

Central Avenue Historic Business Improvement District
Board Meeting Minutes
April 6, 2016

- I. Welcome: Vivian Bowers; Meeting called to order at 5:40pm.
- II. Public Comments
 - a. No comments.
- III. Review/ Approve March 2 minutes; Grant Suno, Secretary
 - a. Minutes are being revised and will be shared via email next week. Motion to accept them in email next week and hard copy next month along with this month's minutes. Motion 2nd by Noreen McClendon. Passed unanimously.
- IV. Review/Approve Updated Budget Plan: Dani, Shaker Treasurer
 - a. Based on projected assessment collections, BID is projecting a budget shortfall of \$133k.
 - b. Once the assessments are complete and funds are collected from the City, the Board will finalize spending plan
- V. Board Action Items: Jonathan Zeichner, Vice President
 - a. Presentation: REEF Project
 - i. Majority of board members are familiar with REEF project.
 - ii. Proposing two blocks (10 acres) to be mixed use residential, commercial retail, parking structure. (Demonstrated through renderings on posters)
 1. Goal to not duplicate what is on central avenue
 - iii. Looking to fund youth job training programs. Working with CRCO and Concerned Citizens to work on that.
 - iv. REEF is offering 175k in funding to the BID. It will be paid to the BID as follows:
 1. 50k when putting up a big digital sign.
 2. 25k a year every year after that regardless if construction falls through or not.
 3. Funds are not available or committed until city entitles project.
 - v. REEF Developers have 2 requests of the BID:
 1. Support the project
 2. Accept the Funds
 - vi. Discussion points:
 1. The developer is currently raising necessary capital to complete the project.
 2. 15-year project timeline -- but the developer hopes to complete sooner.
 3. 1444 residential units at market rate. None are affordable housing. Developer is proposing a contribution of 10-12 million to preserve existing affordable housing in community.

4. Jonathan commends REEF for taking time to outreach to the community. Suggests decision to write the letter should not be swayed by the funds REEF will give in to the BID (Noreen agrees).
5. What strings are attached the money? BID can do as they want with the money.
6. BID Board requests to review a copy of the Environmental Impact Report
- vii. Developer would like to have a letter of support by May.
- viii. Noreen motions to accept grant funds from reef. Bonnie 2nd's it. Grant: we should not accept at this time. Could be a negative impact on how the BID is viewed, we should do an analysis.
 1. Comment: We should do analysis even though it's going to happen anyway, which is why we should take it.
 2. Noreen
 - a. Money has no strings attached and will be given whether we accept the project or not. As a BID we need the money.
 3. Priscilla: Don't see a gentrification either.
 4. Vivan agrees. It can bring a better look to our community and will also provide jobs. They are people who want to help. Also agrees with accepting the funds because there are no ties.
 5. Jonathan
 - a. If we accept and support them, will be perception that there was a connection between money and support
 - b. Developers should support the community and they are
 - c. Believes we should accept the funds.
 - d. Is this something we should go to our constituents with before deciding?
 6. Gerald
 - a. Feels there are strings attached if we accept money because it will be a problem for us under those circumstances.
 7. Sherri
 - a. All developers give fund packages to community
 - b. You can also work with developers to make affordable housing happen.
- ix. Motion to accept funds carries. Two members (Grant Sunoo and ??) were opposed.
- x. Letter of support should include things you want.
 1. Bonnie recommends increasing local hire but it is difficult to find that many in the community.
 2. It is difficult to do a mixed income project.

- a. Grant motion to ask Sherri to draft a letter of support which will be reviewed and voted on next meeting. Jonathan 2nd's. Motion passes unanimously.
3. Jonathan suggests that Sherri says something in letter to keep communications open in case more things down the line. How do we involve our constituents?
 - a. Sherri: Include this conversation to let everyone know and share the letter without constituents.
 - b. Ana suggests to be translated into Farsi, Korean and Spanish
- b. Vote on recommendations on Green Streets Budget
 - i. Sherri; necessary services include Graffiti removal, power washing, sweeping, buying trashcans and t-shirts for workers.
 1. Original budget 129k a year. Sherri has negotiated contract with CRCD Enterprises.
 2. New contract would be 81k annually.
 3. The agreement is designed such that there is a clear delineation between services that CRCD is providing under City contract vs. services that the BID is paying for.
 4. Very important that the BID does not duplicate existing services.
 5. When factoring in other contracted services, Central Ave will receive the benefit of 221k in total services
 6. Board agrees that procurement is not necessary for this contract because CRCD Enterprises already provided these services for the BID
 7. Will work on quality assurance plan; will include if BID is not happy or happy and will include services. BID will have a say on total amount of work and has right to bring in someone else for services.
 - a. CRCD Rep: One thing want to push is power washing.
 - b. Will hire a full time supervisor on ground level for quality assurance.
 - c. CRCD Enterprises staff will wear BID t-shirts for work here.
 - d. No court mandated community service workers on central avenue but will use local trained people to use.
 8. CRCD Enterprises will submit monthly reports to the BID
 9. Door to door and people who know young people.

- ii. Jonathan moved to authorize Sherri to move forward with this contract. Motion 2nd by Noreen. Unanimous vote with 1 abstention (Grant Sunoo).
 - 1. Quality assurance plan to be developed next week.
 - 2. May 1st would be the start date.
 - 3. CRCD Enterprises to provide shirt sizes to Sherri so that BID T-Shirts can be ordered.
- c. Request for support for Hollywood Community Housing Corporation Project -Florence Mills and Paul Williams Apartments
 - i. Maura Johnson and Matt Mason (Slideshow presented)
 - 1. BID members raised concerns about lack of parking for visitors and additional parking for residents.
 - a. Only problem is the subterranean parking cannot go under historic building.
 - b. 1 parking space per affordable unit.
 - c. Jonathan: What is the request from the BID? We are just being asked for a letter of support for this project and the entitlements for the other project.
 - i. What impact does the letter have? Maybe not a lot but it is important for us.
 - ii. If we write a letter, this is an opportunity to find a parking solution.
 - iii. Currently in entitlement phase. Have 2.6 million of improvements in 1-mile radius.
 - iv. Cap and Trade also looks into parking solutions so we can also work with them.
 - v. Not pet friendly.
 - d. Parking management study is important; our responsibilities are to protect the business owners. Have to find to work in the bigger picture.
 - e. Florence Mills is 1 level plus the commercial parking.
 - 2. M2A Architects because of strong historic background
 - 3. Grant Sunoo motioned for Sherri to draft a letter and have it by next meeting for review and vote. 2nd by Clent. Motion carried unanimously.
 - 4. Sherri will create a note to share information with HCHC regarding exploration of parking revenue bond financing.
- d. Vote Selection on Insurance provider
 - i. Jonathan proposed:
 - 1. Non-profit insurance provider will give rebate on the premium but has not given us what we needed on time frame.

2. Can't sign contract with city without insurance
 3. Noreen suggests motion to bind with Philadelphia insurance. Grant 2nd. Philadelphia is accepted for now with understanding that is open to other bids.
 - a. Motion carried unanimously.
- e. Banking Service Provider
- i. Dani: Recommends goes with East West Bank. East West banks also would contribute to BID and Dani has a good relationship with them.
 1. Sherri: US Bank is also good but it is good to have someone with a good relationship.
 2. Noreen: rather see us go with proximity (Broadway) rather than out of district (East West).
 3. Dani: will not be doing be daily banking. They have also provided the RFP.
 - a. East West Bank is at the interest of the community and minorities.
 4. East West will provide free checks.
 5. Priscilla: Bank with someone we have a relationship with.
 6. Dani: All are there to help and have responded with the RFP's.
 7. Jonathan: Banks should give us money and/or contribute to us. East West does contribute to non-profits.
 - ii. Vivan: Suggests we need to make decision (Jonathan: We can always change banks and can bank more than one bank)
 1. Vivian recommendation to accept East West. Noreen 2nds. Motion carries unanimously.
- f. Discussion on comments from property owners
- i. Meno's tires merge parcels and reassessment (Ana and Sherri are working on it) 3232307070.
 - ii. Refer feedback from property owners to Sherri. Is available and is keeping a log.
- g. Committee
- i. Dani volunteers to make down payment on insurance and newsletter (Total 2k)
- h. Small Business Workshop
- i. Held at LA Trade Tech May 3.
 1. Website has been designed with registry link
 2. BID has a table. Jonathan: Does committee agree to have a table? Yes.
- i. Motion to revisit missed items for the next meeting.
- j. One concern for Priscilla's tour, need to first work with existing business that will accept us with the presentation. Sherri: Plan a door to door strategy. Concern about popups in the street.

- VI. Meeting Schedule
 - a. Next meeting: May 4, 2016 @ 5:30
 - b. BID Meeting Committee schedule
- VII. New Business
 - a. NONE.
- VIII. Public Comments
 - a. NONE
- IX. Grant Motion to Adjourn. Noreen 2nd, passed unanimously.