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## Executive Committee & Board Meeting Minutes May 1, 2019

(Posted August 12, 2019)

Special Board Meeting – 9:00 am

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

### Central Avenue Historic Business Improvement District Board of Directors

#### Members In Attendance:

- Dani Shaker
- Jonathan Zeichner
- Noreen McClendon
- Mark Wilson
- Edgar Mariscal
- Akeemi Croom
- Mike Castillo
- Monica Mbeguere
- Jerrel Salaam

CAHD Management Consultant- Urban Design Center

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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](http://www.CentralAvenueHistoricDistrict.org)

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# 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  
**Absent**
- III. **To-do List Update** from previous month's work efforts: Jonathan Zeichner, Vice President - 5 min  
See Attached Worksheet  
**(Jonathan)**
  - Reviews completed items on To-Do List as of May 1, 2019 (See attached worksheet on pg. 5)
- 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.  
**(Morgan)**
  - Bird Co. will be integrating an electric scooter pilot program on the corridor, effective immediately
  - Will be opening a service center near the corridor to service the electric scooters
  - Majority of scooters are charged via gig economy space where independent contractors pick up scooters, charge the batteries and return scooter to pick up location. Contractor receives a Form 1099 and payout for charging services
  - Focuses on hiring locally and building out equity program which includes for provided access to scooters for those without a smart phone or bank debit card. Additionally, if anyone can demonstrate financial need, they will only have to pay \$5 per month for unlimited rides
  - Currently scooter rides are \$0.26 per minute
- V. **Public Comments** – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda  
**(Jabani)**
  - Resident of Central Ave and has been attending BID meetings the past 4 months
  - Will be working as a contractor for UDC to manage BID's wi-fi username/password for businesses wi-fi
  - Will be coordinating with BID management to create website portal  
[www.HistoricCentralAveLive.com](http://www.HistoricCentralAveLive.com)**(Melissa)**
  - Representative for The Trust for Public Land (TPL)
  - TPL has a master plan with the Bureau of Sanitation to clean and greenify a total of 15 blocks of green alleys

- Would like to partner with the BID to create a focus group to conduct business outreach to determine business risk and benefits associated with the Green Alleys Program

**(Akeemi)**

- Suggest that Board drafts a Code of Conduct for all board members to abide by
- Code of Conduct will address communication concerns amongst board members and BID Manager regarding any board business that falls under BID

**(Jonathan)**

- Will draft Code of Conduct for all members to read and be familiar with
- Code of Conduct policy will be emailed to entire Board by May 6

**(Sherri)**

- Ambassadors/Clean Streets were filing worker comps claims against the BID in regards to Priscilla
- Requesting that chain of command for communication be enforced and Priscilla not be permitted to speak to Ambassadors/Clean Streets team during BID working hours

VI. **Minutes:** Review and Approve January 9, 2019 Board Meeting Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings - 5 min

**(Jonathan)**

- Meeting Minutes for January 9 were approved on March 6, 2019
- Request amendment to spelling of Jonathan's name to reflect correctly in meeting minutes

**(Noreen)**

- Request amendment to spelling of Samyr's name to reflect correctly in meeting minutes

**(Jonathan)**

- Motion to approve March 6 meeting minutes upon amendment of name change for Jonathan and Samyr

**(Board)**

- Unanimously approves March 6 meeting minutes upon amendment of Jonathan and Samyr's name

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
  - i. All expenditure docs are located in the team Google Drive
  - ii. Total Operating Expenditures for the year through to April 31- \$147k
  - iii. Several outstanding request \$300k from the City
  - iv. BID must turn in Financial Report
  - v. Planning Report has been approved
  - vi. Board will vote and approve an audit done on BID financials
- 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.

i. Management would like to have online printable checks to streamline check writing process

VIII. **Standing Executive Committee** Reports, Discussions, Approvals and Actions:  
Members: Dani, Jonathan, Mark and Monica - 5 min

**(Dani)**

- The board decided that going forward the BID will only host the Halloween event and participate in the Jazz Festival

**(Jonathan)**

- Suggested that the BID maintains an annual calendar that list events for the year and allows board members to amend calendar to add or remove events from calendar

**(Sherri)**

- Manager informs Board that the BID Agenda list all events for the upcoming month

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 (2<sup>nd</sup> Quarter Newsletter)

**(Sherri)**

- i. Jazz Festival, Play and tour checklist has been created in the drive for board members to sign up to fulfill roles
  - ii. Requesting board members send a formal invitation to 8 to 10 people to invite them to attend the Jazz Festival Play
  - iii. Would like to create one eventbrite page for the Play and the Tour
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 5<sup>th</sup> 2019
2. Hispanic Heritage Month Sep 15<sup>th</sup> to Oct 15<sup>th</sup> 2019
3. Small Business Saturday November 23<sup>rd</sup> 2019
4. Winter Wonderland Business Sale Promotion Event with the New 9<sup>th</sup> - 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. Street furniture installations update – bistro tables and chairs. – See attached list of locations.
- E. CAHD branded tents for businesses and Farmer’s Market – See attached list of locations.
- F. Double Pole Banner Installations - Theme Honoring the Past, Empowering the Future. Highlight Historic part of name as per Mr. Bower’s request.
- G. Permanent CAHD light pole signs identifying the District status. – See attached list of locations
- H. Central Avenue Historic District Street Gallery Wall Board Installations on various buildings
- I. 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.
  - (Sherri)
    - Will coordinate with Clent and his father, Mr. Bowers, to schedule meeting with city to discuss where monuments can be located on the street

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  
**(Sherri)**

- Dani, Akeemi, Jonathan, Edgar, Mark
- Meeting will take place Wednesday, 6pm to 7am (May 15<sup>th</sup>)
- BID renewal items that will be voted on will be put in draft Management Plan due to the City by August 15<sup>th</sup>

- B. Discussed proposed boundaries  
**(Dani)**

- Will not expand boundaries

- C. Discuss proposed programs and related budget  
**(Dani)**

- Suggest that BID narrows scope to include only Clean streets and Safety Ambassadors, including supplemental budget
- Suggest that the BID allows other entities to takeover hosting the play and tour going forward

XV. **Review New To-Do List** and Confirm Deadlines/Who is Responsible - 5 min

XVI. **Upcoming Ad-Hoc Committee Meeting Dates:** May 15<sup>th</sup>, June 19<sup>th</sup> and July 17<sup>th</sup>. 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 4<sup>th</sup>.

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 <sup>th</sup>	Nov 16, 2018	Update: Light Synchronization has been implemented. Board is requesting meeting with DOT to discuss increasing parking enforcement, including installing meters on the corridor.
Determine hot spot locations for the cameras and develop estimated cost	Jan 9, 2019	Completed. See list of locations and chair and table placements. Update: Board unanimously approves BID Manager and Ramin will order 40 cameras subject to Jonathan negotiating the price
Outreach to businesses BID can promote on Facebook and Website or set-up sites	Nov 16, 2018	Completed. Update: 20 businesses will receive wifi via Spectrum with additional table sets and free wifi signs. Website portal will be <a href="http://www.HistoricCentralAveLive.com">www.HistoricCentralAveLive.com</a>
Street activation plan for canopies	Nov 16, 2018	Completed. Being ordered. Update: Canopy designs are complete; waiting for assistance from the Council's office to determine where the canopies will placed. Requesting an off-side meeting to discuss the street vending issues in front of former Fresh Farms Grocery.
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	<b>FINANCIAL REPORT DUE TO CITY CLERK</b>	
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 <sup>nd</sup> Place 12:00 pm to 3:00 pm	
9	BID Consortium Meeting – 12:00 pm	
15	<b>990 RETURN DUE TO IRS AND ---- DUE TO FTB</b>	
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	<b>2020 PARCEL DATABASE AND FEE INCREASE VOTE DUE TO CITY CLERK</b>	Vote during May Board Meeting
1	<b>CAHD Renewal 1st Draft Management District Plan and Engineer’s Report Due to City Clerk</b>	
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	<b>2nd Draft MDP and ER’s Report Due to City Clerk</b>	
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	