



**Central Avenue BID Steering Committee
Planning Meeting
8/20/2014 10-12pm
Central Avenue Constituent Services Center
Minutes**

NOTE: Minutes are not verbatim nor in order.

- Introductions
 - Sign in sheet was passed around
 - Everyone introduced themselves
- Where are we?
 - 3rd phase
 - 2nd Phase was to determine if it was feasible for property or business based BID
 - Majority responding to survey were prop owners
 - Most prop owners own large props
 - P-BID
 - 1- 5 years
 - upon renewal another 1-5
 - Committee has decided to move forward
 - This month, make determination of boundaries
 - Management district plan
- Slideshow
 - Create 4 different zones
 - Great Streets- 1st
 - Washington to King – 2nd
 - Vernon- 52nd- 3rd
 - 52nd – Slauson- 4th
 - Next BID starts on Slauson
 - Focus on Historic Core
 - Primarily on “front” Central Avenue and go through alley or end of property line, CORE AREA; Commercially zoned
 - Can’t include R-zone, single family
- Melrose BID Guest Speaker: Don Ducksworth
 - Melrose in configured the same way
 - Have a problem with parking

- Questions
 - Starting forming BIDS in 1994
 - Tarzana
 - Granada Hills
 - Studio City
 - Sunset
 - San Pedro
 - Westchester, Airport
 - Executive Director & Consultant
 - Canoga Park
 - Byzantine Corridor
 - Was a local government manager for 10 years plus
 - If you had to do it all over again, what would you do differently
 - Start of small not to big is what were advised
 - Little things that were done differently, agrees with keep it small and keep it simple
 - BID is a tool
 - Financing District
 - Use tool to do whatever you want
 - Will increase property value
 - Will increase business volume
 - Every BID he's been in, prop value has increased
 - What type of pushback did you get from property owners
 - His promise is to get the BID approved but doesn't promise unanimous
 - Figure out assessment to get vote you need
 - You won't make everyone happy
 - BIDS focus on what everyone can relate to
 - Priceless piece; brings prop owners who never knew each other
 - Develop relationships that new opportunities that may not have happened
 - BID pays for operating costs
 - Armed security
 - Expensive security services
 - Westchester
 - Ambassador
 - Parking
 - Melrose
 - Working on a valet program because of neighbor complaints
 - Mutual solutions
 - Sometimes as BID you can invent new options
 - Speak to someone with a large lot
 - BID can Lease parking lots in area
 - When you have a BID the City Council will listen to you because you're a collected group of owners
 - May have more of an impact than a neighborhood council
 - Parking meters
 - You can have the ability to set up a parking program

- Do what you can do. Then you will have people want to add into. Folks will want to be a part of it
- Curious as neighborhoods get ready and more people are attracted, there can be collateral impact for residents with rising rents. What type of accommodations and stakeholders response you've had experience with BID.
 - Disenfranchise? The BID has a unique ability to listen to them.
 - Mike Mandela had the board be sensitive to the issues
 - If board wants to be sensitive you can
 - San Pedro
 - You can't assess but you can't exclude them
- Non-Profits
 - Worked with them so assessment was not a problem with them
 - Consultant can do that for them
 - You have to figure it out
 - It's not one size fits all
 - City is funding to pay for non-profit subsidized housing, greater impact on owners
 - Stay away from subsidized housing
 - Do retail spaces that are in housing get special treatment.
 - No, BID writes the rules
 - No exceptions
 - The idea of a BID is that if it services benefit one property it will benefit another
- Variables
 - Square foot of lot
 - Square foot of building
 - Square foot of frontage
 - Use all three
- Cost
 - Want to bring some down
 - Cut services
 - Start small and do things one step at a time
- What was one thing that was going along well and then made a quick turn?
 - It's not a sprint it's a marathon
 - You can be here a year and a half now
 - Take it EASY
 - It will increase property values
- What can we leverage?
 - You will be flypaper for money from politics etc
 - Example: MTA, DWP, Homeless grant
 - LADWP will give %k a year
- You're a non-profit
 - Have an executive director
 - Documents are public
 - Mtgs are open
 - Folks want to give you money

