

NOTES

Central Ave BID Mtg Minutes- 11/5/14

To: All Members of BID Committee; CRCD Staff
From: Gustavo De Haro, CRCD Staff
Re: Central Ave BID Committee Minutes 11/5/14

Agenda Outline:

- Committee Introductions - (Sheri Franklin, Urban Design Center)
- Overview of Management Plan Content - (Sheri Franklin, Urban Design Center)
- Review of Central Ave BID Mission Statement - (Sheri Franklin, Urban Design Center)
- Next Meeting Date & Agenda Preview - (Sheri Franklin, Urban Design Center)

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1. Introductions: (Sheri Franklin, Urban Design Center)

Members of the committee introduced themselves and a sign in sheet was passed around. Members of the committee briefly reviewed the agenda for the meeting and the minutes from the previous session. No additional items were added to the agenda and no amendments were made to the previous meeting minutes. Additionally it was announced the meeting minutes were updated to the Central Ave BID website. The meeting proceeded as planned.

BID meeting minutes available here:

www.centralavenuehistoricdistrict.org/bid_formation_process

2. Overview of Management Plan Content: (Sheri Franklin, Urban Design Center)

Background: As the steering committee moves closer to forming the Central Ave BID, the committee must formalize a draft of the BID Management Plan to submit to the City Clerks office for review by January 2015. As such the committee reviewed the different components of the management plan and discussed criteria of proposed services such as frequency and implementation of service.

Management Plan Summary Discussion:

The committee reviewed the different segments of the management plan and discussed each item briefly. Sheri Franklin provided a brief summary and update of each item in its current development stage. The different segments of the plan discussed included: 1) An Overview of Central Ave. with the inclusion of the history of the area, a summary of the different property types, and demographics; 2) BID Map dividing the street into 4 zones; 3) Proposed Management District Service Plan; 4) Proposed multi-year budget 2016 through 2020; 5) Proposed Management District Assessment Formula; 6) Continuation of City Services ; 7) Publicly Owned Parcels; 8) Proposed District Implementation Time Line; 8) District Governance; 10)Appendix documents.

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In regards to the section for the proposed Management District Service Plan the committee agreed to include a contingency line item for each service to provide a buffer should costs rise. The reasoning behind this decision was the recognition that the BID would not be allowed to collect more funds than what is set as the limit for the total operating budget.

The committee also discussed the frequency of services to be delivered under the Management District Service Plan. The group developed the following recommendations:

- Trash services daily
- Graffiti removal – daily early morning
 - The group discussed the timing of many of the graffiti crimes taking place in the night and early morning. It was noted that much of the tagging takes place on the roll down gates protecting the businesses. This recognition lead the group to recommend a daily service schedule.
- Power washing of sidewalks- monthly service
 - Note: It was noted that dog walkers allow their pets to defecate on the sidewalks and that perhaps the group should develop a set of design standards that would encourage grass areas and bog waste bags to be made available on the street.
- Bulky item pickup/Alley way cleanup - weekly service
 - This was discussed by the committee to be a big problem in the neighborhood. Aside from providing this service the group also expressed interest in working to enforce laws against illegal dumping by outsiders and local business owners alike. Perhaps an education campaign could be created to alert property owners about laws and how to legally dispose of large items.

Note: Due to liability insurance concerns the BID may not make the changes itself but it may invest time and funding to advocate for policy and planning leading to the city making the upgrades. The group also expressed interest in advocating for policy and planning to impact job development, cultural tourism, economic development, and tree trimming.

In regards to the quantity of Community Safety Ambassadors the group discussed having a total of six to cover the entire corridor. The committee determined that the shifts should be staggered to allow for maximum coverage during the week and later on weekends. Hours would be between 9am -6pm (Mon-Friday) /9am -9pm (Saturday – Sunday).

In regards to determining the quantity of staff needed to perform the cleaning services, graffiti removal, etc. the group requested the support of CRCD staff to

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determine estimates of approximate staff needed to perform these services. Discussion was centered on adding value and not replacing existing services offered by CRCD. A follow up meeting will be set to have CRCD staff help attend and assist in determining these estimates.

In regards to streamlining communication with the CSA's the group discussed establishing a communication system offering a number in which business owners could call the BID office or the lead CSA on duty to request assistance or report an incident. The group suggested advertising the BID office number on magnets that could be passed out to the community.

In regards to BID Management Costs the group recommended one part time director and one part time admin staff.

A working group including Jonathan will be making suggestions for the mission and vision.

3. Review of Central Ave BID Mission Statement: (Sheri Franklin, Urban Design Center)

Background: The group must develop a mission statement to include in the BID general management plan and to guide the work of the non profit entity that will be created. Over the past few sessions the group developed a list of priorities that they wanted the mission to reflect. Based on this previous list of priorities a draft mission statement has been created and submitted to the group for review.

Management Plan Summary Discussion:

The group reviewed the draft mission statement prepared by Dalila Sotelo. After an initial read through the group discussed a few changes and proceeded to make edits. Based on this initial draft one member of the group proposed a second draft of the mission statement. The committee felt this second draft captured the priorities and the spirit of the vision and agreed to adopt the 2nd draft in the initial BID General Management Plan.

3. Next Meeting Date & Agenda Preview: (Sheri Franklin, Urban Design Center)

Background: The committee will continue its regular scheduled meeting time on the first Wednesday of the month at 10am. In preparation for the next meeting the committee discussed which agenda items will be visited in effort to move forward with the BID formation process.

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Next BID Meeting: 10am – 12pm Wednesday Dec 3rd 2014

Location: Council District 9 Office 4301 S. Central Ave LA

Agenda Preview Next Mtg:

- Updates on BID management plan
- Update on BID consortium meeting
- Update on security camera services

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