazz Festival Program Taste of Central booth  
  b. 1st Annual Central Avenue Historic Tour  
  c. Pop-up Art Gallery  
  d. Annual Meeting Theme and Program  
  e. Wi-fi Programming

3. **Ad-hoc Committees:**

The ad-hoc meetings for April, May and June were held on the third Wednesday of each month from 3:00 pm to 6:00 pm at the CAHD program office @ 2508 S. Central Avenue.

- **Illegal Street Vending: Members:** Priscilla, Noreen, Griffin and Felix. The ad-hoc committee’s focus is to work in partnership with The New 9th, the BID Consortium, the Los Angeles Police Department, the City Attorney’s Office and Building & Safety to develop a policy and procedures for managing illegal street vending within the District. The committee is creating a survey for property and business owners from Washington Boulevard to Vernon Avenue to garner consensus on how CAHD should respond to the proposed ordinance. The Ambassadors will be charged with distributing the surveys. A report of the findings will be compiled into a report. The committee will also initiate a survey within the potential CAHD expansion area between Vernon Avenue and Slauson Avenue next year.

- **Parking Demand Management Solutions: Members:** Dani Shaker, Clent Bowers, Monica Mbeguere, James Westbrook and Sherri Franklin and Griffin Wright from UDC. This committee was created to lay out the action plan to implement parking solutions detailed in the CAHD’s Parking Demand Management strategy, coordinate efforts with The New 9th and the Los Angeles Transportation Department. The Committee is following up with DOT on enforcement of the new 1-hour parking limit implement once DOT removed the 7-9 am and 4 to 7 pm parking restrictions. We have also asked DOT to study the possible locations for diagonal parking, light synchronization and reduction of the curb red stripping.

- **The Central Avenue Resiliency Plan: Members:** Dani Shaker, Noreen McClendon, Clent Bowers, Monica Monica Mbeguere and Sherri Franklin and Griffin Wright from UDC. This committee is creating guiding principles to foster the envisioned aesthetics and development of the corridor and the vibrancy of the business community. The committee will develop the core elements of the plan which will include building design guidelines, streetscape guidelines, public art and wayfinding signage guidelines, branding and marketing themes, public event guidelines and product and store diversity concepts. The committee is working with Paint LA to build out the Street Gallery concept.
• **Homeless Management:** Members: Jonathan, CD9 and CRCD. This committee is charged with developing a policy on how CAHD and its Ambassadors should address homelessness publicly and through engagement with homeless persons. The committee will also determine what type of partnership programs and funding is required to have a meaningful impact on homelessness in the District. The goal is to develop a resource guide in partnership with HOPICS.

• **Nomination:** Members include: Jonathan Zeichner, Monica Mbeguere, Priscilla Al Uqda and Clent Bowers. There are currently 3 vacant board seats. The committee interviewed Edgar Mariscal of Dunbar Village and recommended him to the Board during the June Board Meeting. The Board will vote on his nomination in August.

4. **Management Team:**

Urban Design Center team members work to implement the following task on behalf of CAHD:

- Sherri Franklin - City Clerk Contract Compliance Management, Financial Management, Board and Committee Meeting Facilitation, Strategic Branding, Business Development and Marketing Implementation, Program Contract Oversight, Website and Social Media Management, Correspondence Management and Development of Quarterly Reports, Newsletter Content and Promotional Materials.
- Griffin Wright – Property Owner Parcel Assessment and Database Management; Preparation of Annual Database for Submittal to the City Clerk; RFP and Contract Management; Contractor Performance Assessment; Management of Budget Tracking and Amendments; Preparation of Annual Planning Report; and Board Meeting Assistance. Major task this quarter included preparation the updated parcel list and the 2018 draft operating budget.
- David Morrison – Design and Brand Strategy Development for Business and Special Promotions Materials and Newsletters; Manage Layouts for Printed Materials and Facilitate Printing Services. CAHD has elected to create publication type newsletters so it can share information with not only the businesses, but the broader community as well. The publications will keep information interesting. This quarter David created a brochure to highlight CAHD’s Jazz Festival activities including the Cultural Tour, Taste of Central Avenue booth and Pop-up Art Gallery.
- Mustafa Al Uqda – Check request management, preparation of board packages, Information Research; social media postings; database management and inventory control. After reaching out to several Central Avenue accounting firms without success, CAHD management elected to hire Chrystal Mitchell to train Mustafa on Quick Books to post all accounts payable and receivable transactions and run the financial reports.

5. **Financial Update:**

In addition to training Mustafa on Quick Books, Crystal Mitchell was hired to prepare the 2016 990 tax returns. Account and bank transactions will be uploaded to Quick Books and reconciled for the required financial report to the City of Los Angeles City Clerk and for preparation of the 990 tax returns. CAHD’s banking accounts are held with East West Bank. The following is a summary of CAHD’s fund balances as of June 30, 2017. **Please note that the fund amounts listed below have not been reconciled with the bank statements.**

- Assessment fees transferred from the City of Los Angeles to CAHD as of 6/30/17: **$222,233.65**
- Total expended by CAHD as of 6/30/17: **$153,655.50**
- Funds available on hand as of 6/30/17: **$190,137.79** (includes 2016 rollover funds)
- Total funds received by the City Clerk from the County of Los Angeles as of 6/30/17: **$393,309.55** (The City will transfer all funds to CAHD once they received the 2016 financial statements and 2017 second quarter report)