

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

Mission Statement

Through mutual cooperation, forward thinking, and timely action, the stakeholders of the Central Avenue Historic District are committed to investing in ongoing thoughtful improvement and development of the neighborhood; and initiatives that promote and sustain cleanliness, safety, aesthetic beauty and continuity, cultural richness and diversity, environmental health, and an overall atmosphere of well being that is inclusive and invites prosperity, community involvement, and positive interaction among all peoples.

Vision

In recognition and appreciation of the important history, rich culture, and diverse businesses, residents and visitors in the Central Avenue Historic District, the stakeholders envision a thriving, healthy and attractive business and residential district that supports and sustains the kind of neighborhood everyone wants to do business in, live in and visit: clean, safe, bustling with commerce and positive community interaction; a cultural treasure, an attractive destination, and a place where young people can grow up safe and strong, where businesses can prosper, and where we honor the past, invest in the present, and manifest a bright and beautiful future.

Central Avenue Historic Business Improvement District (CAHD)

2017 Annual Board Meeting Retreat & Officer Elections Meeting

November 17, 2017- 10:30 am to 5:00 pm
New 9th Constituent Service Center
4301 S. Central Avenue, Los Angeles, CA 90011
(Posted November 13, 2017)

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- Please call 323-230-7070 24-hours before the board meeting to request translation services.
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Join the CAHD Board Meeting Via Conference Call: (712) 770-4751 Access Code: 414060
Board Meeting Documents will be Available on the Website

Join Us!

Annual Board Meeting Retreat Highlights

Annual Planning and Financial Report Review

Annual Retreat Networking Luncheon

12:00 pm to 1:00 pm

*Committee Reports: Join an Ad-hoc Committee and Get Involved!
Homeless Outreach, Illegal Street Vending, Parking Demand Management
and Resiliency. You can also attend our Executive and Branding, Business
Development & Events Board Committee Meetings*

*Illegal Street Vending Survey Results – It's Not Too Late to Participate!
Complete the Attached Survey or Complete Online by November 30th*

Central Avenue Historic Business Improvement District 2017 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 Mbeugere, 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

CAHD Management Consultant

Urban Design Center

Board Agenda

- I. Welcome: Dani Shaker, President (2 min)
- II. To-do list update from previous month's work efforts: Jonathan Zeichner, Vice President (5 min)
- III. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
- IV. Los Angeles Police Department – Newton Division (5 min)
- V. Review and Approve September 6th & October 4th, 2017 Board Meeting Minutes: Mark Wilson, Secretary (10 min) **NOTE:** Please review minutes prior to meetings. (10 min)
- VI. Review and Approve Financial Report: Monica Mbeugere, Treasurer (20 min)
 - a. 2016 Financial Report prepared by MTB Accountancy Group for the City Clerk Filing requirement
 - b. Total Expenditures as of September 30th & October 31st
 - c. Assessment fees invoiced and received to date
 - d. 2017 Actual vs Projected Budget
 - e. \$5,000 Funding request from The New 9th for the 2017 Winter Wonderland Snow Event
 - f. Revised 2018 Annual Program and Operations Budget
 - g. Annual Planning Report Due November 1st
- VII. Officer Nominations and Elections: President, Vice President, Secretary and Treasurer (10 min)

- VIII. Vote to move Board Nominations Meeting to January 2018 (2 min)
- IX. Vote on 2018 Board Meeting Schedule: Monthly, Bi-monthly or Quarterly (5 min)
- X. Presentation from Cannabis of Los Angeles (COLA) regarding proposed retail cannabis site on 25th & Central Avenue in the Historic Liberty Savings & Loan Building: Dani Shaker and Sherri Franklin (7 min)
- XI. Review and Approve Management Reports, Presentations and Partnerships: Sherri Franklin, Urban Design Center (10 min)
 - a. Clean Streets Services Report: Graffiti Removal, Street Cleaning, Sidewalk Steam Cleaning, Trash Removal and Bulky Item Pick-up
 - b. Community Ambassador Report:
 - i. Employee Manual prepared by the Institute for Maximum Potential
 - ii. Ambassador Supervisor's Responsibilities and Tasks
 - iii. Ambassador Assignments:
 - 1. Victor Lopez - New Business Tracking and Business Development Committee Support
 - 2. Emmanuel Reynoso - Homeless Outreach Team Support and Trash Receptacle Monitoring
 - 3. Curtis Smith - Surveillance Camera and Wi-Fi Installations Tracking and 311 City Service Requests Documentation
 - 4. Johnny Veil - Visitor and Housing Relations Outreach and Parking Demand Management Committee Support
 - c. Wi-Fi and Surveillance Camera Specifications
 - d. Comments and feedback from property owners and reply status
- XII. Review New To-Do List and confirm deadlines/who is responsible (5 min)
- XIII. Annual Meeting Networking Lunch 12:00 pm – 1:00 pm**
- XIV. Annual Board Retreat Discussions and Decisions Facilitated By: Noreen McClendon, Board Member and Executive Director of Concerned Citizens of South Central Los Angeles**
 - a. Summary of the 2016 Board retreat goals and outcomes: Sherri Franklin
 - b. 2017 Retreat Focus – Enhancing Resources and Project Completion Strategies: Noreen
 - c. Executive Committee Report – **Members:** Dani, Jonathan, Mark and Monica
 - d. Branding, Business Development and Events Committee Report - **Members:** Priscilla, Clent, Monica, Jerrell, Jhonny and Sherri
 - i. Branding Signage Concept for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Avenue
 - ii. Business Rebranding Efforts: Initial 10 businesses surveyed by Bridgett Kidd for Product Diversity & Resources, Curb Appeal, Technology Integration and Branding & Marketing
 - iii. Events:
 - 1. Halloween Trick or Treat and Taste of Central Avenue Event Recap
 - 2. Small Business Saturday November 25th Promotion
 - 3. Winter Wonderland with CD9, LAPD and movies in the Jazz Park by CAHD
 - 4. Black History Month Historic Tour & Vignettes
 - 5. 2018 Central Avenue Jazz Festival Support and Participation
 - 6. "Let's Talk" Series: Retail, Food, Beauty, Health, Housing, Youth, Seniors and Non-Profit Innovations & Funding

e. Ad hoc committee Strategies & Work plan:

i. Homeless Response Committee

1. Resource Guide and Online Information: 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.

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

ii. Central Avenue Resiliency Committee

1. Tree planting plan and tree types
2. New trash receptacle design selection
3. South Central Avenue Street Gallery banners, murals and partners

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

iii. Illegal Street Vending Committee

1. City of Los Angeles Ordinance Update
2. CD 9 and LAPD response to illegal vending
3. Survey Report of businesses from Washington Boulevard to Vernon Avenue regarding approval or disapproval of street vending and the development of approved vending locations. Survey to Slauson will be implemented in 2018.
4. Plan to activate sidewalks around Family Farms to mitigate illegal street vending

Members: Priscilla, Noreen, Jhonny, Griffin and Felix

iv. Parking Demand Management Strategy Committee

1. Update on Parking enforcement, restriping red zones to potentially create more parking spaces, assess on diagonal parking options, parking in alleys and to synchronize lights at Martin Luther King, Jr. Boulevard
2. Cal Poly Pomona business, historic site and parking mapping

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

v. Nominations Committee

Members: Jonathan, Monica, Clent and Priscilla

XV. Adjourn – Promptly at 5:00 pm

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:322-230-7070) or [email bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org).