



## Central Avenue Historic Business Improvement District Board Meeting Agenda

*Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard*

October 5, 2016 – 5:30 pm to 7:30 pm

New 9<sup>th</sup> Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011

323-230-7070 p | [bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org)

**Posted: September 29, 2016**

- I. Welcome: Vivian Bowers, President (3 min)
- II. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
- III. Review and Approve September 7<sup>th</sup> Special Board Meeting Minutes: Grant Sunoo, Secretary (5 min)
- IV. Review and Approve Financial Report: Dani Shaker, Treasurer (7 min)
  - a. Total Expenditures as of September 30<sup>th</sup>
  - b. Special Budget Meeting Report
  - c. Assessment fees invoiced to date
- V. Review and Approve Board Management and Operations Action Items: Vivian Bowers, President
  - a. Annual Board Election Scheduled for November 2, 2016 (3 min)
  - b. Receive Board Nominations (Must be received 14 days prior to the election) (10 min)
  - c. Management Consultant RFP Status (10 min)
  - d. Selection of space to operate (5 min)
  - e. Discuss comments and feedback from property owners and reply status (5 min)
- VI. Review and Approve Management Reports, Presentations and Partnerships: Sherri Franklin, Urban Design Center (40 min)
  - a. Introduction of the Giant Steps, Inc. programs and services proposed for marketing assistance and business appeal improvements.
  - b. Debriefing on Clean Streets Contract with CRCD Enterprises, Inc. and discuss system for ongoing performance feedback– Sherri Franklin and Joe Gamez, CRCD Enterprises
  - c. Debriefing on Able Solutions Safety Ambassador initial meet and greet and mobilization plan – Sherri Franklin and Steven Echols, Able Solutions
  - d. Debriefing on Branding, Business Develop and Affinity & Cluster Marketing Strategies
  - e. Debriefing on promotions for Halloween, Small Business Saturday and the Holidays.
  - f. Outreach, Website and Social Media Performance
  - g. First Quarterly Report – Draft - Due October 31<sup>st</sup>
  - h. First Planning Report Draft - due November 1<sup>st</sup>
  - i. Third Quarter Newsletter Draft – Due October 31<sup>st</sup>
  - j. Parking Demand Management Initial Assessment
- VII. Review To-Do List and confirm deadlines/who is responsible (2 min)
- VIII. Meeting Schedule: Next Board Meeting: November 2<sup>nd</sup> @ 5:30 pm
- IX. New Business
- X. Public Comments - 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
- XI. Adjourn – Promptly at 7:30 pm

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