



**Central Avenue BID Steering Committee
Planning Meeting
10/1/2014 10-12pm
Central Avenue Constituent Services Center
Minutes**

NOTE: Minutes are not verbatim nor in order.

1. Introductions: (Johnny Andrade, CRCD)

Members of the committee introduced themselves and a sign in sheet was passed around. Members of the committee briefly reviewed the agenda for the meeting. No additional items were added and the meeting proceeded as planned.

2. Central Ave BID Street Maintenance Discussion: (Rick Stoff, Chrysalis Enterprises)

Background: The committee is preparing to produce a Request for Proposals (RFP) to contract street maintenance services once the BID is established. Before a contractor can be identified the committee must determine what specific street maintenance services it would like to acquire. Additionally, the committee is interested in determining criteria to help them identify an ideal and well qualified street maintenance company.

Summary Discussion: Rick Stoff, a representative of Chrysalis Enterprises presented the committee with specific considerations for developing an RFP to contract street maintenance services. His recommendations come from his company's experience as a contractor for street maintenance of other BID's including, Hollywood, Culver City, Downtown, and more. Taking into consideration that the BID would augment the city's street maintenance services one of his first recommendations was providing uniforms for employees conducting the street maintenance. Specifically he stated the uniforms should say "Brought to you by Central Ave Business Improvement District." He suggested that this type of marketing would allow property owners to see their BID dollars at work and not confuse the BID's services for the city's services. The presenter shared that in his experience maintenance and security are usually the top two

concerns property owners have when creating a BID. Thus, he also suggested installing more trashcans, security cameras, repainting red curves, and fixing sidewalks. In regards to pressure washing he stressed it would be more worthwhile to work with the city to resurface the sidewalks because the pressure washing was very expensive and ultimately would not remove gum stains and other unsightly marks. In regards to choosing a maintenance contractor his recommendation was to approach it as if we were looking for a “partner” who shares our goals and vision for Central Ave. Thus, this partner should also share our goal of hiring local residents and helping people overcome barriers to work. He suggested our group acquire RFP’s from other BID’s that share our goals and use them as a template. He concluded by stating that our RFP should include our “local hire” goal as well all the specific services we would like for the Central Ave BID.

Following the presentation a few questions were raised:

Q: With the homeless population what are the strategies for job development using the BID?

A: Considering a local hire priority many contractors including Chrysalis make it a priority to employ at risk people who face barriers. Chrysalis actually provides free service located on 5th and Main to help with job preparation. We then hire them and send them out to work. However, working with the chronically homeless with mental issues requires a different strategy. Orgs like PATH do this great and provide training. I recommend you speak with them.

Q: Why do the uniforms matter?

A: Because people should know what is going on and they don’t think it’s the city

Q: What has been your experience in reporting that the maintenance services are achieving the goals of the BID?

A: Not quantifiable but people see the streets are cleaner and safer. However we do provide a monthly report that includes a count of trash bags collected.

Q: Can workers be oriented to be ambassadors as well?

A: Yes, we train them to be welcoming and helpful. However, in my experience the BID maintenance supervisor is always there and they become the ambassador as well as the face of the BID.

Q: Considering our budget does Chrysalis work with BID clients to establish maximum services with available funding?

A: No, not in the way you mean. But we are aware of existing programs and resources that can be helpful to you. For example we could partner with you identify a source for free trash cans.

3. Central Ave BID Budget Priorities Discussion: (Sheri Franklin, Urban Design Center)

Background: In effort to produce a budget for the Central Ave BID operation and services the committee has taken steps to identify priority areas to be included in its first budget. Additionally, in consideration of the large geographical area the Central Ave BID would encompass (over 2 miles), four zones have been established to include an estimated 300 parcels. These four zones will help the committee coordinate logistics for delivering services and developing a budget.

Budget Concepts: (DRAFT)

- Street Maintenance
- Concierge Ambassadors
- Security Cameras
- Branding
- Parking Demand Management
- District Management
- Organization Cost, Fees, and Filings
- Contingency

Summary Discussion: Sheri Franklin from Urban Design Center presented each budget concept to the committee and addressed areas of concern or in need of more clarity. In regards to security, members of the committee stressed that they did not want to see security staff carry guns or arrest people. Emphasis was placed on visibility and welcoming. Also, in regards to the security cameras, it was noted that the committee would like to see a budget for real time monitoring behind the cameras. The committee felt cameras would only be effective if they had personal monitoring them somewhere offsite. Sheri shared with the committee that security cameras can also include Wi-Fi capability. Thus, perhaps the committee should explore placing cameras at specific hotspots as oppose to the entire 2 mile corridor. The committee took note of this and also asked Sheri to include uniforms as well as storage space for security personal using bicycles in the budget.

The committee discussed the community's perception of added security personal and arrived at a new designation for such staff as "Community Safety Ambassadors." Members of the committee felt this renaming would help with the implementation and acceptance of the BID along Central Ave.

The committee also discussed the overlap between the BID and the Central Avenue Business Association (CABA). Considering CABA would also provide security services for a fee the committee discussed working with CABA to stream line communication with property/business owners regarding the different services being offered.

In regards to branding as oppose to marketing, Sheri clarified that CABA would have a more defined focus on marketing thus the BID should take hold of branding the area. She further stated that we want to create a brand for Central Ave providing identity, programs, services, and history. Specific mention was given to include cultural identity into the branding formation as well.

In regards to parking demand management, discussion centered on conducting a survey of off street parking options, such as vacant lots, church parking lots available Mon-Friday, and post office parking during weekend and schools. This would also be included in the budget.

In consideration of District Management the committee discussed whether to budget for a volunteer management staff or a paid BID management staff. After considering past practice and surveying other BID's in operation the committee instructed Sheri to include paid management staff in the budget.

Action: Overall, the committee was comfortable with the proposed budget concepts and asked Sheri to take into consideration their comments in developing a more detailed budget with line items.

4: Next Mtg. & Agenda Preview: (Sheri Franklin, Urban Design Center)

Background: Taking into consideration the Business Resource Center Open House taking place on October 22nd and the lack of space available on that day at the Council District 9 office due to the event, the next Central Ave BID meeting will be at the CRCD offices from 12:30 to 2pm Oct 22nd. In preparation for the next meeting the committee discussed which agenda items will be visited in effort to move forward with the BID formation process.

Next BID Meeting: 12:30 – 2pm Wednesday Oct 22nd 2014

Location: CRCD Offices 4201 Central Ave. Los Angeles 90011

Agenda Preview Next Mtg:

- Mission statement
- Timeline of BID formation
- Non Profit formation
- Bylaws, Tax laws
- Subcontractors (accounting, legal, etc.)
- Organizational structure
- Subcommittees (Ex. Design review boards, etc.)
- Policy objectives (Ex. Street vending, Safety district, Green space development, etc.)