

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

Executive Committee and Board Meeting Agendas May 1, 2019

(Posted April 26, 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 New 9th 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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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 March 6, 2019 Executive Committee Meeting
- II. Review and approve management's WiFi and solar powered camera recommendation for installation along the corridor. Camera recommendations reviewed by Ramin Halavi.
- III. Protocol for events and promotions
- IV. Board support and volunteers support needed for quality events
- V. Discuss recommendations for programs for the proposed 2021 – 2015 CAHD renewal.
- VI. Concerned Citizens of South Central Los Angeles and Coalition for Responsible Community Development Management protocols, CAHD document standardization and management capacity building efforts

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. **Presentation:** From Bird.co by Morgan Roth, Community Relations Manager for Los Angeles. An outreach effort as one of the operators in LADOT's year-long pilot program.
- V. **Public Comments** – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
- VI. **Minutes:** Review and Approve January 9, 2019 Board Meeting Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings - 5 min
- VII. **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 April 30, 2019
 - B. Statement of Activity Report for the Period Ending December 2018
 - C. Assessment fees received to date.
 - D. Draft 2018 Financial Statements and Audit Review – Prepared MTB Accountancy Group. Financial Report due to the City Clerk by May 1, 2019. 2018 IRS 990's and FTB returns due by May 15, 2019 – MTB to file extension
 - E. Purchase of printable checks from Quick Books accounts payable.
- VIII. **Standing Executive Committee** Reports, Discussions, Approvals and Actions: Members: Dani, Jonathan, Mark and Monica - 5 min

IX. **Standing Branding, Business Development and Events Committee** Discussions, Approvals and Actions: Members: Priscilla, Clent, Monica, Jerrell and Jhonny - 15 min

A. CAHD Signature Events:

1. Central Avenue Jazz Festival Historic Tour and Cultural Arts Presentations
 - a) Cultural arts performance elements, costs, marketing strategy and board and team support required for Ella Fitzgerald Play - Client Bowers. **See attached list of action items.**
 - b) Central Avenue Historic Tour locations, transportation plan and board and team support needed. **See attached list of action items.**
 - c) Historic Central Avenue Visitors Guide District Business Directory layout and information needed (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. Cinco de Mayo – May 5th 2019
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: **NEED BOARD ASSISTANCE FACILITATING THE BUSINESS DEVELOPMENT STRATEGY**

1. Business social media and promotion platform activations
2. Business Direct Sales Support
3. Marketing and Branding Support for New Developments, Businesses and Properties for Lease and Sale on Central Avenue
4. Government Vendor Sites and Online Business with Ebay and Amazon
5. DWP free LED light installations
6. Assess new business closures: Upholstery business
7. Property Owner Development and Business Resource and Referral
8. Property Development Workshop by Urban Design Center – Wednesdays bi-monthly

X. **Ad Hoc Central Avenue Resiliency Committee** Discussions, Approvals and Actions: **Members:** Dani, Noreen, Clent, Monica, Meschellia and Griffin - 15 min

- A. Trash Receptacles: 47 perforated stainless-steel trash receptacles have been paid for. 32 receptacles with branded decals highlighting Historic Central Avenue have been stalled on the Corridor. CRCD is waiting on the delivery of 15 more. We have ordered banners for the receptacles that highlight the Historic District.
- B. Tree Planting: Status of 28 trees were planted in July 2018. See design for the 40 potted fruit trees on Central Avenue and Side Street to the Alley. Love & Water Me Business Support Needed.
- C. WiFi installation update. See attached list of locations.
- D. Camera installation update - See solar/wireless specifications.

- E. Street furniture installations update – bistro tables and chairs. – See attached list of locations.
 - F. CAHD branded tents for businesses and Farmer’s Market – See attached list of locations.
 - G. Double Pole Banner Installations - Theme Honoring the Past, Empowering the Future. Highlight Historic part of name as per Mr. Bower’s request.
 - H. Permanent CAHD light pole signs identifying the District status. – See attached list of locations
 - I. Central Avenue Historic District Street Gallery Wall Board Installations on various buildings
 - J. 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.
- 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 – 10 min
- A. City Clerk Quarterly Reports and Newsletters
 - B. CAHD document standardization efforts. Review shared Google drive documents
 - C. Ambassador Program: Concerned Citizens of South Central Los Angeles Ambassador Program Report - Community Engagement Consultant Dr. Meschellia Johnson and Ambassador Supervisor Marlan Oliver
 - D. Clean Streets Program: Coalition for Responsible Community Development – Supervisor Felix Cruz
 - E. BID Consortium meeting and important issues report
- XIV. **CAHD Renewal Formation Committee Update** – 25 min
- A. Confirm formation committee members and plan to add additional member
 - B. Discussed proposed boundaries
 - C. Discuss proposed programs and related budget
- XV. **Review New To-Do List** and Confirm Deadlines/Who is Responsible - 5 min
- XVI. **Upcoming Ad-Hoc Committee Meeting Dates:** May 15th, June 19th and July 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:** Vote on July meeting date. The following board meeting would be September 4th.
- XVIII. **Adjourn:** Refreshments Served

CAHD 2019 To-Do List as of May 1, 2019

(Blue font indicates completed or moved off list)

Action Item	Date Added	Status as of Agenda Posting on March 5th, 2019
Board and Volunteer assignments for the Jazz Festival Historic Tour and Ella Fitzgerald play	Mar 6, 2019	See Checklist
Meet and greet and implement a survey for BID renewal	Nov 16, 2018	Moved to May.
Give letter to Mike for LADOT on meters, light synchronization, diagonal parking on 28 th	Nov 16, 2018	No progress
Determine hot spot locations for the cameras and develop estimated cost	Jan 9, 2019	Completed. See list of locations and chair and table placements.
Outreach to businesses BID can promote on Facebook and Website or set-up sites	Nov 16, 2018	Completed.
Street activation plan for canopies	Nov 16, 2018	Completed. Being ordered.
Clean Streets report: add per block graffiti clean-up number	Nov 16, 2018	Completed. See report.
Get prices from Spectrum and ATT for WiFi	Nov 16, 2018	Completed. Recommending Spectrum. See report.
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.
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.
Finalize Urban Design Center BID Renewal Formation Contract	Nov 16, 2018	Completed. Approved 1/9/19 at Executive Committee and Board Meeting.
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
Finalize Clean Streets contracts CRCD	Nov 16, 2018	Completed. Approved during 1/9/19 Executive Committee meeting.
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

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	
3	Meeting with Sonya Kay Blake, Mayor Eric Garcetti Office, Director of Community Business Economic Development Dept. 1:00 pm at Delicious @ the Dunbar	
5	Cinco de Mayo Promotion on 42 nd Place 12:00 pm to 3:00 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	CAHD 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, Historic Tour and Ella Fitzgerald Play	
28	Central Avenue Jazz Festival, Historic Tour and Ella Fitzgerald Play	

August	Information	Notes
1	Community Police Advisory Board Meeting - 12:00 pm	
6	National Night Out Promotions	
8	BID Consortium Meeting - 12:00 pm	
21	CAHD Committee Meeting – 4:00 pm - 6:30 pm	
21	CAHD Renewal Steering Committee Meeting - 6:00 pm to 7:00 pm	