NOTES

To: All Members of BID Committee; CRCD Staff
From: Gustavo De Haro, CRCD Staff
Re: Central Ave BID Committee Minutes 12/3/14

Agenda Outline:

- Committee Introductions - (Sheri Franklin, Urban Design Center)
- Presentation by City Business Resource Rep - (Frank Aguirre, LA City)
- Review of 5 year BID Budget – (Sheri Franklin, Urban Design Center)
- BID logo Presentation – (Gustavo De Haro, CRCD)
- Next Meeting Date - (Sheri Franklin, Urban Design Center)

1. Introductions: (Sheri Franklin, Urban Design Center)

Members of the committee introduced themselves and a sign in sheet was passed around. Members of the committee briefly reviewed the agenda for the meeting and the minutes from the previous session. No additional items were added to the agenda and no amendments were made to the previous meeting minutes. Additionally it was announced the meeting minutes were updated to the Central Ave BID website. The meeting proceeded as planned.

BID meeting minutes available here:
www.centralavenuehistoricdistrict.org/bid_formation_process

2. Presentation by City Business Resource Rep: (Frank Aguirre, LA City)

Background: A representative from the LA City Mayor’s office presented regarding the city’s effort to support business development in Los Angeles.

Presentation Overview:

Frank Aguirre made a short presentation regarding incentives and programs for small business growth in the city of LA. Specifically there is a program for restaurants to help with the permitting process. The city is looking to partner with other organizations to bring more customers out to the business community. He discussed an effort to try to encourage orgs to work on issues regarding decisions and issues that are controversial. “Many times the little guys get left out when they do workshops for import and export business.” It was noted that 95% of world consumers are located outside of the U.S.

Contact info: www.LAbusinesssource.org

Note: Minutes are not verbatim and only intended to provide a summary record.
3. Review of 5 year BID Budget: – (Sheri Franklin, Urban Design Center)

Background: As the steering committee moves closer to forming the Central Ave BID, the committee must formalize a draft of the BID Management Plan to submit to the City Clerks office for review by January 2015. As such the committee reviewed the 5 year budget which is one of the components of the management plan. They discussed the price estimates for the proposed services as well as frequency and implementation costs.

Review BID Budget Summary Discussion:

The committee reviewed the different segments of the BID budget and discussed each item briefly making minor suggestions. Sheri Franklin provided a brief summary and update of each item in its current development stage. The committee also discussed the district map and the formula criteria to develop the assessment fee. The four criteria include (1) lot size; (2) building size; (3) linear street frontage; (4) linear side street frontage. Further analysis needs to be conducted to determine which parcels will need which services. Additionally, Sheri presented the committee with an update in regards to the level of support for the BID divided by each zone. She reported zone 1 has a 38% level of support; zone 2 also has about 38% support; zone 3 is at 30% support; & zone 4 has 35 % support. It was noted that the area we are covering is very long in comparison to other BIDs and parcels are very small.

The committee held a discussion about re drawing the district coverage area. One member asked that we cut off the BID just after Vernon due to much of the support coming from businesses in the first two zones. Thus the proposal on the table asked the committee to redraw the BID to only include lots between Washington to South of Vernon. The members of the committee discussed the distinctive break of business character moving south of Vernon. “After Vernon businesses change and are more auto and industrial related and less retail.” The agreement between the committee was to include the library and the Concerned Citizens building south of Vernon and not move further than that.

Action: Consultant will do further analysis and try to justify the BID between 48th Street to Washington Blvd. Also since the area is smaller the group will do away with the zones concept.

4. BID Logo Presentation: (Gustavo De Haro, CRCD)

Background: The committee will need to develop a logo once the BID is established for their branding and marketing campaigns. The committee was presented with three logo options inspired by the BID mission & vision statements.

BID logo Presentation Discussion: The committee was presented with a hand out comprised of three logo options for them to choose from. After some discussion the group chose the first logo on the list. This logo was inspired by the Jazz history of Central Avenue and incorporates the LA city skyline visible from Central Avenue. The group requested that the

Note: Minutes are not verbatim and only intended to provide a summary record.
word “historic” be added into the logo text. Finally the group moved forward in support of the 1st logo option.

5. Next Meeting Date & Agenda Preview:  (Sheri Franklin, Urban Design Center)

   Background: The committee will continue its regular scheduled meeting time on the first Wednesday of the month at 10am. In preparation for the next meeting the committee discussed which agenda items will be visited in effort to move forward with the BID formation process.

   Next BID Meeting: 10am – 12pm Wednesday January 7th 2014

   Location: Council District 9 Office 4301 S. Central Ave LA

Agenda Preview Next Mtg:

- Updates on BID management plan
- Update on BID Budget
- Update on BID Outreach

Note: Minutes are not verbatim and only intended to provide a summary record.