

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard
323-230-7070 p | bid@centralavenuehistoricdistrict.org

Board Meeting Minutes **March 6, 2019**

Board Meeting – 10:30 am to 12:30 pm

Location: The New9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011

Central Avenue Historic Business Improvement District Board of Directors

Members In Attendance:

- Priscilla Al Uqdah
- Clent Bowers
- Edgar Mariscal
- Jonathan Zeichner
- Noreen McClendon
- Jhonny Vera
- Akeemi Croom
- Monica Mbeguere
- James Westbrooks
- Dani Shaker

CAHD Management Consultant - Urban Design Center

Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Central Avenue Historic BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting our office at **ph. 322-230-7070** or email bid@centralavenuehistoricdistrict.org.

Central Avenue Historic District

Board Meeting Minutes

- 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 March 5, 2019 (See attached worksheet on pg. 5)
- IV. **Public Comments** – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
(Trenely)
- Central Ave resident and local artist will be joining the Street Gallery Committee
 - Committee’s goal is to paint various murals along Central Ave in the BID corridor using local artist
 - Committee Chairs are Johnny V and Akeemi
- (Priscilla Al.)**
- Is requesting promotional support for her business, Historical Tours of Los Angeles, which provides historical tours throughout Los Angeles metro area, primarily in July during the Jazz Festival
- (Johnny V.)**
- Is requesting collaboration with the BID to host a Cinco De Mayo event
 - Informed by Dani Shaker to prepare a proposal to present event ideas at the next executive committee meeting on April 20th
- V. **Minutes:** Review and Approve January 9, 2019 Board Meeting Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings - 5 min
(Dani)
- Requesting clarification regarding the following:
 1. (Section III, Subsection A, Item 4)- Follow-up meeting with Concerned Citizens, Farmer’s Market and City Council for 15 tents on the west side, 10 for businesses
- Update (Sherri)**
- BID will have a “Tent Program” that will be implemented at the Farmer’s Market
 - BID will activate tents on the sidewalk in front of Family Farm Market
 - Tent activation during Farmer’s Market will be managed by Farmer’s Market; BID will just provide tents and branding
 - Ambassadors will manage tent logistics (put up/take down) during Farmer’s Market Thursday
 - BID will try to coordinate with Farmer’s Market to obtain more produce farmers as new vendors
 - Tents purchased will be used throughout the corridor for retail storefronts who would like to activate vending in front of their store
 - On Saturdays and Sundays, BID will activate tents in Farmer’s Market location and on sidewalk in front of Family Farm Market for local businesses and constituents to sell goods
 - Management is still working on logistics for storing tents

(Jonathan)

- Requesting clarification regarding the following:
 1. (Section V)- Approval of November 16th meeting minutes pending corrections

Update (Sherri)

- Will provide follow-up on completion of corrections to minutes and uploading official minutes to BID sit

2. (Section VIII, Subsection B, Item 6)- 2017 990 Submittal update regarding Form being scanned and uploaded to BID Google Drive

Update (Sherri)

- Form 990 has been scanned and uploaded to BID Google Drive

3. (Section IX, Subsection B, Item 3)- Ratified contract with CRCDC to include 7th day of work

Update (Sherri)

- CRCDC contract has been amended to include 7th day of work and approved

4. (Section IX, Subsection C)- Amended changes to Urban Design Center BID Management 2019 Contract

Update (Sherri)

- Changes have not been added to UDC BID Management Contract

(Noreen)

- Motioned to Approve January 9th Meeting Minutes

(Board)

- Unanimously Approves January 9th Meeting Minutes

VI. **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 February 28, 2019

(Sherri)

- Expenditure overview starts on Pg. 13 of the Year 2018 Expenditure Report which details money spent in each category (Please see Report in folder on Google Drive)
- BID owes Sherri \$400 for management fees
- Total expenditures for 2018 is \$447,000 (Please see pg. 21)
- City of LA provides General Fund money which is detailed in the rollover expenditure
- All gift cards are detailed as totaled, but management needs to determine which individuals the BID owes money to for closing out gift cards

(Jonathan)

- Requesting clarification in regards to Pg. 21, East/West column which has two different numbers in the two different columns

Update (Sherri)

- Will double check columns and provide update in regards to discrepancy

- Requesting clarification in regards to line labeled Dani; column list \$340 and second column list \$43.75

Update (Sherri)

- Will double check columns and provide update in regards to discrepancy

B. Statement of Activity Report for the Period Ending December 2018

C. Statement of Activity for the Period Ending February 2019

(Sherri)

- Operating expenses total \$76,000 as of today (03/06/2019)

D. Rollover Expenditure Update

(Sherri)

- Will provide line item rollover update at next board meeting (05/01/2019)

E. 2018 audit update - MTB Accountancy Group. Financial Report due to the City Clerk by May 1, 2019.

(Sherri)

- All documents pertaining to the 2018 audit have been uploaded to the BID Google Drive and are in the Financial and Budget Report Folder
- Samyr (auditor) has access to the F&B Report Folder
- BID is on track to submit Financial Report to City Clerk by May 1st deadline
- Monica will be coordinating with Samyr to present a draft of the financial report to the Executive Committee prior to May's Board Meeting; and final Financial Report present at next Board Meeting and approved
- Recommends that Samyr provide Executive Committee and board with a draft Financial Report in April and board approves final version at May 1st board meeting
- Overview starts on Pg. 13 of the Year 2018 Expenditure Report which details money spent in each category (Please see Report in folder on Google Drive)
- BID owes Sherri \$400 for management fees

(Jonathan)

- Request that Samyr submit a draft Financial Report to Executive Committee by April 10th
- Executive Committee and board will review draft and respond by April 21st
- Executive Committee will finalize Report and send out for a vote
- Suggest that next year's audit be coordinated in a timely matter to allow board to review audit documents prior to submitting report to City of LA

F. 2018 IRS 990's and FTB returns due by May 15, 2019

G. Letter from Thomas Safran & Associates regarding assessment fees

(Edgar)

- Dunbar Village is requesting that BID assessment fees only be applied to the retail square footage of the property and exclude the housing square footage from assessment calculation

(Sherri)

- Board can vote at any time, along with property owners in the BID, to amend BID assessment fees
- BID assessment fee amendment requires a Prop 218 vote by all property owners
- Board can elect to use fees collected to cover payment for property owners that cannot meet payment fee obligation
- All taxes for year 2019 have been collected; taxes for 2020 have not been collected, however BID will enter renewal phase in 2021 and reconsideration to assessment fee formula can be taken into consideration during BID renewal
- Thomas Safran was at the table during the formation process for the BID; the board can provide meeting minutes to confirm

(Dani)

- Suggest that when the board conducts BID renewal process for 2021, the board can vote to cut down services that the BID offers in order to lower property assessment fees
- BID will determine how fees will be assessed during the BID renewal process in a holistic way

(Jonathan)

- Does not recommend adjusting assessment fee for one specific non-profit; consideration should be given to all non-profit
- Recommends that the board determine if assessment fee rate be adjusted for all non-profits on the corridor

VII. **Standing Executive Committee** Reports, Discussions, Approvals and Actions:

Members: Dani, Jonathan, Mark and Monica - 15 min

(Dani)

- reviewed Management's suggested wifi program through Spectrum
- Discussed having solar wireless security cameras; Management interviewed two companies that could provide the cameras, however there were some technical issues
- Discussed hybrid cameral model that would include solar cameras in hotspot areas and dummy cameras (non-operable cameras) in non-hotspot areas until BID gets larger budget for cameras
- Discussed renewing and signing the Philadelphia Insurance Package due on April 19
- Discussed submitting a proposal for LA City Great Street Grant; no decision made on whether or not to submit
- Discussed submitting a Proposition 68 Grant application for Parks & Rec to the State; no decision made on whether or not to submit

(Sherri)

- Will provide committee with update this week in regards to the companies that can provide solar wireless cameras
- BID received a hotspot BID for \$45 per box/month plus taxes and fees
- BID has not submitted for a Teleconnect Grant

(Spectrum Wireless Services/Rusty, Zack)

- \$300/\$400 per location per month with Teleconnect Grant funding for wifi, security management, firewall routing (20 retail spots) which totals to around \$10k per month

(Dani)

- BID has a budget of \$40k per year for wifi
- Discuss offline with Spectrum about obtaining subsidized wifi through Spectrum's Teleconnect Grant Program

VIII. **Standing Branding, Business Development and Events Committee** Discussions, Approvals and Actions:
Members: Priscilla, Clent, Monica, Jerrell and Jhonny - 20 min

A. CAHD Signature Events:

1. Central Avenue Jazz Festival Historic Tour and Cultural Arts Presentations
(Sherri)
 - City Council's Office, per Andrea, has given the BID a deadline, April 20th, to provide details for what the BID plans to do for the Jazz festival
 - a) Cultural arts performance elements and costs for Ethel Waters Play - Clent Bowers
(Clent)
 - Terry Burrell will not be able to perform at Jazz Festival; however, she provided the name of an alternative performer, Tina Fabrique
 - Tina will be performing as Ella Fitzgerald**(Jonathan)**
 - Documentarian has a video on the hay-day of the Dunbar; suggest that video be played in between the live performances**(Sherri)**
 - Clent must provide synopsis for Tina Fabrique's performance to the committee by March 20th (narrative, photos, etc.)
 - b) Central Avenue Historic Tour locations and transportation plan
(Sherri)
 - Will provide City Council, per Andrea, with a detailed outline of location points for tour and transportation plan by March 20th
 - Would like to add a walking tour with Dunbar Village
 - c) Central Avenue Historic District Business Directory (1st Quarter Newsletter)
(Sherri)
 - Management has hired an employee to assist with creating the Quarterly BID Newsletter
 - d) Historic Central Avenue Visitors Guide (2nd Quarter Newsletter)
2. Halloween Trick or Treat, Movies, Scarecrows and Haunted House plan. Additional insurance required for haunted house.
(Sherri)
 - Insurance package is in the BID office and ready to be signed by Monica
 - Insurance for haunted house has been added to insurance premium for an extra \$200+
 3. Grants and Fund Development Report
(Sherri)
 - Management will meet with CRCD to discuss CRCD submitting the proposal for Great Streets Grant on behalf of the BID
 - Management will submit proposal on behalf of BID for Cultural Affairs ("Festival") Grant, which funds will go towards haunted house and street mural activation

B. Upcoming Promotions and Advertisements:

1. National Night Out Aug 6th 2019. Discuss partnerships.
2. Hispanic Heritage Month Sep 15th to Oct 15th 2019
3. Small Business Saturday November 23rd 2019

4. Winter Wonderland Business Sale Promotion Event with the New 9th - December 2019

C. Business Procurement and Development

1. Business social media and promotion platform activations
2. Business Direct Sales Support
3. Government Vendor Sites and Online Business with Ebay and Amazon
4. Marketing and Branding Support for New Developments, Businesses and Properties for Lease and Sale on Central Avenue
5. Assess new business closures: Sushilito
6. Property Owner Development and Business Resource and Referral

a) Ramin Halavi request for recycling center setup information

(Sherri)

- Management proposes providing businesses, new and old, with market analysis provided by the mayor's office to help businesses provide needed businesses on the corridor
- Create a "business merchant's" group
- BID sends newsletter to businesses offering business services, such as lease review
- BID can put together a retailer plan to help landlords put the right tenants in retail spots

(Jonathan)

- Serve to Enjoy will be relocating off of Central Ave
- Can the BID be more supportive in creating a "Master Plan" for business on the corridor?

IX. **Ad Hoc Central Avenue Resiliency Committee** Discussions, Approvals and Actions: **Members:** Dani, Noreen, Clent, Monica, Michella and Griffin - 20 min

- A. Trash Receptacles: Ordered 30 additional trash receptacles and decals that highlight Historic Central Avenue. 15 were received in mid February and are being installed by CRCD by March 15th total of 32 receptacles will be installed on the Corridor. We have ordered banners for the receptacles that highlight the Historic District.

(Sherri)

- If your business would like a trash receptacle, please contact the BID office

- B. Tree Planting: Status of 28 trees were planted in July 2018. Urban forestry has completed their for installation of additional flowering trees and 40 potted fruit trees on Central Avenue and Side Street to the Alley. Love & Water Me Business Support

(Sherri)

- CRCD will be de-weeding planted trees, per CRCD contract

- C. Permanent CAHD Light Pole Signs Identifying the District

(Sherri)

- Permanent sign will have "Historic" enlarge per Mr. Bower's request

- D. Double Pole Banner Installations - Theme Honoring the Past, Empowering the Future. Highlight Historic part of name as per Mr. Bower's request.

(Sherri)

- City has confirmed 40 pole signs can be put up between Vernon and Adams
- City is assessing how many poles can go up between Adams and Washington
- Clent will follow-up with Mr. Bowers to finalize pole design
- Total pole count will be 60

- E. Street Furniture Installations
(Sherri)
 - Street furniture has been picked out
 - F. Central Avenue Publication Content for 4th Square Newsletter 2019
 - G. South Central Avenue Street Gallery Wall Banners Installations on various buildings
 - H. 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.
 - I. Facade and Building Design Guidelines advisory as per the new Southeast Community Plan
 - J. Central Avenue Street Gallery Mural Installation planning.
- X. **Ad Hoc Parking Demand Management Strategy Committee** Discussions, Approvals and Actions: 1 min
Members: Dani, Clent, Monica, James and Griffin
- A. No task or information to report.
- 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
- A. Team Assignment Review
 - B. New uniforms for Clean Streets, Ambassadors and Management received. Includes bright yellow and black winter jackets.
 - C. City Clerk Reports
- XIV. **CAHD Renewal Formation Committee Update:**
- A. Confirm meeting times for the Third Wednesday from 6:00 pm to 7:00 pm
 - B. Confirm formation committee members and plan to add additional member
 - C. Discussed proposed boundaries
 - D. Discuss proposed programs
- (Sherri)**
- Renewal Formation Committee meeting will be from 6:00pm to 7:00pm
 - Renewal Formation Committee meeting is open to the general public
 - Committee members Dani, Edgar, Jonathan, Akeemi
 - Letter will be sent to property owners for Renewal Formation Committee meeting on March 20th to determine renewal and boundary expansion
 - City Council has given the BID a deadline of April 1st to provide a deadline that will include all the parcels that are in the BID, which management has already compiled

(Noreen)

- Requesting that the BID limits printing excessive amounts of paper and refer board members and constituents to access documents via Google Drive

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

XVI. **Upcoming Ad-Hoc Committee Meeting Dates:** March 20th and April 17th. 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:** May 1, 2019. Vote on July meeting date.

XVIII. **Adjourn:** Refreshments Served

(Dani)

- Motion to Adjourn

(Noreen)

- Seconds motion
 1. Board unanimously approves

CAHD 2019 To-Do List as of March 5, 2019

(Blue font indicates completed or moved off list)

Action Item		Date Added	Status as of Agenda Posting on March 5th, 2019
1	Determine hot spot locations for the cameras and develop estimated cost	Jan 9, 2019	In progress. See information for wireless and solar powered cameras. Update: proposal will be presented and discussed during March 6th board meeting
2	Meet and greet and implement a survey for BID renewal	Nov 16, 2018	Completing design. To be circulated in March Update: Board has approved survey process and will circulate survey to constituents
3	Give letter to Mike for LADOT on meters, light synchronization, diagonal parking on 28 th	Nov 16, 2018	No progress Update: Details of letter and progress will be discussed during March 6th board meeting
4	Outreach to businesses BID can promote on Facebook and Website or set-up sites	Nov 16, 2018	In progress. See report. Update: Details provided in board member's package; will review package during March 6th board meeting
5	Street activation plan for canopies	Nov 16, 2018	Designs reviewed and approved by the resiliency committee February 20th. Will be ordered and distributed in March. See attached design. Update: Will review designs during March 6 board meeting
6	Clean Streets report: add per block graffiti clean-up number	Nov 16, 2018	Completed- Report for January covering block by block clean-up has been provided
7	Get prices from Spectrum and ATT for WiFi	Nov 16, 2018	Completed. Recommending Spectrum. See report.
8	Client 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.
9	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.
10	Finalize Urban Design Center BID Renewal Formation Contract	Nov 16, 2018	Completed. Approved 1/9/19 at Executive Committee and Board Meeting.
11	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
12	Finalize Clean Streets contracts CRCD	Nov 16, 2018	Completed. Approved during 1/9/19 Executive Committee meeting.
13	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

March	Information	Notes
6	Executive Committee Meeting - 9:00 am - 10:00 am	
6	CAHD Board Meeting – 10:30 am - 12:30 pm	
7	Community Police Advisory Board Meeting - 12:00 pm	
14	BID Consortium Meeting – 12:00 pm	
20	CAHD Committee Meeting – 4:00 pm - 6:30 pm	
20	CAHD Renewal Steering Committee Meeting - 6:00 pm to 7:00 pm	

April	Information	Notes
1	CAHD Renewal Parcel Database Due to City Clerk	
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	

May	Information	Notes
1	Executive Committee Meeting - 9:00 am - 10:00 am	
1	CAHD Board Meeting – 10:30 am - 12:30 pm	
1	FINANCIAL REPORT DUE TO CITY CLERK	
2	Community Police Advisory Board Meeting - 12:00 pm	
9	BID Consortium Meeting – 12:00 pm	
15	990 RETURN DUE TO IRS AND ---- DUE TO FTB	
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	2020 PARCEL DATABASE AND FEE INCREASE VOTE DUE TO CITY CLERK	Vote during May Board Meeting
1	CAHD Renewal 1st Draft Management District Plan and Engineer’s Report Due to City Clerk	
6	Community Police Advisory Board Meeting - 12:00 pm	
13	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	2nd Draft MDP and ER’s Report Due to City Clerk	
27	Central Avenue Jazz Festival	
28	Central Avenue Jazz Festival	