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
March 31, 2017

Board Meeting conference line call in number: (408) 650-3123 | Access Code: 687-833-333

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Board of Directors

Officers

Vivian Bowers, President
Owner, Bowers & Sons Cleaners

Jonathan Zeichner, Vice President
Executive Director, A Place Called Home

Dani Shaker, Treasurer
People’s Union, LLC, Historic Lincoln Savings Property

Mark Wilson, Secretary
Executive Director, Coalition for Responsible Community Development

Members

Priscilla Al Uqdah, Member
Clara Muhammad School
National Alumni Association

Clint Bowers, Member
Trustee, Bowers Retail Complex

Noreen McClendon, Member
Executive Director, Concerned Citizens of South Central Los Angeles

Councilman Curren D. Price, Jr., Member
The New 9th

Monica Mbeguerue, Member
Alfred Smith Property

Jerrel Abdul Salaam, Member
Masjid Bilal Islamic Center

Monthly Board Meeting Agenda
April 5, 2017 – 10:30 am to 12:30 pm
Location: New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011

I. Welcome: Vivian Bowers, President (2 min) OPENED BY JONATHAN ZEICHNER

II. To-do list update from previous month’s work efforts (3 min)

III. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.

A. JONATHAN ANDRADE: REQUEST TO GET ON NEXT MONTH'S AGENDA TO TALK ABOUT MCDONALD’S RENOVATION

B. TRUST S.L.A INVITATION TO CAHBID TO ATTEND EVENT APRIL 15, 2017 AND MAY 6, 2017. LOOKING FOR POSSIBLE PARTNERSHIP
IV. Los Angeles Police Department – Newton Division (5 min)
   A. DROP IN AGGRAVATED ASSAULTS
   B. SMALL SPIKE ON PETTY THEFT
   C. RISE ON CARS GETTING STOLEN, NEWTON STATION HAS FREE AVAILABLE STEERING WHEEL LOCKS

V. Review and Approve March 1, 2017 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. MOTION MOVED BY NOREEN TO APPROVED PREVIOUS MINUTES ONCE THE MOTIONS INCLUDE THE DETAILS NEEDED (NAMES, WHO MOVED, WHO SECONDED), SECONDED BY MONICA. ALL IN FAVOR. MOTION PASSED.

VI. Review and Approve Financial Report: Dani Shaker, Treasurer (10 min)
   a. Total Expenditures as of March 31, 2017
      o 96K
   b. Assessment fees invoiced and received to date
      o 221K FROM CITY, 2 INSTALLMENTS DUE APRIL 10
   c. Discussion on whether or not to increase the assessment fees by the allowable 0-4% as indicated in the CAHD Management District Plan
      o 479K ESTIMATE FOR 2018.
      o SCHEDULE TO VOTE IN MAY REGARDING TO INCREASE FEES. WILL MEET BEFORE NEXT MEETING.
   d. CRCD Enterprises, Inc.’s Clean Streets contract amendment and renewal
      o PROPOSAL TOBE READY BY NEXT BUDGET MEETING
   e. 2 GIFT CARDS $500 EACH

VII. Review and Approve Board Management, Operations and Partner Action Items:
   A. Board to direct standing and ad-hoc committees to elect chairs and co-chairs and to prepare written minutes or a report for each meeting for submittal to the board in advance of the board meeting (3 min)
      i. COMMITTEE CHAIRS WILL BE HELD ACCOUNTABLE TO HAVE MINUTES
   B. Branding, Business Development and Events Committee (3 min)
      i. Annual Meeting Date and Theme
         1. NEED TO DECIDE ON A DAY IN JUNE. COULD USE A PLACE CALLED HOME BRIDGE
   C. Ad hoc committee updates:
      i. Homeless Response Committee – Jonathan (5min)
         1. CREATE DIRECTORY OF HOMELESSNESS SERVICES IN THE AREA
         2. PROPOSE TRAINING SESSION FOR AMBASSADORS BY JUNE
         3. PLAN A COMMUNITY EVENT ON HOW TO RESPOND
         4. M.W: INCLUDE CLEAN STREETS TEAM

      Members: Jonathan, CD9, CRCD, Carlos, Erica and Felix
      ii. Central Avenue Resiliency Committee (40 min)
          1. Presentation by Noreen McClendon - Air BnB opportunities and strategies to promote tourism (10 min)
2. Presentation by Angels Walk LA - Self-guided historic trail stations and maps proposed for Central Avenue. (10 min)
   a. STATIONS WILL BE PERMANENT AND MAINTAINED BY BID/COMMUNITY
   b. INITIAL INSTALLMENT IS COVERED
   c. REPLACEMENT COST $400-$850
   d. BID CAN GET EDITORIAL APPROVALMENT
   e. 15 STATIONS
   f. PICTURES AND STORIES NEED TO BE SUBMITTED SOON BECAUSE ANGELS WALK LA ARE MOVING BY THERE DEADLINE
   g. CAHBID WILL DISCUSS BEFORE THE NEXT MONTHLY MEETING

3. Presentation by Great Streets – Update on the proposed “road diet” and infrastructure funds for Central Avenue (10 min)

4. Proposed South Central Avenue Street Gallery – Wall Murals, Public Art and Roll Down Door Art (5 Min)

5. Proposed Pop-up Art and Design Gallery and (2 min)

6. Banner Installation (2 min)
   a. NOW HAVE THE BANNERS. MAYBE CRCD CAN INSTALL

7. Tree Planting (1 Min)

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

iii. Illegal Street Vending Committee – Noreen (3 min) (NOREEN IS NOT THE CHAIR)

   1. Survey of business from Washington Boulevard to Slauson Avenue regarding approval or disapproval of street vending and the development of approved vending locations to be circulated by May 2017.
      a. SURVEY WILL BE DONE BY NEXT EXECUTIVE MEETING

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

iv. Parking Demand Management – Sherri (5 min)

   1. Petition to create 2 hour parking limits and to install parking meters to be circulated by May 2017.
      a. SURVEY FOR SUPPORT OF METER INSTALLATION
   2. Intern Daryl Chan’s status update on parking demand management assessment for installing 2-hour parking limits and parking meters, diagonal parking locations, curb stripping and identification of shared parking opportunities.
      a. RESTRIPPING
   3. LIGHT ON 32ND

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

v. Safety Ambassadors Committee – Dani (5 min)

2. Discussion on Worker’s Compensation Insurance for CAHD
3. Discussion on Ambassador Benefits
4. Proposed purchase of radio communication system from the City Clerk

Members: Jonathan, Mark, Dani, James, Priscilla, Clent, Sherri and Griffin

vi. Board Nominations Committee – Jonathan (10 min)

1. Board nomination process and orientation guidebook
   a. NOW HAVE BEEN APPROVED
   a. INTERESTED: WILL VOTE ON NEXT MEETING

Members: Jonathan, Monica, Clent, Priscilla and Carlos

VIII. 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.
   b. Debriefing on the Safety Ambassador outcomes
   c. Introduction of Justin Lin, Intern from the Offices of Assemblyman Reginald Jones Sawyer and his Youth Entrepreneurial Workshop Series scheduled for April 2017
   d. Debriefing on Branding, Business Develop and Marketing strategies - Shop & Visit Central
   e. Outreach letters to new businesses, affordable housing developments and apartment buildings
   f. Donation letters
   g. 1st Quarter 2017 Newspaper Concept
   h. Website and Social Media Performance
   i. Discuss comments and feedback from property owners and reply status

IX. Review New To-Do List and confirm deadlines/who is responsible (2 min)
   A. CREATE WELCOME LETTER TO ALL CONSTITUENTES AND NEW BUSINESSES

X. Meeting Schedule: Next Board Meeting: May 3, 2017 @ 10:30 am

XI. Adjourn – Promptly at 12:30 pm
CENTRAL AVENUE HISTORIC DISTRICT
COMMITTEE MEETING DATES

Monthly Branding, Business Development and Events Committee Meeting Agenda
April 3, 2017 – 12:45 pm to 2:00 pm
Location: New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011

I. Calendar of Events
II. District newspaper themes, content, business highlights and articles
III. Annual Meeting

Members: Priscilla, Clent, Mónica and Sherri

Monthly Executive Committee Meeting Agenda
April 25, 2017 – 9:30 am to 11:00 am
Location: A Place Called Home – 2830 S. Central Avenue, Los Angeles, CA 90011

I. Finalize Board Meeting Agenda
II. Discuss operations management matters
III. Discuss and review contract proposals, amendments and terminations
IV. Discuss and review worker’s compensation application
V. Review partnership and Board presentation request

Members: Vivian, Jonathan, Dani and Mark

CAHD Ad-hoc Committee Meeting Dates
April 2017

1. Homeless Response Committee – April 3, 2017 @ 1:30 pm – Location: Venue-The Bridge, 2901 S. Central Ave., Los Angeles, CA 90011. Members: Jonathan, CD9, CRCD, Carlos, Erica and Felix

2. Illegal Street Vending Committee – Every Second Wednesday at 2:00 pm. Bowers & Sons Cleaners 2509 S. Central Avenue. The next meeting will be on April 12th. Members: Vivian, Priscilla, Noreen, Griffin, Felix and Johnny

3. Parking Demand Management – Every Third Wednesday at 4:00 pm. CAHD Program Office - 2508 S. Central Avenue. Next meeting: April 19th. Members: Vivian, Dani, Clent, Monica, James, Sherri and Griffin

4. Central Avenue Resiliency Committee - Every Third Wednesday at 5:00 pm immediately following the Parking Demand Management meeting. CAHD Program Office - 2508 S. Central Avenue – Next meeting: April 19th. Members: Vivian, Dani, Noreen, Clent, Monica, Sherri and Griffin