

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard
323-230-7070 p | bid@centralavenuehistoricdistrict.org

Special Executive Committee and Board Meeting Agendas March 6, 2019

(Posted March 4, 2019)

Executive Committee Meeting – 9:00 am

Location: A Place Called Home, The Bridge, 2901 S. Central Avenue, Los Angeles CA 90011

Board Meeting – 10:30 am to 12:30 pm

Location: The New9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011

Central Avenue Historic Business Improvement District Board of Directors

Executive Officers

- **Dani Shaker, President** - *People's Union, LLC, Historic Liberty Savings Property*
- **Jonathan Zeichner, Vice President** - *Executive Director, A Place Called Home*
- **Monica Mbeguere, Treasurer** - *Alfred Smith Property*
- **Mark Wilson, Secretary** - *Executive Director, Coalition for Responsible Community Development*

Members

- **Priscilla Al Uqdah, Member** - *Clara Muhammad School National Alumni Association*
- **Clent Bowers, Member** - *Trustee, Bowers Retail Complex*
- **Edgar Mariscal, Member** - *Dunbar Village, Thomas Safran & Associates Housing*
- **Jerrel Abdul Salaam, Member** - *Masjid Bilal Islamic Center*
- **Noreen McClendon, Member** - *Executive Director, Concerned Citizens of South Central Los Angeles*
- **Councilman Curren D. Price, Jr., Member** - *The New 9th*
- **Jhonny Vera, Member** - *All Famous Barber Shop*
- **Akeemi Croom, Member** - *Croom Family Building*
- **Ramin Halavi, Member** - *Halavi Family Properties*

CAHD Management Consultant - *Urban Design Center*

Join the CAHD Board Meeting Via Conference Call: (712) 770-4751 Access Code: 414060
Board Meeting Documents will be Available on the Website: www.CentralAvenueHistoricDistrict.org

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- Please call 323-230-7070 24-hours before the board meeting to request translation services.
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Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Central Avenue Historic BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting our office at [ph. 322-230-7070](tel:323-230-7070) or email bid@centralavenuehistoricdistrict.org.

Central Avenue Historic District

Executive Committee Meeting Agenda

Items for review, discussion and approval:

- I. Minutes from January 9, 2019 Executive Committee Meeting
- II. Review and approve management's WiFi installation recommendation for Spectrum to install 20 WiFi Hotspots along the Corridor. Service cost projected to be \$45 per site per month plus taxes and fees. See report. See attached recommended locations.
- III. Review and approve management's WiFi and solar powered cameras recommendation for installation along the corridor.
- IV. Review and sign 2019 Philadelphia Insurance Package due April 19, 2019
- V. Discuss concept to submit a Great Streets grant application to the City of Los Angeles Mayor Garcetti's Office
- VI. Discuss concept to submit a Proposition 68 grant application to the State of California Department Parks and Recreation

Central Avenue Historic District

Board Meeting Agenda

- I. **Welcome:** Dani Shaker, President - 2 min
- II. **Los Angeles Police Department** – Newton Division - 3 min
- III. **To-do List Update** from previous month's work efforts: Jonathan Zeichner, Vice President - 5 min
See Attached Worksheet
- IV. **Public Comments** – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
- V. **Minutes:** Review and Approve January 9, 2019 Board Meeting Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings - 5 min
- VI. **Financial Reports:** Discussions, Approvals and Actions: Monica Mbeguere, Treasurer - 15 min
 - A. Report Detailing Expenditures, Income and Assessment fees invoiced, received and outstanding as of February 28, 2019
 - B. Statement of Activity Report for the Period Ending December 2018
 - C. Statement of Activity for the Period Ending February 2019
 - D. Rollover Expenditure Update
 - E. 2018 audit update - MTB Accountancy Group. Financial Report due to the City Clerk by May 1, 2019.
 - F. 2018 IRS 990's and FTB returns due by May 15, 2019
 - G. Letter from Thomas Safran & Associates regarding assessment fees

- VII. **Standing Executive Committee** Reports, Discussions, Approvals and Actions:
Members: Dani, Jonathan, Mark and Monica - 15 min

- VIII. **Standing Branding, Business Development and Events Committee** Discussions, Approvals and Actions:
Members: Priscilla, Clent, Monica, Jerrell and Jhonny - 20 min
 - A. CAHD Signature Events:
 - 1. Central Avenue Jazz Festival Historic Tour and Cultural Arts Presentations
 - a) Cultural arts performance elements and costs for Ethel Waters Play - Client Bowers
 - b) Central Avenue Historic Tour locations and transportation plan
 - c) Central Avenue Historic District Business Directory (1st Quarter Newsletter)
 - d) Historic Central Avenue Visitors Guide (2nd Quarter Newsletter)
 - 2. Halloween Trick or Treat, Movies, Scarecrows and Haunted House plan. Additional insurance required for haunted house.
 - 3. Grants and Fund Development Report
 - B. Upcoming Promotions and Advertisements:
 - 1. National Night Out Aug 6th 2019. Discuss partnerships.
 - 2. Hispanic Heritage Month Sep 15th to Oct 15th 2019
 - 3. Small Business Saturday November 23rd 2019
 - 4. Winter Wonderland Business Sale Promotion Event with the New 9th - December 2019
 - C. Business Procurement and Development
 - 1. Business social media and promotion platform activations
 - 2. Business Direct Sales Support
 - 3. Government Vendor Sites and Online Business with Ebay and Amazon
 - 4. Marketing and Branding Support for New Developments, Businesses and Properties for Lease and Sale on Central Avenue
 - 5. Assess new business closures: Sushilito
 - 6. Property Owner Development and Business Resource and Referral
 - a) Ramin Halavi request for recycling center setup information

- IX. **Ad Hoc Central Avenue Resiliency Committee** Discussions, Approvals and Actions: **Members:** Dani, Noreen, Clent, Monica, Michella and Griffin - 20 min
 - A. Trash Receptacles: Ordered 30 additional trash receptacles and decals that highlight Historic Central Avenue. 15 were received in mid February and are being installed by CRCD by March 15th total of 32 receptacles will be installed on the Corridor. We have ordered banners for the receptacles that highlight the Historic District.
 - B. Tree Planting: Status of 28 trees were planted in July 2018. Urban forestry has completed their for installation of additional flowering trees and 40 potted fruit trees on Central Avenue and Side Street to the Alley. Love & Water Me Business Support
 - C. Permanent CAHD Light Pole Signs Identifying the District
 - D. Double Pole Banner Installations - Theme Honoring the Past, Empowering the Future. Highlight Historic part of name as per Mr. Bower's request.

- E. Street Furniture Installations
 - F. Central Avenue Publication Content for 4th Square Newsletter 2019
 - G. South Central Avenue Street Gallery Wall Banners Installations on various buildings
 - H. Branding Monument Signage Concept for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard. Historic part of name as per Mr. Bower's request.
 - I. Facade and Building Design Guidelines advisory as per the new Southeast Community Plan
 - J. Central Avenue Street Gallery Mural Installation planning.
- X. **Ad Hoc Parking Demand Management Strategy Committee** Discussions, Approvals and Actions: 1 min
Members: Dani, Clent, Monica, James and Griffin
- A. No task or information to report.
- XI. **Ad Hoc Homeless Response Committee** Discussions, Approvals and Actions: 3 min
Members: Jonathan, James and Edgar
- A. Guide and database under development
- XII. **Ad Hoc Nominations Committee** Discussions, Approvals and Actions: 3 min
Members: Jonathan, Monica, Clent and Priscilla.
- A. No vacant seats.
 - B. Board Terms and Annual Election Date
- XIII. **Management Report** Discussions, Approvals and Actions: Sherri Franklin, Urban Design Center
- A. Team Assignment Review
 - B. New uniforms for Clean Streets, Ambassadors and Management received. Includes bright yellow and black winter jackets.
 - C. City Clerk Reports
- XIV. **CAHD Renewal Formation Committee Update:**
- A. Confirm meeting times for the Third Wednesday from 6:00 pm to 7:00 pm
 - B. Confirm formation committee members and plan to add additional member
 - C. Discussed proposed boundaries
 - D. Discuss proposed programs
- XV. **Review New To-Do List** and Confirm Deadlines/Who is Responsible - 5 min
- XVI. **Upcoming Ad-Hoc Committee Meeting Dates:** March 20th and April 17th. NOTE TIME CHANGE to 4:00 pm to 6:00 pm to accommodate evening hour opportunity for people to attend CAHD meetings Location: CAHD Office, 2508 S. Central Avenue, Los Angeles, CA 90011. Also note availability of Hollywood Housing new a Paul Williams affordable housing development on the former Angeles Funeral Home site on Jefferson at Central Avenue
- XVII. **Next Board Meetings:** May 1, 2019. Vote on July meeting date.
- XVIII. **Adjourn:** Refreshments Served

CAHD 2019 To-Do List as of March 5, 2019

(Blue font indicates completed or moved off list)

Action Item		Date Added	Status as of Agenda Posting on March 5th, 2019
1	Determine hot spot locations for the cameras and develop estimated cost	Jan 9, 2019	In progress. See information for wireless and solar powered cameras.
2	Meet and greet and implement a survey for BID renewal	Nov 16, 2018	Completing design. To be circulated in March
3	Give letter to Mike for LADOT on meters, light synchronization, diagonal parking on 28 th	Nov 16, 2018	No progress
4	Outreach to businesses BID can promote on Facebook and Website or set-up sites	Nov 16, 2018	In progress. See report.
5	Street activation plan for canopies	Nov 16, 2018	Designs reviewed and approved by the resiliency committee February 20th. Will be ordered and distributed in March. See attached design.
6	Clean Streets report: add per block graffiti clean-up number	Nov 16, 2018	To be added to monthly reports. Need to verify
7	Get prices from Spectrum and ATT for WiFi	Nov 16, 2018	Completed. Recommending Spectrum. See report.
8	Clent will provide details on performers for Jazz Festival	Nov 16, 2018	Presented details for Ethel Waters at 1/9 Board Meeting. Item moved to the event committee agenda.
9	Finalize Urban Design Center Management Contract	Nov 16, 2018	Completed. Approved 1/9/19 at Executive Committee and Board Meeting. Jonathan to review minor corrections with UDC.
10	Finalize Urban Design Center BID Renewal Formation Contract	Nov 16, 2018	Completed. Approved 1/9/19 at Executive Committee and Board Meeting.
11	Expedite rollover expenditure plan and Annual Planning Report	Nov 16, 2018	Completed. Approved 1/9/19 at Executive Committee and Board Meeting. See progress report
12	Finalize Clean Streets contracts CRCD	Nov 16, 2018	Completed. Approved during 1/9/19 Executive Committee meeting.
13	Finalize Ambassador contract with Noreen	Nov 16, 2018	Completed. Approved during Executive Committee Meeting 12/19

2019 Central Avenue Historic Business Improvement District Calendar

Meetings, Business Filings, Events and Promotions

March	Information	Notes
6	Executive Committee Meeting - 9:00 am - 10:00 am	
6	CAHD Board Meeting – 10:30 am - 12:30 pm	
7	Community Police Advisory Board Meeting - 12:00 pm	
14	BID Consortium Meeting – 12:00 pm	
20	CAHD Committee Meeting – 4:00 pm - 6:30 pm	
20	CAHD Renewal Steering Committee Meeting - 6:00 pm to 7:00 pm	

April	Information	Notes
1	CAHD Renewal Parcel Database Due to City Clerk	
4	Community Police Advisory Board Meeting - 12:00 pm	
11	BID Consortium Meeting – 12:00 pm	
17	CAHD Committee Meeting – 4:00 pm - 6:30 pm	
17	CAHD Renewal Steering Committee Meeting - 6:00 pm to 7:00 pm	

May	Information	Notes
1	Executive Committee Meeting - 9:00 am - 10:00 am	
1	CAHD Board Meeting – 10:30 am - 12:30 pm	
1	FINANCIAL REPORT DUE TO CITY CLERK	
2	Community Police Advisory Board Meeting - 12:00 pm	
9	BID Consortium Meeting – 12:00 pm	
15	990 RETURN DUE TO IRS AND ---- DUE TO FTB	
15	CAHD Committee Meeting – 4:00 pm - 6:30 pm	
15	CAHD Renewal Steering Committee Meeting - 6:00 pm to 7:00 pm	

June	Information	Notes
1	2020 PARCEL DATABASE AND FEE INCREASE VOTE DUE TO CITY CLERK	Vote during May Board Meeting
1	CAHD Renewal 1st Draft Management District Plan and Engineer’s Report Due to City Clerk	
6	Community Police Advisory Board Meeting - 12:00 pm	
13	HOST BID Consortium Meeting - 12:00 pm	
19	CAHD Committee Meeting – 4:00 pm - 6:30 pm	
19	CAHD Renewal Steering Committee Meeting - 6:00 pm to 7:00 pm	

July	Information	Notes
4	Community Police Advisory Board Meeting - 12:00 pm	
11	BID Consortium Meeting - 12:00 pm	
17	CAHD Committee Meeting – 4:00 pm - 6:30 pm	
17	CAHD Renewal Steering Committee Meeting - 6:00 pm to 7:00 pm	
22	2nd Draft MDP and ER’s Report Due to City Clerk	
27	Central Avenue Jazz Festival	
28	Central Avenue Jazz Festival	