

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 (wkdays before 1:30pm, Sat. 10-2)
 - SCMS National Alumni Association
- Interview Schedule

7. Next Steps