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@centralavenuehistoricedistrict.org

Posted January 26, 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

Grant Sunoo, Secretary (Replaced by Mark Wilson)
Coalition for Responsible Community Development

Members

Priscilla Al Uqdah, Member
Clara Muhammad School
National Alumni Association

Clent Bowers, Member
Trustee, Bowers Retail Complex

Monica Mbeguere, Member
Alfred Smith Property

Noreen McLeod, Member
Executive Director, Concerned Citizens

of South Central Los Angeles

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

Jerrel Abdul Salaam, Member
Masjid Bilal Islamic Center
Monthly Board Meeting Agenda

NEW MEETING TIME!

MARCH 1, 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)

II. To-do list update from previous month’s work efforts (5 min)
   III. To-Do List Review
      A. Create welcome letter for new businesses to the corridor and/or property owners (UDC)
         i. STATUS: Still ID’ing new businesses, need to create a generic letter & package. Will be complete by next Exec Committee meeting
         ii. DONE
      B. Ask LAPD to attend next CAHBID mtg (UDC)
         i. STATUS: Done (and evidenced by significant LAPD presence at the meeting)
         ii. Arranged to re-meet
      C. Apply for credit card (DS — will need minutes from GS in order to do this)
         i. PENDING. East West Bank is adding a 3rd party processing company, so they can’t issue new cards until Q2 2017. Further – Board Members must use their own credit as collateral. Other options include – pre-paid/secured credit cards, debit cards, etc. DS will research CC options and report back at the next Executive Committee meeting.
         ii. Recommends to do a prepaid credit card with east west bank
      D. Request update from Able Solution regarding background check protocol and also a presentation regarding the list of “levels” for security guard coverage. UDC to request that Able Solutions lead a conversation no later than the February board meeting
         i. STATUS: Steven Echols (principal of Able Solutions) attended the January meeting and agreed to attend the convening of the Community Ambassador sub-committee in January in order to discuss the Board’s questions.
      E. UDC to send sample banners
         i. Samples have been distributed.
      F. ADHOC Meetings are done

IV. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
   A. Nerrf, local artist and community member, request to take local artists into consideration for murals in community. With Paint Los Angeles. Concerned about lack of community input.
   B. Adriana, educational rep, sends invitation to BID to attend neighborhood Central Alameda Council meeting and to collaborate for future projects. Saturday 2/4/2017
   C. Jose, CD9 resident and Trade tech student, request to open up agenda points
V. Review and Approve January 4, 2017 Board Meeting Minutes: Grant Sunoo, Secretary (5 min) – From now on the Board will be asked to review minutes prior to meetings so we are ready to approve or discuss salient points without delay.
   A. Moved by Noreen second by Jonathan

VI. LAPD
   A. Putting out immigration forms at APCH and other places.
   B. Biggest problem on corridor is chain snatching and cell phone robberies.
   C. Brought sample flyers to for CAHBID to distribute during routes.
   D. Another focus is on pedestrian safety by coordinating with traffic division.
   E. Sherri would like to invite HOPE team

VII. Review and Approve Financial Report: Dani Shaker, Treasurer (10 min)

   a. Total Expenditures as of December 31, 2016
      b. $229,000 total as of December
      c. $177,000 collected by city
      d. Waiting on $165,000
      e. We are $56,000 short
   f. Assessment fees invoiced and received to date
   g. Discussion on 2017 program budget priorities and the prorated budget line item allocations based on assessment fees received to date
   h. Review and vote to transfer an amount not to exceed $19,500 from Clean Streets line item to the Management line item to cover 2017 management cost through to March
      o Moved by Vivian, Second by Jonathan
   i. Review and vote to transfer an amount not to exceed $22,000 from the Clean Streets line item to the Safety Ambassador line item to cover 2017 cost through to March
      o Moved by Vivian Second by Jonathan
   j. Update on credit card, debit card or pre-paid card account opening
      o Sherri and Dani to continue financing from their credit card.
      o Motion to continue as currently operating
      o Vivian suggests we get a prepaid card. Move to obtain prepaid credit card up to $1000 Second by Dani,
      o Concern for logging on items spent expressed by community member

VIII. Review and Approve Board Management and Operations Action Items: Jonathan Zeichner, Vice President (65 min)

   A. Ad hoc committee updates from January 12th and 20th meetings:

      i. Central Avenue Resiliency Committee - 8 min

         1. Street Banners and Word Art – Buildings, Fences, Light Poles, Street and Billboards
            a. Central Ave Resiliency Committee, Sherri has canvassed the area for possible locations (16).
         2. Mural Art Project Buildings - Role down doors, Fences, Alleys and Interior buildings
         3. Air BnB Promotion and Management Program
            a. Rent places on the corridor
4. Streetscape Improvements
   a. Look at more opportunities
5. Building and Site Design Guidelines
   a. Make sure improvements are done to improve vibrancy
6. District Newspaper
   a. Newspaper promoting central Ave trying to get launched in Feb.
7. Resolution to authorize CAHD to apply for, receive and administer grant funds from the following proposed sources for the Mural Art Project: West Bank for an amount not to exceed $5,000 and the City of Los Angeles Department of Cultural Affairs Art Active Program for an amount no to exceed $12,000 - VOTE. Note we are tracking several other grants that can be submitted.
   a. Need to vote on this.

Jonathan; question regarding cost for the grant writing. Vote to whether to apply for East West Grant and Dept. of Cultural Affairs motioned by Clint, Second by Dani.

**Members:** Vivian, Dani, Noreen, Clint, Monica, Sherri and Griffin

**ii. Illegal Street Vending Committee** – Noreen – 5 min

1. Business & Property Owner Survey from Washington Boulevard to Slauson Avenue
2. Elect to Opt Out of allowing vending in the District - Facilitate a moratorium on street vending and truck vending
3. Citywide policy and enforcement particularly regarding crime indicators
4. Assist businesses in renovating or retrofitting their businesses to meet code and licensing requirements
5. Investigate creation of authorized Street and truck vending opportunities
6. Letter outlining CAHD position to be submitted to the BID consortium
7. CD9 will follow up on liability issues.

**Members:** Vivian, Priscilla, Noreen, Griffin, Allen from Able and Felix from CRCD

**iii. Homeless Response Committee** – Jonathan - 5 min

1. Street Cleaning
2. Partnerships - City Attorney, LAPD, LAHSA, NAMI
3. Research and guest experts for March meeting

**Members:** Jonathan, CD9, CRCD, Carlos, Allen and Felix

POSTPONED UNTIL NEXT MEETING

**iv. Parking Demand Management** – Sherri – 5 min
1. Advocate for road diet plan that includes diagonal parking, single lane in each direction, segregated bicycle lane, sidewalk bulb outs
2. Review curb red stripping and vestigial driveways
3. Eliminate restricted 7-9 am and 4-6 pm parking
4. Synchronize lighting
5. Survey property and business owners re bicycle lane
6. **Survey and check the changes made by DOT.**

**Members:** Vivian, Dani, Clint, Monica, James, Sherri and Griffin

**v. Safety Ambassadors Committee** – Dani – 20 min

1. Proposed name change from Safety Ambassadors to Community Ambassadors or Ambassadors - VOTE
2. Presentation, discussion and VOTE to approve either an extension of the Able Solutions contract for a period and scope of services not to exceed the funding available in the 2017 prorated and amended budget line for Safety Ambassador Program or to approve an alternative program based on the following contract and report requirements:
   a. Payment terms
   b. Insurance - Worker’s Compensation, general liability and non-owned hired auto insurance
   c. Live Scan background checks
   d. Business and resident engagement strategy and training including social media outreach and talking points for the Ambassadors
   e. Collateral material distribution strategy
   f. District-wide safety implementation and coordination plan with Los Angeles Police Department and security officers including an assessment of the level of service that would be best for the District to provide.
   g. Monthly reports including:
      - Incident reports on the type and number of incidents and follow-up provided
      - Property and Business Information Survey Database management
      - Business and property owner request and comment documentation
      - Types and amounts of collateral distributed
      - Meetings attended
   h. Documentation of property and business owner security, camera and WiFi systems
   i. Site and District inspection for graffiti and cleaning needs
   j. Uniform and communication tool needs
   k. Management and Operations manual to guide them on how to implement their work efforts on a daily basis, particularly on rainy days, for events and during emergency responses.
3. **Committee will create new proposal for Able Solutions**
Members: Jonathan, Grant, Dani, James, Priscilla, Clint, Sherri and Griffin

vi. Board Nominations Committee – Jonathan & Priscilla - 10 min

1. Vote to approve Bylaws amendment language regarding requirements for nominee involvement with CAHD prior to being voted onto the board. – Sherri
   a. There is now a procedure and we will create an application form.
2. Letter to former board members - Sherri
3. Nomination process and procedures - Jonathan
4. Outreach Strategy – Jonathan

Members: Jonathan, Monica, Clint and Carlos from UDC

B. Review and approve 1-Year BiD Management Contract with Urban Design Center - Vivian 12 min

1. Review contract elements – Presentation by Sherri
2. Will review and send informal vote via email. Will vote in next meeting.

IX. Review and Approve Management Reports, Presentations and Partnerships: Sherri Franklin, Urban Design Center (15 min)

   NOT DISCUSSED – BOARD LEAD WENT OVER MEETING MINUTES

A. Debriefing on Clean Streets Contract with CRCD Enterprises, Inc. and discuss system for ongoing performance feedback – Joe Gomez, CRCD Enterprises
B. Debriefing on Branding, Business Develop and Marketing strategies – Shop & Visit Central
C. Outreach letters to new businesses, affordable housing developments and apartment buildings
D. Letters to property and business owners regarding existing camera and WiFi documentation
E. Donation letters
F. Website and Social Media Performance
G. 4th Quarter Report and Newsletter
H. Discuss comments and feedback from property owners and reply status (5 min)

X. Review New To-Do List and confirm deadlines/who is responsible (2 min)

   NOT DISCUSSED – BOARD LEAD WENT OVER MEETING MINUTES

A. Committees need to set dates and need to be posted
B. Dani will get prepaid credit card 1000
C. Committees will create new proposal
D. Dani will contact Steven regarding BiD working on a proposal for them
E. Invite people that signed up for committees

XI. Meeting Schedule: Next Board Meeting: April 5, 2017 @ 10:30 am
XII. Adjourn – Promptly at 12:30 pm. END TIME 1 pm

Monthly Branding, Business Development and Events Committee Meeting Agenda
XXX 2017 – 12:45 pm to 2:00 pm (NOT DISCUSSED)
Location: New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011

I. Collaboration with Priscilla’s Bistro Taco Tuesday @ Fernando’s Restaurant & Bar to network with legacy
organizations and discuss innovative ways to honor Central Avenue and its historical elements
II. Multicultural Film & Theatre Festival planning discussions lead by Clent
III. District newspaper themes, content, business highlights and articles to be finalized by February 8th

Members: Priscilla Al Uqdah, Clent Bowers, Monica and Sherri Franklin

Monthly Executive Committee Meeting Agenda
March 28, 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. Review partnership and Board presentation request

Members: Vivian Bowers, Jonathan Zeichner, Dani Shaker and Grant Sunoo