



**Central Avenue BID Steering Committee
Planning Meeting
9/3/2014 10-12pm
Central Avenue Constituent Services Center
Minutes**

NOTE: Minutes are not verbatim nor in order.

- Introductions and sign in sheet
- S. Franklin: This meeting we'll start working on our district management plan. We'll need to submit a draft to the city in October.
- [Passed out parcel map]
- SF: The core district we're focusing on will be along Central, between Washington and Slauson, to the alleyways.
 - SF: Our feasibility study divides Central into 3 zones, but based on your feedback, we've broken up the Avenue into 4 zones.
 - SF: We created a matrix of how much our support has grown since July. We're at 36% for zone 1, and 32% for zone 2 so we're doing really well.
 - SF: We haven't seen opposition from property owners. They have wanted more information instead. We hope to hit 50% mark by October and come up with a strategy for zones 3 & 4.
 - SF: If any of you notice mistakes, please let us know.
 - J. Friedman: We still don't have the property owners of Superior on this list.
 - SF: Dalila and the Councilman are working together to get formal confirmations from the large property owners. Councilman just closed on Tom Safran for Rittenhouse Square last week.
 - Z. Faraj: If one of the middle zones doesn't have enough support, can we have a gap?
 - SF: BIDs have to be contiguous.
 - JF: The area of what we're studying is really large when most BIDs in LA are much smaller. Are we spreading our resources thin?
 - P. Al Uqdah: At this point, nothing is unrealistic, we should explore everything.
 - SF: We'll have the engineer come out soon to describe his process of determining fees. He can also talk about how to assess nonprofits.

- SF: I'd like to meet again 9/17 to meet the engineer instead of waiting until our October meeting.
 - Everyone agrees.
- Management Plan Discussion
 - SF: Key elements we've found:
 - Safety - ambassador, not armed. Coordinated camera system.
 - Maintenance - especially with alleyways, which will need additional funding to be leveraged.
 - Marketing and branding - of our businesses, and the history/culture
 - Parking program
 - SF: Manchester wireless interested in a wireless community along Central for free. We'll need permission from property owners to put antennas up. Then we can use that technology for our coordinate camera system. Potential partnership for the BID.
 - V. Bowers: Does the District Plan include the possibility of exploring trolley?
 - SF: BID will need to have supportive programs that aren't paid for by the BID. This can include the Trolley, design standards, facade improvement. These items can be worked on by the BID nonprofit, but not paid for by the assessments.
 - J. Zeichner: Can we prioritize these items as well?
 - N. McClendon: Design is a very important priority for the Avenue. Shoppers won't come if we don't look presentable.
 - SF: Let's look at this as "it's still on the table, just on another table". This can also go under the Council Office.
 - VB: Hopefully we can include that in CABA's programming as well.
 - JZ: Can the BID put out RFPs to get services (eg security company) on a larger scale?
 - SF: That is the ultimate power of a BID - to be able to share costs.
 - CRCD Enterprises
 - CRCD Enterprises introduce themselves.
 - S. Ellis: We are a subsidiary of CRCD, which is a community development corporation here in CD9. We're a local business and have been providing services in CD9 since 2005. Services include graffiti abatement, corridor maintenance, ad removal, street scrubbing, and also communication to community members.
 - SE: We wanted to share with you the services we offer and how we care about this community.
 - SE: We focus on providing jobs to the local community, and providing services in the community.
 - SE: We do have challenges with getting funded for the community but it doesn't stop us from providing services here. We are still here with less funding.
 - SE: We work in collaboration with Councilman to clean alleys. We have a great relationship with Sanitation so if there are issues that we can't take care of, we can get them in quickly.
 - PAU: What's the difference between you and CRCD?
 - SE: We started out under CRCD but are now a separate company.
 - JF: I have not been happy with graffiti abatement from your company.
 - B. Hayslett: My experience has been the opposite. They've been excellent.
 - VB: I'd like to second that. Not only do they take off the graffiti, they've preserved the mural.

- JZ: We've had great experience with CRCDC Enterprises as well. We do need to discuss processes with dealing with processes, especially if they have relationships with people on the board.
 - NM: I also had great experience with them. But because they are related to CRCDC who might be on the board, they need to know that they won't automatically get the contract. I personally want them to get the contract because they hire people from the community.
 - JZ: We'll need to establish a clear process. For an example, hiring local can be a criteria.
- SF: What is your current scope of work?
 - SE: Broadway to Central, Washington to Slauson along Central
 - SE: Street sweeping, illegal ad removal, weed removal, graffiti removal, pressure washing (scaled back due to drought), trash receptacles, recycling, bulky pick-up, painting.
 - SE: We have partners where we can work together on curb cutting, tree trimming, etc.
- SF: If this BID is in place for 5 years, how is your funding secured for the period of time for what you already do?
 - SE: We're funded by City of LA and Councilman's Office.
 - J. Gamez: Funding is not stable but we still do the work.
 - SF: When we establish the BID, we'll need to determine how to match your funding source.
- SF: What additional services do you think is needed?
 - SE: Security presence, like with bike control.
- SF: Would you be open to cobranding in different colors.
 - SE: Of course. This is a collaboration and we want to look like a BID.
- SF: We'll need to come up with a RFP process to select service providers. We can have an example for the next meeting.
- C. Ngo: CRCDC Enterprises has agreed to provide "free sample" services to show business owners what the BID can potentially provide.
 - SF: We want to target business per zone and focus on businesses that have not supported yet.
- Central Avenue Cultural Corridor
 - Lorn Foster introduced himself - Professor at Pomona College and involved in 2nd Baptist Church
 - L. Foster: Central Avenue has gone through a lot of changes throughout history. We wanted to examine what cultural landmarks we wanted to identify. I.e. Somerville, Jack's building, Lincoln Theatre, 2nd Baptist, Ralph Bunche Home. These are physical spaces that are scarce.
 - LF: Purpose of Jazz Festival is an attempt to expend the community's cultural capital. It's helped current residents, and young people to understand how amazing the history is.
 - LF: Councilman wants to highlight the next Jazz Festival but we want to also look beyond a weekend in July that can attract people to the corridor.
 - LF: We want to use cultural capital and signage to bring people here. This is in the interest of for-profit business owners.
 - VB: We've explored in the past to put markers to show what was there.

- LF: That's what we want to do. This isn't a new idea.
 - SF: USC Annenberg School has a project to create a map of Central Ave with cultural and service assets.
 - SF: It's online and interactive.
 - BH: It would be great to create a walking path that connected the historic sites.
 - JZ: This is such a critical piece and I think we should start smaller committees to focus on culture. We need to also focus on the future and the current demographics. "What is, what was, and what will be".
- Ciclavia
 - Tafari Bayne introduced himself
 - T. Bayne: Ciclavia is an event that closes streets to car traffic and opens up to people traffic. Each event has approximately 100,000 people per day. Angelinos get a chance to look at their city a different way. There's lower crime on dates of the events.
 - TB: Ciclavia is an idea that came from Columbia and it's been successful in bringing down crime and revitalizing neighborhoods.
 - TB: Event promotes healthy living and gets people to see parts of the city they haven't seen.
 - SF: Can you share the hub-aspect of what you're planning?
 - TB: Each Ciclavia has key points called hubs with information, first aid, bathrooms, and community programming. We want to do a hub here in partnership with the BID, CRCD, and to highlight the Jazz aspect of this neighborhood.
 - SF: When is your next planning meeting?
 - TB: We have regular community meetings for general residents. It'll be here 9/10. I'd like to identify a time where we can meet with you all here.
 - SF: What can the businesses expect? What works?
 - Passed out flyer that is handed out to businesses and study on business impact.
 - TB: Ciclavia brings new people to your businesses. It'd be great to sell water as an opportunity to showcase your businesses. Pass out flyers and discounts for returning.
 - D. Randle: How do you handle street vending along the route?
 - TB: Ciclavia does not police street vending. Every vendor that sets up still needs permission from businesses. There will be a lot of police on the route so businesses can check in with them for support. Police presence is also a deterrent. We do bring in food trucks but it'll be in areas where there isn't already food.
 - A. Medina: In East LA, we're going to set up cocktail tables in our hub around businesses so people can stop and rest.
- SF: Tafari is also a Commissioner on the City's Board of Transportation. This committee has a lot of parking issues. Key concerns here are street sweeping ticketing, lack of parking, and trolley.
 - JZ: We want to change Central to a 2-hour zone.
 - TB: I'm very supportive of local involvement in defining mobility issues.
 - TB: I'd love your support in hosting conversations. I get nervous when there's too many separate conversations.

- VB: We have painted curbs, signage, etc. Enforcement is not consistent. Big rig trucks are problematic. Cars are being sold on the streets.
- Nonprofit creation
 - SF: Steering committee needs to focus on the establishment of the board and its structure. We need to discuss the process of creating the nonprofit and start ahead of time because the IRS takes about a year.
- Next Steps
 - Meeting with the engineer 9/17 at 10am
 - Put up posters on property windows
 - Engage neighbors to right and left to put up posters