



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@centralavenuehistoricaldistrict.org

March 31, 2017

Board Meeting conference line call in number: (408) 650-3123 | Access Code: 687-833-333

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Board of Directors

Officers

Vivian Bowers, President

Owner, Bowers & Sons Cleaners

Dani Shaker, Treasurer

People's Union, LLC, Historic Lincoln Savings Property

Jonathan Zeichner, Vice President

Executive Director, A Place Called Home

Mark Wilson, Secretary

Executive Director, Coalition for Responsible
Community Development

Members

Priscilla Al Uqdah, Member

Clara Muhammad School
National Alumni Association

Noreen McClendon, Member

Executive Director, Concerned Citizens
of South Central Los Angeles

Clent Bowers, Member

Trustee, Bowers Retail Complex

Councilman Curren D. Price, Jr., Member

The New 9th

Monica Mbeguere, Member

Alfred Smith Property

Jerrel Abdul Salaam, Member

Masjid Bilal Islamic Center

Monthly Board Meeting Agenda

April 5, 2017– 10:30 am to 12:30 pm

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

- I. Welcome: Vivian Bowers, President (2 min)
- II. To-do list update from previous month's work efforts (3 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 March 1, 2017 Board Meeting Minutes: Mark Wilson, Secretary (5 min)
NOTE: Please review minutes prior to meetings so we are ready to approve or discuss without delay.

- VI. Review and Approve Financial Report: Dani Shaker, Treasurer (10 min)
 - a. Total Expenditures as of March 31, 2017
 - b. Assessment fees invoiced and received to date
 - c. Discussion on whether or not to increase the assessment fees by the allowable 0-4% as indicated in the CAHD Management District Plan
 - d. CRCD Enterprises, Inc.'s Clean Streets contract amendment and renewal

VII. Review and Approve Board Management, Operations and Partner Action Items:

- A. Board to direct standing and ad-hoc committees to elect chairs and co-chairs and to prepare written minutes or a report for each meeting for submittal to the board in advance of the board meeting (3 min)
- B. Branding, Business Development and Events Committee (3 min)
 - i. Annual Meeting Date and Theme
- C. Ad hoc committee updates:

- i. **Homeless Response Committee** – Jonathan (5min)

Members: Jonathan, CD9, CRCD, Carlos, Erica and Felix

- ii. **Central Avenue Resiliency Committee** (40 min)

- 1. Presentation by Noreen McClendon - Air BnB opportunities and strategies to promote tourism (10 min)
 - 2. Presentation by Angels Walk LA - Self-guided historic trail stations and maps proposed for Central Avenue. (10 min)
 - 3. Presentation by Great Streets – Update on the proposed “road diet” and infrastructure funds for Central Avenue (10 min)
 - 4. Proposed **South Central Avenue Street Gallery** – Wall Murals, Public Art and Roll Down Door Art (5 Min)
 - 5. Proposed Pop-up Art and Design Gallery and (2 min)
 - 6. Banner Installation (2 min)
 - 7. Tree Planting (1 Min)

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

- iii. **Illegal Street Vending Committee** – Noreen (3 min)

- 1. Survey of business from Washington Boulevard to Slauson Avenue regarding approval or disapproval of street vending and the development of approved vending locations to be circulated by May 2016.

Members: Vivian, Priscilla, Noreen, Griffin, Felix and Johnny

iv. **Parking Demand Management** – Sherri (5 min)

1. Petition to create 2 hour parking limits and to install parking meters to be circulated by May 2016.
2. Intern Daryl Chan’s status update on parking demand management assessment for installing 2-hour parking limits and parking meters, diagonal parking locations, curb stripping and identification of shared parking opportunities.

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

v. **Safety Ambassadors Committee** – Dani (5 min)

1. Status of in-house Ambassador operations.
2. Discussion on Worker’s Compensation Insurance for CAHD
3. Discussion on Ambassador Benefits
4. Proposed purchase of radio communication system from the City Clerk

Members: Jonathan, Mark, Dani, James, Priscilla, Clent, Sherri and Griffin

vi. **Board Nominations Committee** – Jonathan (10 min)

1. Board nomination process and orientation guidebook
2. Nomination by James Westbrooks for Edgar Mariscal, Dunbar Village - Thomas Saffron & Associates

Members: Jonathan, Monica, Clent, Priscilla and Carlos

VIII. **Review and Approve Management Reports, Presentations and Partnerships:**
Sherri Franklin, Urban Design Center (5 min)

- a. Debriefing on Clean Streets work efforts and discussion on system for ongoing performance and feedback - Joe Gamez and Feliz Cruz, CRCD Enterprises, Inc.
- b. Debriefing on the Safety Ambassador outcomes
- c. Introduction of Justin Lin, Intern from the Offices of Assemblyman Reginald Jones Sawyer and his Youth Entrepreneurial Workshop Series scheduled for April 2017
- d. Debriefing on Branding, Business Develop and Marketing strategies - Shop & Visit Central
- e. Outreach letters to new businesses, affordable housing developments and apartment buildings
- f. Donation letters
- g. 1st Quarter 2017 Newspaper Concept
- h. Website and Social Media Performance
- i. Discuss comments and feedback from property owners and reply status

IX. **Review New To-Do List and confirm deadlines/who is responsible** (2 min)

X. **Meeting Schedule: Next Board Meeting: May 3, 2017 @ 10:30 am**

XI. **Adjourn – Promptly at 12:30 pm**

CENTRAL AVENUE HISTORIC DISTRICT COMMITTEE MEETING DATES

Monthly Branding, Business Development and Events Committee Meeting Agenda

April 3, 2017 – 12:45 pm to 2:00 pm

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

- I. Calendar of Events
- II. District newspaper themes, content, business highlights and articles
- III. Annual Meeting

Members: Priscilla, Clent, Monica and Sherri

Monthly Executive Committee Meeting Agenda

April 25, 2017– 9:30 am to 11:00 am

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

- I. Finalize Board Meeting Agenda
- II. Discuss operations management matters
- III. Discuss and review contract proposals, amendments and terminations
- IV. Discuss and review worker’s compensation application
- V. Review partnership and Board presentation request

Members: Vivian, Jonathan, Dani and Mark

CAHD Ad-hoc Committee Meeting Dates

April 2017

1. **Homeless Response Committee** – April 3, 2017 @ 1:30 pm – Location: Venue-The Bridge, 2901 S. Central Ave., Los Angeles, CA 90011. **Members:** Jonathan, CD9, CRCD, Carlos, Erica and Felix
2. **Illegal Street Vending Committee** – Every Second Wednesday at 2:00 pm. Bowers & Sons Cleaners 2509 S. Central Avenue. The next meeting will be on April 12th. **Members:** Vivian, Priscilla, Noreen, Griffin, Felix and Johnny
3. **Parking Demand Management** – Every Third Wednesday at 4:00 pm. CAHD Program Office - 2508 S. Central Avenue. Next meeting: April 19th. **Members:** Vivian, Dani, Clent, Monica, James, Sherri and Griffin
4. **Central Avenue Resiliency Committee** - Every Third Wednesday at 5:00 pm immediately following the Parking Demand Management meeting. CAHD Program Office - 2508 S. Central Avenue – Next meeting: April 19th. **Members:** Vivian, Dani, Noreen, Clent, Monica, Sherri and Griffin