

# CENTRAL AVENUE

Historic Business Improvement District

## DRAFT BOARD MINUTES

May 2, 2018– 10:30 am to 12:30 pm

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

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## Central Avenue Historic District May 2, 2018 Board Agenda

### Board Member Attendees

1. Dani Shaker, President, People's Union, LLC, Historic Liberty Savings Property
2. Jonathan Zeichner, Vice President, Executive Director, A Place Called Home
3. Mark Wilson, Secretary Executive Director, Coalition for Responsible Community Development
4. Monica Mbeguere, Treasurer, Alfred Smith Property
5. Priscilla Al Uqdah, Member, Clara Muhammad School National Alumni Association
6. Edgar Mariscal, Member, Dunbar Village, Thomas Safran & Associates Housing
7. Noreen McClendon, Member, Executive Director, Concerned Citizens Of South Central Los Angeles
8. James Westbrook for Councilman Curren D. Price, Jr., Member
9. Johnny Vera, Member, All Famous Barber Shop
10. Jerrel Abdul Salaam, Member, Masjid Bilal Islamic Center
11. Mike Castillo, Member
12. Clent Bowers, Member Trustee, Bowers Retail Complex

- I. Welcome: Dani Shaker, President (2 min)
  - A. 10:38 call to order
  - B. Akeemi, Dani, Jonathan, Mark, James, Monica, Jerrel, Edgar, Jhonny, Clent, Norreen
- II. Los Angeles Police Department – Newton Division (3 min)
  - A. Life size cutouts of officers are available, or go in the windows
  - B. They are available for businesses
  - C. Ambassadors will coordinate with businesses
  - D. Spanish Citizen's Academy is starting in June
- III. To-do list update from previous month's work efforts: Jonathan Zeichner, Vice President (5 min)  
See Attached Worksheet
  1. [CAHD - May 2, 2018 Board and Committee Meeting Action Item Checklists](#)
  2. Employee handbook is put on hold for revision
  3. Red Cross, APCH will host, needs to be coordinated with Jerron & Julie from APCH
  4. Dani extension for the audit
  5. Dani: motion to approve \$5K, Noreen 2nd. Unanimous vote
  6. Jonathan moves to vote with Jazz theme banner: unanimous vote

- IV. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
  - A. Beverly & Nicole from Concerned Citizens will be attending for Noreen (need more info)
  - B. Russell Akiyama of Sunflower Farms Nursery gave a presentation on the cultural history of his family business and partnership with the CAHD BID.
  
- V. Review and Approve March 7, 2018 Board Meeting Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings. (5 min)
  - A. Dani: move to approve minutes, Jonathan 2nd, unanimous vote.
  
- VI. Review and Approve Financial Report: Monica Mbeguere, Treasurer (15 min)
  - A. Sherri: Set exec committee meeting to review 990 & audit,
  - B. Audit has been delayed
  - C. Total Annual Expenditures as of April 30, 2018
  - D. Assessment fees invoiced and received to date April 2018
  - E. Budget Committee Meeting Report Rollover Expenditure Plan
  - F. Statement of Activity Report and Check Register for 2017 Fiscal Year
  - G. Draft 990's - Due May 15th to the IRS
  - H. Financial Statement Due to City Clerk May 1st - Board Elected to Contract for Audited Statements.
  
- VII. Hollywood Community Housing Corporation Request for Partnership and Support of their proposed People's Street Application on E. 35th Street @ Jefferson between their two housing developments. The application will be submitted to the Department of Transportation. Presented by **Sarah Letts, Executive Director**, Eleanor Atkins, Senior Project Manager and **Yianeth Saenz-Solis, Project Manager** - 5 min
  - A. Sarah & Yianeth presenting
  - B. Florence Mills, 74 apts, will break ground Jan 2019,
  - C. 35th St. is slated for People's St. Must apply by May 31, needs letter of support FROM CAHD
  - D. CAHD may help in programming the People's St. Plaza
  - E. Need to have a community meeting with local residents
  - F. HCHC would like to work with CAHD to secure retail spaces,
    - 1. Can CAHD be a broker for HCHC to help secure retail space?
  - G. HCHC needs to create letter for CAHD board, Ambassadors will follow up
  - H. Noreen: I can not vote for support letter without community input
    - 1. Any Plans for local hire for the housing construction?
    - 2. If you hire local, you will have less stress at your site
  - I. There need to be a public forum to reactivate the corridor with tax credits for lower income properties. CAHD can help facilitate the forum with support of property owners.
  
- VIII. Communities for Responsible Community Development Request for Partnership and Support in conjunction with SLATE Z to apply for U. S. Department of Justice Grant for Community Safety and Capacity Building - Mark Wilson, Executive Director - 5 min
  - A. Mark Wilson: Grant is to develop better relationship with law enforcement:
  - B. Example: \$350K for 2 years for planning & evaluation, partnering with USC and the local neighborhood..
  - C. CAHD will be part of planning for RFP, possible involvement in 1st round of funding.
  - D. JZ: I have been working on a training program run by community body that orients & trains incoming officers on history of neighborhoods focusing on de escalation.
  
- IX. Standing Committee and Ad Hoc Committee Reports, Approvals and Actions:
  - A. **Executive Committee Report: Members: Dani, Jonathan, Mark and Monica**
    - 1. CRCD Contract for Combined Clean Streets and Ambassador Services. Presentation by Joe Gamez.
      - 1. CRCD is hiring Point person to manage Central Avenue programs.
        - 1. Managing Ambassadors, team meetings, same walkie talkie system.

2. Ambassadors need to be taken off CAHD payroll & move to CRCD's once we have a contract with CRCD
  2. Transition Considerations: Interview and Application Process for Existing Ambassadors, Payroll Transfer, Worker's Comp, Benefit Costs and Operating Procedures for Consolidated Services
  3. Revised Ambassadors Employee Manual and Job Descriptions
    1. Tabled pending contract with CRCD
  2. WiFi and Camera Proposal Received by 4/20 in Response to the RFP
- B. Branding, Business Development and Events Committee Report: Members: Priscilla, Clent, Monica, Jaron, Jhonny, Sherri and Terry - 10 min**
1. Business Rebranding Efforts: Initial 10 businesses surveyed by Bridgett Kidd for Product Diversity & Resources, Curb Appeal, Technology Integration and Branding & Marketing
    - a) Bridgett: I have 2 more businesses to talk to
    - b) Discussion: Barbershops, how to you differentiate?
    - c) Bridgett spoke with Jhonny to possibly create training program
  2. 2018 Central Avenue Jazz Festival Business Activations, Youth Band Stage, Historic Tour, Billie Holiday play @ APCH Theater and Souvenir Book
    - a) Jonathan motion to authorize \$5000 cap on BID rollover, Dani second. Unanimous vote.
    - b) Board approved how to spend money: Jazz Fest, Central Ave Bloom, WIFI
  3. "Let's Talk" Series: Business and Housing Workshops
    - a) Bridgett & Mike need to get content from workshop presenters to market the series.
  4. Department of Cultural Affairs Art Activation Grant for Halloween on Central Avenue
    - a) Need to submit in September
- C. Ad hoc committee Strategies & Work plan: 5 min**
1. Homeless Response Committee: Members: Jonathan, James, Edgar, Sherri, Gabriela (from Everyone In)
    - i. Resource Guide and Database. Partnership with Gabriella Garcia, Field Organizer, Everyone In Campaign - United Way of Greater Los Angeles
    - ii. Purpose Statement for the Guide Prepared by Jonathan Zeichner
  2. Central Avenue Resiliency Committee: Members: Dani, Noreen, Clent, Monica, Jhonny, Sherri, Griffin and Terry - 15
    - i. New Perforated Stainless-Steel Trash Receptacle with Solid Center Band for Branding Decals have been Selected. [CAHD Resiliency Designs & Plans Folder](#)
      1. To be installed by CRCD Enterprises, Inc. in May
    - ii. 20 to 24 South Central Avenue Street Gallery Wall Banners will be installed on various buildings by CRCD in April and May
    - iii. Street Banners design is ready for approval. To be installed @ the Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard intersections by July 1<sup>st</sup> ahead of the Jazz Festival.
    - iv. Central Avenue Bloom Project Partnership with A Place Called Home. Discuss partnership elements to be included.
    - v. Tree planting efforts in include installation of at least 50 flowering trees and 40 potted fruit trees on Central Avenue. Need to finalize the tree planting plan, tree types selection and locations, Urban Forestry permit application, soil softening efforts and establishment services provided by CRCD.
      1. Tree Planting on May 12th: Our first tree planting of will take place during the APCH Health and Garden Expo @ St. Patrick's Church. CRCD will facilitate the plantings along with volunteers.

- a. Because of traffic accident to parishioners of St. Patrick's tree planting did not take place.
    - 2. The New 9<sup>th</sup> to obtain some trees from City Plants.
    - 3. Tree planting on May 19th: Our second tree planting will occur in partnership with The New 9th.
      - a. Russell Akiyama from Sunflower Farms Nursery will provide estimates for trees in wells and planters.
  - vii. Branding Monument Signage Concept for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard are ready for design review. The next step will be to obtain permit approval, fabricate the sites and install them in approve Bureau of Street Services locations.
    - 1. To Do: Activate monuments, fix lighting.
    - 2. CRCD is getting bids on install costs.
    - 3. Will lighting be solar?
    - 4. Need to get more info on lighting for alley ways.
  - viii. Update on the Cal Poly Pomona Design Development Concepts for the Croome Family Building on 41st.
    - 1. Akeemi: met with Sanctuary
    - 2. Next step, meet with architects and then funding options.
  - ix. New Developments and Properties for Lease and Sale on Central Avenue
    - 1. Size 8 -10 3 bedrooms.
    - 2. Will meet with Noreen for lessons learned.
    - 3. Challenge: getting shared units to pay utilities.
3. **Illegal Street Vending Committee: Members: Priscilla, Noreen, Jhonny, Griffin and Felix - 10 min**
- a) Noreen is writing letter voicing concerns on legislation regarding liability insurance in front of businesses.
  - b) DISCUSSION
    - (a) Insurance: businesses are being asked to subsidize street vendors w/o compensation, vendors are not paying for anything
    - (b) Food Vendors: not meeting health requirements
    - (c) Vendors should not be able to sell what businesses sell
    - (d) There should be no vending zones
    - (e) Permits should be tied to location, can businesses buy out block?
    - (f) Need GPS tracking on vendors
    - (g) Vendors are working for bigger conglomerates
    - (h) CAHD BID needs to get letter together
    - (i) Vendors are not from the community
  - i. City Council Committee's Vote to Move Forward to Create a Draft Ordinance with no Property Owner or Business Consent Required
  - ii. Draft Summary Report of Survey Results
  - iii. Draft Letter on CAHD's Stated Position on Street Vending
4. **Parking Demand Management Strategy Committee: Members: Dani, Clent, Monica, James, Sherri and Griffin - 2 min**
- i. Follow-up with DOT parking enforcement, light synchronization and diagonal parking.
5. **Nominations Committee: Members: Jonathan, Monica, Clent and Priscilla - 2 min**

- i. One Seat Open - Outstanding Nomination of Ramin Halavi, family owns 4021 & 4109 S. Central Avenue by Priscilla Aluqdah

**X. Review and Approve Management Reports, Presentations and Partnerships:  
Sherri Franklin, Urban Design Center (10 min)**

A. Urban Design Center Team Update:

Sherri Franklin	<ul style="list-style-type: none"> <li>● Oversee program implementation,</li> <li>● Budget and financial report development management</li> <li>● Coordinate team member efforts,</li> <li>● Manage partnership agreements,</li> <li>● Preparation of the Quarterly Report and Newsletter,</li> <li>● Facilitate board and committee meeting meetings and</li> <li>● Facilitate policy and planning Initiatives</li> </ul>
Griffin Wright	<ul style="list-style-type: none"> <li>● Prepare the annual planning report, budget and parcel database,</li> <li>● Serve as the government agency liaison and</li> <li>● Expedite project permits</li> </ul>
Mustafa Al Uqdah	<ul style="list-style-type: none"> <li>● Daily office management Monday through Thursday,</li> <li>● Manage the accounts payable including preparation of check request,</li> <li>● Track time sheets,</li> <li>● Input transactions into QuickBooks and prepare the monthly transaction activity reports,</li> <li>● Prepare the board packages and business forms,</li> <li>● Manage public an online files and</li> <li>● Assist with social media and website postings</li> </ul>
David Morrison	<ul style="list-style-type: none"> <li>● Design collateral materials and manage printing process and</li> <li>● Design wall, standing and street banners to site specifications and manage printing process.</li> </ul>
Terry Scott	<ul style="list-style-type: none"> <li>● Preparation of the resiliency plan presentation documents and information, <b>Griffin took over</b></li> <li>● Preparation of the jazz festival souvenir book as a quarterly Newsletter, <b>Matt took over</b></li> <li>● Facilitate jazz festival programming for the historic tour, youth stage and theatrical vignettes</li> </ul>
Jaron Hamilton	<ul style="list-style-type: none"> <li>● Facilitate the Wi-Fi and camera bid process,</li> <li>● Assist with project permit expediting,</li> <li>● Prepare flyers and facilitate out reach for the Let’s Talk Series,</li> <li>● Create database and resource guide content for the homeless response project, and</li> <li>● Manage social media postings and website updates</li> </ul>

B. CRCDC Enterprises Clean Streets Services Report:

- 1. Graffiti Removal, Street Cleaning, Sidewalk Steam Cleaning, Trash Removal and Bulky Item Pick-up. Proposed Community Clean-up day. - Felix Cruz, Manager

C. Community Ambassador Report:

- 1. Report on Ambassador performance, status of assignments, incident reports, Police Advisory Board meeting - Ambassador Supervisor Danian McCully

D. Comments and feedback from property owners and reply status

XI. Review New To-Do List and Confirm Deadlines/Who is Responsible (5 min)

XII. **Next Board Meeting: Vote to Determine Next Meeting Date**

XIII. **Adjourned at 1:21 pm**

## CENTRAL AVENUE HISTORIC DISTRICT

# MAY AND JUNE 2018 COMMITTEE MEETING DATES

## CAHD Ad-hoc and Standing Committee Meetings

Third Wednesdays 2:00 pm to 5:00 pm May 16th and June 20th 2018

Location: CAHD Program Office: 2508 S. Central Avenue, Los Angeles CA 90011

### Ad-hoc:

1. **Homeless Committee Members:** Jonathan, James, Edgar, Sherri
  - a. Development of a homeless resource guide.
2. **Illegal Street Vending Committee: Members:** Dani, Clent, Monica, James, Sherri and Griffin
  - a. CAHD Street Vending Position Letter
3. **Parking Demand Management: Members:** Dani, Clent, Monica, James, Sherri and Griffin
  - a. Follow-up with DOT regarding enforcement, light synchronization and diagonal parking.
4. **Central Avenue Resiliency Committee:Members:** Dani, Noreen, Clent, Monica, Sherri, Griffin and Terry
  - a. Review monument design review
  - b. Review planting plan. Tree planting on May 19th and next phase.
  - c. Wall banner placement

### Standing:

5. **Branding, Business Development and Events Committee**
  - a. Discuss Jazz Festival youth stage, souvenir book, theatrical vignettes and tour logistics.
  - b. Department of Cultural Affairs Art Activation Grant for Halloween on Central Avenue
    - **Members:** Priscilla, Clent, Monica, Jerrell, Sherri and Terry

## Executive Committee Meeting Agenda

June 19th - 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. Review partnership and Board presentation request

**Members:** Dani, Jonathan, Mark and Monica