



Central Avenue Historic Business Improvement District Quarterly Activity Report - 4th Quarter 2018: October, November & December

Quarter Highlights:

CCSCLA to Manage Ambassadors	Annual Meeting & Board Retreat	Halloween Trick or Treat Events
Rollover Expenditures	2,500 + Trick or Treaters	7,000 Reusable Happy Holiday Bags

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 4th 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 in The New 9th Council District offices.

All CAHD programs, improvements and activities described in this 4th Quarter 2019 (October-December) 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 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 fourth quarter 2018:

2018 Month	Trash Collection	Sidewalk sweeping	Pressure Washing	Graffiti Removal	Numbers of	Numbers of Bulky	Tons of Bulky
	(No. of Bags)	(blocks-1 side)	(blocks - 1 side)	(SQ. FT.)	Blocks	(Items)	(Items Collected)
October	741	852	17	41,508	690	27	Not Reported
November	709	639	13	38,136	423	4	Not Reported
December	729	802	22	25,579	270	0	0.64
Totals	2,179	2,293	52	105,223	1,383	31	1

- **Enhanced Safety**

Ambassadors: In previous months the Board was working to transfer the Ambassador program to CRCD however, CRCD elected to just manage the Clean Streets program so Concerned Citizens of South Central Los Angeles (CCSCLA) agreed to take on the management of the Ambassadors commencing January 1, 2019. CCSCLA’s Ambassador Service Contract is \$178,500 for 2019. CCSCLA will oversee Ambassador training and making sure they are implementing all the contracted tasks. Property and business owners can contact CCSCLA’s Community Engagement Consultant Dr. Meschellia Johnson or the Ambassador Supervisor Marlan Oliver at 323-846-2500 to request Ambassador assistance or to make a report.

There will continue to be at least 3 Ambassadors on the Corridor each day or 2 Ambassadors and the Ambassador Supervisor between the hours of 10:00 am to 6:00 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 Community Engagement Consultant will serve as a liaison to the property owners and businesses as well as manage program reporting and team training. The Ambassadors serve a critical role of engaging patrons and businesses and facilitating the distribution of information from CAHD and other businesses to everyone along the Corridor.

Cameras: CAHD received 6 bids for either WiFi or camera installation or a combination of both. All the bids came in at an amount beyond the budget of CAHD. None of the WiFi bids addressed CAHD’s request for establishing hot-spots in 20 locations along the Corridor and instead provided elaborate WiFi network systems with expensive annual fees. Likewise, the camera system bids were simply unaffordable for the District. The Executive Committee interviewed several of the WiFi and Camera bidders to see if any could be adjusted to meet the budget, but the efforts were to no avail. Therefore, the Executive Committee agreed to go with Spectrum and install WiFi 20 hot-spots in businesses along the Corridor and to install wireless solar cameras in areas identified by LAPD as needing surveillance. The Jazz Park will be the first pilot site for the wireless solar cameras.

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>REMINDER! Attend CAHD's Upcoming Special Executive Committee Meeting TODAY OCT.16TH! AND Our AD-Hoc Committee Meeting, WEDNESDAY OCT.17TH sent 16 Oct 10:56 AM</p> <ul style="list-style-type: none"> ● 396sent ● 395accepted ● 101viewed ● 7engaged 	<p>REMINDER ! Attend CAHD's Upcoming Special Executive Committee Meeting TODAY OCT.16TH @ 2 PM Located at CRCD Office, Sent 16 Oct 11:17 AM</p> <ul style="list-style-type: none"> ● 396sent ● 395accepted ● 93viewed ● 1engaged 	<p>Halloween Is Upon Us! Shop Central for you Halloween Treats and Costumes. Sent 22 Oct 04:09 PM</p> <ul style="list-style-type: none"> ● 393sent ● 392accepted ● 76viewed ● 2engaged
<p>REMINDER!!! Join CAHD's Special Annual Board Meeting & Retreat!! This Friday, November 16th, from 9AM-7PM sent 14 Nov 04:56 PM</p> <ul style="list-style-type: none"> ● 394sent ● 391accepted ● 93viewed ● 5engaged 	<p>COME ON OUT FOR SMALL BUSINESS SATURDAY, NOVEMBER 25TH AND ENJOY CENTRAL AVES DRYBAR EVEN sent 20 Nov 04:42 PM</p> <ul style="list-style-type: none"> ● 398sent ● 395accepted ● 97viewed ● 1engaged 	<p>Come on out with CD9 for a time of Winter Wonder and delight on Central Avenue December 15th, 11AM-3PM 1 sent 11 Dec 12:19 PM</p> <ul style="list-style-type: none"> ● 395sent ● 393accepted ● 85viewed ● 4engaged

The following are the social media traffic stats noted for the 4th quarter 2018:

Social Media Site Name	Number of Page Visits	Number of Posts	Number of Likes	Number of Affiliates	Number of Followers
October 2018					
Facebook	74	20	156	2	609
Twitter	36	6	0	49	25
Instagram	0	0	0	67	89
Google Plus	0	0	0	23	11
Yelp	0	0	0	12	0
Trip Advisor	0	0	0	0	0
November 2018					
Facebook	29	6	46	2	610
Twitter	20	4	0	53	27
Instagram	0	0	0	68	92
Google Plus	0	1	0	23	11
Yelp	0	0	0	12	0
Trip Advisor	0	0	0	0	0
December 2018					
Facebook	40	3	3	2	612
Twitter	3	2	4	57	29
Instagram	0	0	0	68	93
Google Plus	0	0	0	23	11
Yelp	0	0	0	12	0
Trip Advisor	0	0	0	0	0
Website		October Visits		November Visits	
		1590		1340	
		December Visits			
		1043			

2. Events:

Halloween: The trick or treat event attracted over 2,500 trick or treaters who walked up and down Central Avenue from Washington Boulevard to Vernon Avenue. Bowers Cleaners provided tons of pants and shirts for a small fee so we can create the CAHD signature scarecrows for Halloween night. CAHD passed out 4,000 branded Halloween bags to the local schools and childcare centers and to trick or treaters on Halloween. We purchased tons of candy from Continental Ice Cream and Dollar Tree but ran out of candy pretty early in the evening. Many of the businesses passed out candy and Menos Tires fired up its cotton candy machine. This year we received tremendous volunteer support from several senior citizens who reside in SB Homes Kilgore Manor. They were absolutely wonderful. We were not able to effectively launch the Movie Night activity because there was no electricity in the Jazz Park. We will be sure to correct this issue. Additionally, instead of taking on the face painting activity, we will encourage the many variety stores on the Corridor to set-up a face painting station.

3. Branding: We ordered 7,000 green *Happy Holidays* reusable bags with our updated Central Avenue Historic District logo that were distributed to stores along the corridor to give away with customer purchases. We also distributed the holiday bags during the Winter Wonderland event sponsored by The New 9th.

4. Resiliency Implementation

CAHD is using funds remaining from previous assessment years for street improvements that can help draw patrons to the District! Free community WiFi, sidewalk seating, branded tents for businesses and the Farmer’s Market, branded trash receptacles, street trees, planters and banners! See photos of Street furniture selections and designs in the 4th Quarter Newsletter.

5. Business Development

The objective of CAHD is to make all purchases on the Corridor unless a product or service is not available on the Corridor. This quarter, the new Delicious at the Dunbar southern cuisine restaurant catered the Annual Board Meeting and Retreat in November. Their total invoice was \$1,141.40. The new Baby J’s Burgers located in the Bowers Retail Complex provided breakfast “hamburgers” for the Annual Meeting. We purchased the Halloween Trick or Treat candy from Continental Ice Cream on 31st and Central for \$1,499.96 and from Dollar Tree for \$200.00. Continental supplies products for ice cream trucks. We purchased a new printer from JD Computers on 25th and Central for \$140.00. Additional meeting refreshments and supplies were purchased from Las Alondras Bakery, CVS y Mas and Served 2 Enjoy.

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

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

Clent Bowers, Member
Trustee, Bowers Retail Complex

Noreen McClendon, Member
Concerned Citizens
of South Central Los Angeles

Jerrel Abdul Salaam, Member
Masjid Bilal Islamic Center

Jhonny Vera
All Famous Barber Shop

Edgar Mariscal
Thomas Safran & Associates,
Dunbar Village Property Manager

Akeemi Croom
Croom Family Property

Ramin Halavi, representing his family owned properties at 4021 & 4109 S. Central Avenue, was voted onto the Board of Directors during the Annual Board Meeting and Retreat on November 16, 2018. With Ramin, CAHD now has a full house! All 13 board seats are filled.

- **Board Meetings:** Given that CAHD changed its meeting schedule to every other month during the odd months of the year, only one board meeting during this period, the Annual Board Meeting and Retreat from 9:00 am to 7:00 pm at the Dunbar (Hotel) Village on 42nd and Central. The agenda and minutes of the meeting are posted on the website. The most important business issues discussed and voted on were as follows:
 - **Rollover Funds:** The budget for the required Planning Report that was due to the City Clerk on November 1st including how CAHD planned on expending the funds rolled over from 2016 and 2017. The board laid out a plan to spend funding on beneficial cost including the WiFi hotspots in 20 locations along the corridor, security cameras in areas with noted incidents, bistro seating, planters, pole banners and the cost for the 2021-25 renewal BID formation consultants. See the 2019 Planning Report for a list of the proposed expenditures.
 - **2021 Proposed District Boundaries:** The board formed a committee of members who agreed to serve on the Steering Committee for the formation of the 2021 - 2025 BID. Discussion was held on whether or not the board would like to expand the boundaries of the District south to Slauson and/or north to perhaps Olympic for the proposed renewal in 2021. CAHD members voted not to support the expansion of the BID boundaries.
 - **Central Avenue Jazz Festival 2019:** The board agree to facilitate a cultural play to be produced by Clent Bowers and to present the Central Avenue Historic Tour again in 2019. The board also agreed that CAHD would assist with marketing and branding, specifically on social media. CAHD will create a Historic Central Avenue Visitor's Guide & Business Directory and circulate 10,000 copies as part of its marketing efforts.

- **Standing Board Committees:**
 - **Executive Committee:** Meetings were held on October 17, 2018 and December 19, 2018 at A Place Called Home 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. The October meeting was scheduled to hold interviews with the WiFi bidders. The December meeting was requested by Priscilla Al Uqdah to discuss her issues with management, Urban Design Center.
 - **Branding, Marketing and Business Development:** Meetings were moved to the 3rd Wednesday of each month from 2:00 pm to 5:00 pm along with the ad hoc meetings. **Members:** Priscilla Al-Uqdah, Clent Bowers, Monica Mbeguere and Sherri Franklin. Items discussed and activity outcomes this quarter included the Halloween Trick or Treat planning including making the signature scarecrows and the Annual Meeting and Retreat agenda.
 - **Ad-hoc Committees:** The ad-hoc meetings were 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 to give community members an open forum to provide input and recommendations to the board. Committees included the: Homeless Response Committee, Illegal Street Vending Committee, Parking Demand Management Committee and Central Avenue Resiliency Committee.

- **Management Team:** Urban Design Center team members work to implement the following task on behalf of CAHD: Sherri Franklin, BID Manager; Griffin Wright, budget, parcel database management and the planning report; Mustafa Al-Uqdah, accounts payable, check requests, eblast and social media management and board meeting document preparation; David Morrison, graphic design and print management; Jaron Hamilton, business survey and WiFi location installation assessment.

- **Financial Update:** The CAHD contract with the City requires a reviewed financial report/statement from a CPA to be submitted to the City Clerk by May 1st of every year. While the City does not require an audit, the board voted to obtain an audit for the 2018 fiscal year as an extra precaution due to the recent public records requests. See the 4th Quarter 2018 Newsletter for a snapshot summary of the 2018 accounts receivable and payable.
 - **2018 Financial Report/Statement Readiness:**
 - The accounts payable data was entered into Quickbooks along with the revenue deposits transferred from the City.
 - Each check request with back-up information is in the file cabinet and loaded online for review in the CAHD Organizational and Financial Information folder.
 - The Statement of Activity, General Ledger and Detailed Transaction Report is in the online folder.
 - The bank statements with copies of cashed checks are in the files and loaded online
 - The transmittal reports from the City are in the files and in the online folder.
 - Note, the Bank Statements and the City transmittals indicate the interest CAHD received from East West Bank Account and the City Clerk Account, respectively.
 - CAHD received \$249 in cash donations from T-shirt sales during the Jazz Festival in 2018 which is in the cash box that UDC is holding.
 - CAHD received \$60 in donations for the Billie Play which is in your Eventbrite account.

The un-reconciled negative balance showing on the General Ledger is occurring because we started off with the ambitious plan to enter all payments from each property owner as an invoice and then show it as paid once funds were received by the City Clerk with an indication on the transmittals stating which property owners that paid. We were able to do this for 2016 and 2017. However, the City Clerk did not provide the payment details for 2018 and will likely not provide the information in the future. So, CAHD will only receive the lump sum transmittals from the City and will have no idea which property owners paid or not. Therefore, UDC will give up the quest to track unpaid assessments so that the owners that don't pay can be engaged.

The good news is that CAHD has a high rate of collection. This was originally of concern for because the City noted that some BIDS were experiencing up to 20% non-payment and if CAHD did not receive all of its assessed funds, the budget would have to be adjusted on a prorata basis to accommodate the reduced funds for each program. Now, it needs to determine if the CPA recommends that invoices should be back out for 2016 and 2017 and then go back and just input the total revenue received from the City for each year and continue the same input for 2018 and 2019 or should the parcel payment invoices for only 2018 be backed out and then not use the invoice tracking strategy going forward. Once this decision is made the account will balance.