Central Avenue BID Steering Committee Meeting
5/7/14 10:00 AM
Central Avenue Constituent Services Center
4301 S. Central Ave., Los Angeles, CA 90011

Agenda

1. Introductions and Comments

2. Previous Meeting Recap and Issue Update
   - Parking Management Concepts
   - Marketing/Branding

3. Name of the BID
   - Rebuilding Central Avenue
   - Historic Central Avenue
   - Historic Central Avenue District
   - Rebuilding Historic Central Avenue
   - Central Avenue Renaissance
   - South Central Hills

4. Website Name
   - Central Avenue Historic District
   - Central Avenue District
   - Central Avenue Corridor

5. Themes
   - Honoring our past, investing in our future
   - Honoring our past, building our future
   - Honoring our past, inventing our future
   - It only takes one visit
   - Moving forward, respecting the past

6. Outreach
   - 3 Target Zones
     - Zone 1: Vernon to Adams (core area)
     - Zone 2: Adams to Washington
     - Zone 3: Washington to Slauson
   - Property Owners
   - Business Database
   - Other Entities
     - Property Owner Associations
     - Related Real Estate Organizations
     - Non-profits, Churches and Housing Developers
- Public Agencies (Police, Fire, Schools, Library, RAP, etc.)
- Neighborhood Councils and Block Clubs
- Art and Youth Constituents
- Community Police Advisory Board
- Trade and Business Organizations (Manufacturers Organizations, Grocers Associations, etc.)
  - Inclusion of Spanish-Speaking Leadership
  - Flyer (draft in English and Spanish)
  - Community Event 1 - May
    - Decide on Date (Weekday around 6PM)
    - Location: Central Ave. Constituent Services Center
  - Community Event 2 - June
    - Decide on Date (Weekday around 6PM)
    - Location: Central Ave. Constituent Services Center
  - Outreach Participation Events
    - Jazz Festival
    - Community Police Advisory Board Event
  - Focus Group Location Schedule
    - Tacos El Gavilan
    - Library
    - Police Station
    - A Place Called Home (wkdys before 1:30pm, Sat. 10-2)
    - SCMS National Alumni Association
  - Interview Schedule

7. Next Steps