

CENTRAL AVENUE

Historic Business Improvement District

Quarterly Activity Report 3rd Quarter 2018: July, August, September

Quarter Highlights:

Historic Tour	Billie! Backstage with Lady Day	Halloween Trick or Treat Activation
Installed Trash Receptacles	Planted Trees	Street Banners Installed

In accordance with CAHD’s agreement with the City of Los Angeles Office of the City Clerk dated May 5, 2016 for operation of the Central Avenue Historic Business Improvement District (CAHD), this is the required 3rd Quarter 2018 Report for CAHD. CAHD administers its services from its program office located at 2508 S. Central Avenue in the Historic Liberty Savings Building. The corporate office is located at 4301 S. Central Avenue, Los Angeles, CA 90011.

All CAHD programs, improvements and activities described in this 3rd Quarter 2018 (July-September) report are provided solely for the assessed parcels of land fronting Central Avenue for 1.53 miles (23 blocks) from Washington Boulevard to Vernon Avenue, as well as the side street frontage for corner properties and one half of any service alleys adjoining assessed parcels of land (See the District Overview Map in the Central Avenue Historic Business Improvement District Management District Plan), hereinafter described as the “District”.

CAHD’s contracted programs with the City of Los Angeles include: Streetscape Services, Enhanced Safety, Branding, Parking Demand Management and District Management.

I. Streetscape Services

CRCD Enterprises, Inc.’s (CRCD)’s contract with the City of Los Angeles includes implementation of the graffiti removal, trash removal, sidewalk power washing and bulky item pick-up services. CAHD has included a requirement in its contract with CRCD that, regarding the services provided within the District through their City Clean and Green contract, they are to perform their City contracted services in a satisfactory manner as determined by CAHD. CRCD’s services for CAHD includes the following:

1. The Clean Streets Team consist of 5 members working on various days to provide services 7 days per week. Supposed to be Monday - Sunday from 7:00 a.m. to 2:30 pm however, the ceased services on Sunday due team scheduling issues. The Board has requested that CRCD resolve this issue and continue services on Sunday.
2. Sweep and remove debris, dust and dirt from sidewalks, curbs, gutters, signs, public furniture and accessible vacant lots on a regular basis in a satisfactory manner as determined by CAHD a minimum of (2) times per week or on an as needed basis to ensure that the Corridor is kept as clean as possible.
3. Provide graffiti removal services above and beyond their contract with the City of Los Angeles including removing graffiti in high places and on unique surfaces such as tile and awnings. Their services include color matching paint on buildings, but owners can also provide them with paint for their building.
4. Provide a phone number for property and business owners to call-in or text locations for needed graffiti removal, trash receptacles, trash removal and bulky-item pick up. Call in number: **213-743-6193 ext. 400**

5. Follow-up with District property and business owners on a regular basis to obtain feedback. Track all calls and include a call log and response update in the monthly district maintenance report.
6. Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns.
7. Prepare monthly district maintenance report that quantifies the number of total man hours worked, number of times the streets were cleaned as well as information on the services provided under the separate Clean and Green contract including: the amount of trash removed from the area (in bags and pounds), incidences of graffiti and bulky item removal and square footage of area pressure washed. The monthly report also provides information on the composition of CRCD's workforce. CRCD provided the following information regarding their Clean Streets Services administered during the third quarter 2018:

Month	Trash Collection (number of bags)	Sidewalk Sweeping (blocks - 1 side)	Pressure Washing (blocks - 1 side)	Graffiti Removal (sq. ft.)	Bulky Item Removal/Clean Up	
					Number of Bulky Items Collected	Tons of Bulky Items Collected
Jul-18	500	0	5	0	46	1.8
Aug-18	759	546	15	19,220	7	.27
Sep-18	708	695	26	17,185	83	4.5
TOTAL	1,967	1,241	46	36,405	136	7

- **Enhanced Safety**

The board received a proposal from CRCD to manage both the Clean Streets and Ambassador programs so that UDC could remove the Ambassadors from its payroll and focus on the marketing and branding efforts. The requirement would be for there to continue to be at least 3 Ambassadors on the Corridor each day or 2 Ambassadors and the CRCD supervisor between the hours of 10:00 am to 6:30 pm Monday to Saturday and 9:00 am to 4:00 pm on Sunday. The four primary roles of the Central Avenue Historic District Ambassadors are: Community Engagement, Observe and Report, Information Distribution and Data Collection. The new CRCD supervisor would oversee both the Ambassador and Clean Streets program and serve as a liaison to the property owners and businesses as well as manage program reporting and team training.

II. Parking Demand Management

No Activity this quarter.

III. Branding – Revitalization Strategy

1. **Website and Social Media** - Images of collateral prepared for each quarter can be viewed on the CAHD Website: www.centralavenuehistoricdistrict.org. CAHD is working to expand traffic to the website and social media pages and track the results on a monthly basis by sharing and linking social media sites of businesses on the Corridor. We continue to push out information about the Corridor through our regular e-blast which link to our social media pages and help to grow our contact database. The following is a linkable summary of the eblast sent during this quarter and the response rates for each:

<p><u>IT'S THIS WEEKEND! Central Avenue Jazz Festival - "Billie! Backstage with Lady Day" Plus the Central Avenue Historic Tour</u> sent 26 Jul 01:08 PM ·</p> <ul style="list-style-type: none"> ● <u>392 sent</u> ● <u>391 accepted</u> ● <u>121 viewed</u> ● <u>12 engaged</u> 	<p><u>Central Avenue Jazz Festival - "Billie! Backstage With Lady Day" - Historic Central Avenue Tour</u> sent 19 Jul 02:03 PM</p> <ul style="list-style-type: none"> ● <u>397 sent</u> ● <u>392 accepted</u> ● <u>126 viewed</u> ● <u>25 engaged</u> 	<p><u>SPECIAL EDITION PUBLICATION! Weekend Events: Central Avenue Jazz Festival - "Billie! Backstage with Lady Day" Plus the Central Avenue Historic Tour</u> sent 28 Jul 05:31 AM</p> <ul style="list-style-type: none"> ● <u>397 sent</u> ● <u>396 accepted</u> ● <u>119 viewed</u> ● <u>22 engaged</u>
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<u>Attend CAHD's Upcoming Committee Meetings, This Wednesday, to Discuss Plans for the Corridor!</u> sent 13 Aug 06:10 PM <ul style="list-style-type: none"> • <u>391 sent</u> • <u>389 accepted</u> • <u>124 viewed</u> • <u>6 engaged</u> 	<u>Attend CAHD's Board Meeting Wednesday September 5th! Let's transform Central Avenue Together!</u> sent 31 Aug 02:59 PM <ul style="list-style-type: none"> • <u>394 sent</u> • <u>393 accepted</u> • <u>106 viewed</u> • <u>6 engaged</u> 	<u>Attend CAHD's Committee Meeting Wednesday September 19th! Let's Come Together to Transform Central Avenue</u> sent 17 Sep 12:52 PM <ul style="list-style-type: none"> • <u>394 sent</u> • <u>392 accepted</u> • <u>102 viewed</u> • <u>3 engaged</u>
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The following are the social media traffic stats noted for the third quarter 2018:

Social Media Site Name	Number of Page Visits	Number of Posts	Number of Likes	Number of Affiliates	Number of Followers
July 2018					
Facebook	74	19	466	2	595
Twitter	1	1	1	42	20
Instagram	0	2	34	68	89
Google Plus	0	0	0	23	11
Yelp	0	0	0	0	0
Trip Advisor	0	0	0	0	0
August 2018					
Facebook	29	1	11	2	598
Twitter	0	1	0	42	21
Instagram	0	0	0	68	81
Google Plus	0	1	0	23	11
Yelp	0	0	0	0	0
Trip Advisor	0	0	0	0	0
September 2018					
Facebook	40	6	127	2	600
Twitter	1	2	4	42	25
Instagram	0	0	130	68	89
Google Plus	0	0	0	23	11
Yelp	0	0	0	0	0
Trip Advisor	0	0	0	0	0
Website		July Visits 1939	August Visits 1183	September Visits 1180	

2. Events

Central Avenue Historic Business Improvement District (CAHD) joined the 23rd Annual Central Avenue Jazz Festival to present "BILLIE! BACKSTAGE WITH LADY DAY" starring Synthia L. Hardy at A Place Called Home Bridge Theatre and our Second Annual Historic Cultural Tour of 20 sites with walking tours of 3 sites: Second Baptist Church, the old Lincoln Theatre (Now the Iglesia De Jesucristo Judá) and the African American Firefighters Museum. Billie! performances were held @ 11:30 am & 3:00 pm Sat and Sun July 28th and

29th and two tour buses made rounds from 11:00 am to 6:00 pm each day. We also retained the services of Giant Steps to provide two vans for attendee circulation to and from the play, the tour sites and the festival.

3. **Branding Resiliency**

Trash Receptacles: 17 branded perforated stainless-steel trash receptacles were installed in the following locations:

- | | |
|------------------------|----------------------------------|
| 1. 1232 E Central Ave | 10. 4016 S. Central Ave |
| 2. 1900 S. Central Ave | 11. 4150 S. Central Ave |
| 3. 2315 S. Central Ave | 12. 4250 S. Central Ave |
| 4. 2500 S. Central Ave | 13. 4270 S. Central Ave |
| 5. 2501 S. Central Ave | 14. 1063 E. 42 nd St. |
| 6. 2534 S. Central Ave | 15. 4310 S. Central Ave |
| 7. 2829 S. Central Ave | 16. 4370 S. Central Ave |
| 8. 2901 S. Central Ave | 17. 4373 S. Central Av |
| 9. 3301 S. Central Ave | |

Tree Planting: As part of our brand development efforts to green Central Avenue, CAHD partnered with The New 9th Council District, City of Los Angeles Urban Forestry, City Plants, Conservation Corps, and the Coalition for Responsible Community Development to plant 28 trees in the empty tree wells along the Corridor. The goal is to plant an additional 22 trees in the empty wells and to install at least 50 large planters along the corridor. We posted a “Love Me and Water Me” sign on each tree to get the business owners and community members to help “establish” the trees until their roots are deep enough to reach the underground water table. The following is the list of tree locations:

2098 Central Ave	1113 E 27 th St	3220 Central Ave
2098 Central Ave	1113 E 27 th St	3400 Central Ave
2116 Central Ave	1113 E 27 th St	4112 Central Ave
2415 Central Ave	2700 Central Ave	4204 Central Ave
2415 Central Ave	2707 Central Ave	4208 Central Ave
1035 E 27 th St	2707 Central Ave	4269 Central Ave
1035 E 27 th St	2729 Central Ave	4301 Central Ave
1035 E 27 th St	2804 Central Ave	4351 Central Ave
1035 E 27 th St	3000 Central Ave	
1113 E 27 th St	3217 Central Ave	

Street Banners: Welcome to Central Avenue street banners were installed in 4 City of Los Angeles Bureau of Street Services approved locations along the Corridor in July and remained in place until September.

4. **Business Development**

CAHD made purchases from the following Central Avenue businesses this quarter:

1. I.Y.V.E
2. Mendez Bike Shop
3. DC Bike Shop
4. Las Alondras Bakery
5. Dollar Tree
6. CVS y Mas

Additionally, CAHD facilitated the purchase of over \$7,000 in furniture from Beto’s Furniture for Sanctuary of Hope’s transition age youth housing facility.

IV. District Management

Board Officers:

Dani Shaker, President

People's Union, LLC, Historic Lincoln Savings Property

Mark Wilson, Secretary

Coalition for Responsible Community Development

Jonathan Zeichner, Vice President

A Place Called Home

Monica Mbeguere, Treasurer

Alfred Smith Property

Board Members:

Priscilla Al-Uqdah, Member

Clara Muhammad School
National Alumni Association

Jerrel Abdul Salaam, Member

Masjid Bilal Islamic Center

Clent Bowers, Member

Trustee, Bowers Retail Complex

Edgar Mariscal

Thomas Safran & Associates,
Dunbar Village Property Manager

Councilman Curren D. Price, Jr., Member

The New 9th

Jhonny Vera

All Famous Barber Shop

Noreen McClendon, Member

Concerned Citizens
of South Central Los Angeles

Akeemi Croom

Croom Family Property

- **Board Meetings:** Given that CAHD changed its meeting schedule to every other month during the odd months of the year, only one board meeting was held during this period on September 5th from 10:30 am to 1:00 pm. The meeting went longer than 12:30 pm because CAHD now has more to review and discuss each meeting. The meeting was held @ The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011. Minutes of the meetings are posted on the website.
- **Standing Board Committees:**
 - **Executive Committee:** There was one executive committee meeting in August held at A Place Called Home at located at 2830 S. Central Avenue from 9:30 am to 11:00 am. **Members:** Jonathan Zeichner, Dani Shaker, Mark Wilson and Monica Mbeguere. Sherri Franklin from Urban Design Center attends the meeting in person or via phone. Standing agenda items include:
 - a. Finalize Board Meeting Agenda
 - b. Discuss operations management matters
 - c. Review partnership and Board presentation request
 - d. Review contract documents from CRCD
 - e. Review the bids for the WiFi and Camera project
 - **Branding, Marketing and Business Development:** Meetings were moved to the third Wednesday of each month at the program office located at 2508 S. Focus - Develop art & cultural events, promotions and branding collateral. **Members:** Priscilla Al-Uqdah, Clent Bowers, Monica Mbeguere and Sherri Franklin. Items discussed this quarter included the Central Avenue Jazz Festival, Historic Tour, Billie! play presentation, 16 page Jazz Festival publication, the Jazz Festival T-shirts, Halloween trick or treat event, brand bags for Halloween, candy purchase, scary movies and face painting.

- **Ad-hoc Committees:**

The ad-hoc meetings were also held on the third Wednesday of each month from 2:00 pm to 5:00 pm at the CAHD program office @ 2508 S. Central Avenue.

- **Illegal Street Vending: Members:** Priscilla, Noreen, Griffin and Felix. The ad-hoc committee’s focus is to work in partnership with The New 9th, the BID Consortium, the Los Angeles Police Department, the City Attorney’s Office and Building & Safety to develop a policy and procedures for managing Illegal Street vending within the District.
- **Parking Demand Management Solutions: Members:** Dani Shaker, Clent Bowers, Monica Mbeguere, James Westbrooks and Sherri Franklin and Griffin Wright from UDC. **No activity this period.**
- **The Central Avenue Resiliency Plan: Members:** Dani Shaker, Noreen McClendon, Clent Bowers, Monica Monica Mbeguere and Sherri Franklin and Griffin Wright from UDC. The Central Avenue Resiliency Plan sets forth guiding principles to foster the envisioned aesthetics and development along the corridor and the vibrancy of the business community.
- **Homeless Management:** Members: Jonathan, CD9 and CRCD. This committee is charged with developing a policy on how CAHD and its Ambassadors should address homelessness publicly and through engagement with homeless persons. **Resource guide in progress.**
- **Nomination:** Members include: Jonathan Zeichner, Monica Mbeguere, Priscilla Al-Uqdah and Clent One seat is open. **Ramin Halavi’s nomination representing his family properties located at 4021 & 4109 S. Central Avenue shall be voted on during the board retreat meeting.**

- **Management Team:**

Urban Design Center team members work to implement the following task on behalf of CAHD:

- Sherri Franklin - City Clerk Contract Compliance Management, Financial Management, Board and Committee Meeting Facilitation, Strategic Branding, Business Development and Marketing Implementation, Program Contract Oversight, Website and Social Media Management, Correspondence Management and Development of Quarterly Reports, Newsletter Content and Promotional Materials.
- Griffin Wright – Property Owner Parcel Assessment and Database Management; Preparation of Annual Database for Submittal to the City Clerk; RFP and Contract Management; Contractor Performance Assessment; Management of Budget Tracking and Amendments; Preparation of Annual Planning Report; and Board Meeting Assistance.
- Mustafa Al-Uqdah – Quickbooks transaction detail, check request management, preparation of board packages, Information Research; social media postings; eblast formation and postings, database management, manage accounts payable and purchases and inventory control.
- David Morrison – Design and Brand Strategy Development for Business and Special Promotions Materials and Newsletters; Manage Layouts for Printed Materials and Facilitated Printing Services.
- Jaron Hamilton - Business assessment outreach and meeting coordination.

- **Financial Update:**

- Under the direction of Samyr Codio, MTB Accountancy Group completed CAHD’s 2017 Financial Statements.
- Crystal Mitchell completed the 2017 990 tax returns.
- The CAHD assessments fees received this quarter: None.