



Central Avenue Historic Business Improvement District Board and Committee Meeting Agendas

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard
New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011
323-230-7070 p | bid@centralavenuehistoricdistrict.org

DRAFT BOARD MINUTES

January 10, 2018– 10:30 am to 12:30 pm

Location: New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011

Board Member Attendees

1. Dani Shaker, President
2. Jonathan Zeichner, Vice President
3. Priscilla Al Uqdah, Member
4. Edgar Mariscal, Member
5. Noreen McClendon, Member
6. James Westbrooks for Councilman Curren D. Price, Jr., Member
7. Jhonny Vera, Member
8. Jerrel Abdul Salaam, Member

MINUTES:

- I. Welcome: Dani Shaker, President (2 min) **DANI SHAKER 10:43AM**
 - a. **Presentation by Raul Claros from the Red Cross regarding Community Emergency Preparedness**
- II. To-do list update from previous month's work efforts (3 min)
 - a. **Sherri and Mustafa will create a new format from our to do list; to do list will be in google docs and updated accordingly**
 - b. **Review completion on the Employee Handbook**
 - c. **Budget Meeting on February 14th**
 - d. **CRCD contract to be renew**
 - e. **Decide on Tech to use for WiFi/Camera assessment**
- III. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
 - a. **Carl: owner of 4101 S. Central Ave, plans to start up some new business and wants to know what the local area needs to decide on what business direction to go in;**
- IV. Los Angeles Police Department – Newton Division (5 min)
 - a. **ABSENT**
- V. Review and Approve January 10, 2018 Board Meeting Minutes: Mark Wilson, Secretary (5 min)
NOTE: Please review minutes prior to meetings so we are ready to approve or discuss without delay.
 - a. **Jonathan gives note to spell check board minutes.**
 - b. **Dani motions to approve minutes**
 - c. **Jerrel seconds the motion**
 - d. **Unanimously approved**
- VI. Board Nominations
 - a. **Bylaws state you have nominate someone two weeks**

- b. Jonathan asks for report to show where each board member/officer is at within their term limits
- c. No elects brought in
- d. Officer Elections to be placed in March
- e. Anyone on board can become a board officer
- f. Members to elect new board members
- g. 2 seats open

VII. Review and Approve Financial Report: Dani Shaker, Treasurer (20 min)

- a. Converting financials into desktop;
- b. Submitted all documents to city clerk, waiting on funds to roll to roll In, collected if not all more than budget amount;
- c. Expecting first payment from the city in February
- d. Financial Report Due May 1st
- e. Taxes due May 15th; 990 draft in March to be approved in May
- f. Total Expenditures as of December 31, 2017
 - o \$365,377.14
- g. Assessment fees invoiced and received to date
 - o More then budget amount
 - o Assessment 423K
 - o Budget 419K
- h. Set date for Budget Committee Meeting
 - o February 14, 2018 with the Executive Committee
- i. Establish an Audit Committee
 - o Jonathan asks for a quote from Samyr for an Audit
 - o CAHD had an Review Statement for 2016/2017
 - o Audit Committee would review the Review Statement

VIII. Review and Approve Board Management, Operations and Partner Action Items:

- a. Executive Committee Report
 - i. Sherri to make check list for board members to accommodate more work load. Full control over CD9 on October 2nd 2017. Board retreat coming up in November. Wants to include South Central Ave. Historic Tour during Black History month
- b. Branding, Business Development and Events Committee (3 min)
 - i. Signage: Vernon, - king - Washington -Adams- Jefferson design plans will be presented during resiliency meetings ; new sign installation on housing developments; BSS in charge of installation;
 - ii. Street Banners are designed and will be shared with the Committee
 - iii. Jhonny says can help with Branding Marketing, target marketing for parking
 - iv. Events: Black History Month Event and Central Ave Tours; Pan African Film Festival
 - v. 2018 Jazz Festival Historic Tours ;
 - 1. Create the brochure with ads included
 - 2. Research on performers to better advertising and marketing
 - 3. Plans to start marketing ahead of July
 - 4. CAHD would like to be apart of the site planning and where everythin will be located
 - 5. Ad Hoc for the Jazz Festival to be established
- c. Ad hoc committee updates:

- i. **Homeless Response Committee** – Jonathan (5min)
 1. Meets every third Wednesday at 2:00pm at the CAHD BID office
 2. Plans for LAPD and other non-profits to meet and discuss homeless issue within the CAHD corridor

Members: Jonathan, CD9, CRCD, Carlos, Erica and Felix

- ii. **Central Avenue Resiliency Committee** (20 min)
 1. South LA Resiliency Coalition Meeting to be added with CAHD resiliency committee checklist
 2. South Central Avenue Street Gallery Pop-up Exhibit & Grants
 3. Tree Planting Plan and Tree Types
 - a. Plan to partner with All City Buff and CRCD for tree planting
 4. New Trash receptacles design selection
 - a. 50lb Gallon metal trash bins
 - b. Sanitation trash bins can be replaced with our trash bins
 - c. Trash cans to be branded

Members: Vivian, Dani, Noreen, Clent, Monica, Sherri and Griffin

- iii. **Illegal Street Vending Committee** – Noreen (3 min)
 1. AMBASSADORS TO START LAST PUSH OF SURVEY COLLECTION FOR REPORT TO BE PRESENTED AT COMMITTEE MEETING

Members: Vivian, Priscilla, Noreen, Griffin, Felix and Johnny

- iv. **Parking Demand Management** – Sherri (5 min)
 1. Lets Talk Series with Courtney Knapp- Interns working with BID on parking transport, public history and art, business improvement and development, alley way development; plans to organize and engage in a series of community charrettes in February/March;
 2. Partner with Brigette to collaborate on resources

Members: Vivian, Dani, Clent, Monica, James, Sherri and Griffin

- v. **Board Nominations Committee** – Jonathan (10 min)
 1. Two seats available
 - a. OWNER OF FAMOUS BARBER SHOP TO BE PRESENTED TO NOMINEE COMMITTEE

Members: Jonathan, Monica, Clent, Priscilla and Carlos

IX. Review and Approve Management Reports, Presentations and Partnerships:
Sherri Franklin, Urban Design Center (5 min)

- a. Debriefing on Clean Streets work efforts and discussion on system for ongoing performance and feedback - Joe Gamez and Feliz Cruz, CRCD Enterprises, Inc.
 - I. CRCD doing good job with graffiti removal
- b. Debriefing on the Safety Ambassador outcomes

- I. Ambassador Supervisor Danian McCully has been working with the ambassadors on collecting the last push of Illegal Street Vending surveys.
 - II. Rainy days the ambassadors cant be out on the corridor but instead can post up and meet and greet at public places on the corridor
 - c. Debriefing on Wi-Fi and Security Camera proposals
 - I. Corridor Assessment complete by Curtis Smith
 - II. Decide on what kind of Tech we want to use
 - III. Going for solar powered energized equip
 - IV. Lionel P. is working on installation report.
 - V. Wi-Fi Committee- Dani, Monica, Priscilla
 - d. Employee Manual is complete; updated list of duties, benefits, will continue to add protocols; will be continuously updated; issue of health insurance still need to be settled
 - e. Discuss comments and feedback from property owners and reply status
 - i. none
- X. Review New To-Do List and confirm deadlines/who is responsible (2 min)
 - a. Sherri and Mustafa will create a new format from our to do list; to do list will be in google docs and updated accordingly
 - b. Review completion on the Employee Handbook
 - c. Budget Meeting on February 14th
 - d. CRCD contract to be renew
 - e. Decide on Tech to use for WiFi/Camera assessment
- XI. Meeting Schedule: Next Board Meeting: March 7, 2018 @ 10:30 am
- XII. Adjourn – Promptly at 12:30 pm
 - a. MOTION TO ADJOURN AT 1:10PM BY DANI
 - b. SECOND BY JONATHAN
 - c. UNANIMOUSLY PASSED