



## March 2018 Board and Committee Meeting Agendas

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard  
323-230-7070 p | [bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org)

Board Meeting, March 7, 2018 - 10:30 am to 12:30 pm  
New 9<sup>th</sup> Constituent Service Center, 4301 S. Central Avenue, Los Angeles, CA 90011  
(Posted March 2, 2018)

### Translation Services | Servicios de traducción | 번역 서비스

- Please call 323-230-7070 24-hours before the board meeting to request translation services.
- Por favor llame al 323-230-7070 24 horas antes de la junta directiva para solicitar servicios de traducción
- 이사회 회의 24 시간 전에 전화 323-230-7070 로 전화하여 번역 서비스를 요청하십시오.

Join the CAHD Board Meeting Via Conference Call: (712) 770-4751 Access Code: 414060  
Board Meeting Documents will be Available on the Website

## Central Avenue Historic Business Improvement District 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

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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:323-230-7070) or [email bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org).

## Central Avenue Historic District March 7, 2018 Board Agenda

- I. Welcome: Dani Shaker, President (2 min)
- II. Los Angeles Police Department – Newton Division (3 min)
- III. To-do list update from previous month’s work efforts: Jonathan Zeichner, Vice President (5 min)  
See Attached Worksheet
- IV. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
- V. Follow-up Presentation by Raul Claros from the Red Cross regarding Community Emergency Preparedness
- VI. Review and Approve October 2017 and January 2018 Board Meeting Minutes a: Mark Wilson, Secretary  
**NOTE:** Please review minutes prior to meetings. (10 min)
- VII. Review and Approve Financial Report: Monica Mbuegere, Treasurer (20 min)
  - a. Total Annual Expenditures as of February 28, 2018
  - b. Assessment fees invoiced and received to date February 2018
  - c. Budget Committee Meeting Report
  - d. Establish an Audit Committee
  - e. IRS \$5,460 late filing fee for 2016 990 return
  - f. Statement of Activity Report and Check Register for 2017 Fiscal Year
  - g. Crystal Mitchell’s \$1,792 contract agreement for Quick Books training and preparation of the 2017 990 Tax Return
  - h. MTB Accountancy’s \$7,000 contract agreement for preparation of 2017 Audited Financial Statements
- VIII. Officer Elections: President, Vice President, Secretary and Treasurer (10 min)
- IX. Committee and Ad Hoc Reports, Approvals and Actions:
  - a. Executive Committee Report – **Members:** Dani, Jonathan, Mark and Monica
    1. Ambassadors Employee Manual Review. Need to edit job descriptions.
    2. Roll over Funding Project Budget Report
    3. Board Term Assessment Per Bylaws – Recommended review of bylaws. Board to consider amendment of terms to reflect leadership needs during the 5 year term of the District.
    4. Accounting and Financial Review/Audit Fee Proposals - Requested Audit
  - b. Branding, Business Development and Events Committee Report - **Members:** Priscilla, Clent, Monica, Jerrell, Jhonny, Sherri and Terry
    - i. Business Rebranding Efforts: Initial 10 businesses surveyed by Bridgett Kidd for Product Diversity & Resources, Curb Appeal, Technology Integration and Branding & Marketing
    - ii. Events:
      1. Black History Month event report
      2. 2018 Central Avenue Jazz Festival Youth Band Stage, Historic Tour and Souvenir Guide.
      3. “Let’s Talk” Series: Business courses start in March.

c. Ad hoc committee Strategies & Work plan:

i. Homeless Response Committee

1. Resource Guide and Online Information page to include information on the following resources: 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.
2. Jonathan Zeichner prepared a purpose statement for the guide.

**Members:** Jonathan, James, Edgar, Delores, Sherri and Terry

ii. Central Avenue Resiliency Committee

1. New Perforated stainless-steel trash receptacle with solid band for branding decals have been selected. To be installed by CRCD Enterprises, Inc. in March and April.
2. South Central Avenue Street Gallery wall banners and street banner installations. 20 to 24 wall banners will be installed on various buildings by CRCD in March and April. The street banners for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard are slated to be installed by July 1<sup>st</sup> ahead of the Jazz Festival.
3. Tree planting on Earth Day, April 20<sup>th</sup>, and on May 12<sup>th</sup> during A Place Called Homes Health Fair @ St. Patrick's Church. Planting approximately 50 flowering trees and potting 40 fruit trees. CRCD will facilitate the effort. The New 9<sup>th</sup> to obtain some trees from City Plants.
4. Branding Monument Signage Concept for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard are being designed.

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

iii. Illegal Street Vending Committee

1. Draft summary report of survey results.
2. Draft letter with CAHDS stated position on street vending

**Members:** Priscilla, Noreen, Jhonny, Griffin and Felix

iv. Parking Demand Management Strategy Committee

1. Follow-up with DOT reinforcement, light synchronization and diagonal parking.

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

v. Nominations Committee (2 seats open)

1. Priscilla nominated Ramin Halavi, family owns 4021 & 4109 S. Central Avenue
2. Dani Shaker nominated Akeemi Croome, family owns 4103 S. Central Avenue

**Members:** Jonathan, Monica, Clent and Priscilla

- X. Review and Approve Management Reports, Presentations and Partnerships:  
Sherri Franklin, Urban Design Center (10 min)
    - a. Clean Streets Services Report:
      - i. Graffiti Removal, Street Cleaning, Sidewalk Steam Cleaning, Trash Removal and Bulky Item Pick-up. Proposed Community Clean-up day.
    - b. Community Ambassador Report:
      - i. Employee Manual final draft prepared by the Institute for Maximum Potential
      - ii. Ambassador Supervisor Danian McCully report on Ambassador Performance, status of assignments, incident reports, Police Advisory Board meeting.
    - c. Wi-Fi and Surveillance Camera RFP response update
    - 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: May 2, 2018
  - XIII. Adjourn – Promptly at 12:30 pm
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## **Special Presentation By Cal Poly Pomona Urban Planning Students**

12:30pm to 2:00pm Immediately Following the Board Meeting

### **Retail Resiliency Ideas and Concepts**

Featured Property:  
Croome Family Property @ 4103 S. Central Avenue

*Facilitated by Professor Courtney Knapp*

# CENTRAL AVENUE HISTORIC DISTRICT

## MARCH AND APRIL 2018 COMMITTEE MEETING DATES

**CAHD Ad-hoc and Standing Committee Meetings**

Third Wednesdays 2:00 pm to 5:00 pm - March 21<sup>st</sup> and April 18<sup>th</sup> 2018  
Location: CAHD Program Office: 2508 S. Central Avenue, Los Angeles CA 90011

Ad-hoc:

1. **Homeless Committee**

a. Development of a homeless resource guide.

- **Members:** Jonathan, James, Edgar, Sherri and Terry

2. **Illegal Street Vending Committee**

a. Complete summary report of the surveys and position statement

- **Members:** Priscilla, Noreen, Griffin and Felix

3. **Parking Demand Management**

a. Follow-up with DOT re: enforcement, light synchronization and diagonal parking.

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

4. **Central Avenue Resiliency Committee**

- a. Review monument designs
- b. Tree planting on April 20<sup>th</sup> and May 12<sup>th</sup>
- c. Wall banner placement

- **Members:** Dani, Noreen, Clent, Monica, Sherri, Griffin and Terry

Standing:

5. **Branding, Business Development and Events Committee**

a. Discuss Jazz Festival youth stage, souvenir book and tour logistics.

- **Members:** Priscilla, Clent, Monica, Jerrell, Sherri and Terry

**Executive Committee Meeting Agenda**

April 24<sup>th</sup> - 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