



Central Avenue Historic Business Improvement District Quarterly Activity Report - 1st Quarter 2019: January, February and March

Quarter Highlights:

Free WiFi on the Corridor!	Bistro Chairs and Seating	More Trash Receptacles Installed
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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 1st Quarter 2019 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.

All CAHD programs, improvements and activities described in this 1st Quarter 2019 (January-March)) 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 p.m. **CRCD resolved their scheduling issues experienced in 2018 and are now providing services on Sunday in accordance with their 2019 contract agreement.**
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 first quarter 2019:

Month	Trash Collection (Numbers of Bags)	Sidewalk sweeping (blocks-1 side)	Pressure Washing (blocks - 1 side)	Graffiti Removal (SQ. FT.)	Numbers of Blocks	Numbers of Bulky (Items)	Tons of Bulky (Items Collected)
January, 2019	642	770	25 blocks	23,991	244	0	3.68
February, 2019	595	507	11 Blocks	3,146	50	0	3.56
March, 2019	769	792	10 blocks	4,362	86	0	4.8
Totals	2,006	2,069	46 Blocks	31,499	380	0	12.04

- **Enhanced Safety**

Ambassadors: Concerned Citizens of South Central Los Angeles (CCSCLA) commenced its management of the Ambassadors effective January 1, 2019. The Ambassadors still report in at the CAHD office located at 2508 S. Central Avenue. 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 are 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. This quarter, the ambassadors worked to:

- Distributed the 25 silver metal bistro sets to designated businesses along the Corridor. The Ambassadors will be responsible for checking with each of the businesses each day to make sure the furniture is put out on the sidewalk and taken in each night.
- We are currently in the implementation stages of providing technical Wi-Fi services to our businesses that have signed up for services, and we are still in communications and sharing the importance of technical assistance with those businesses that are in need of a little more support. We are coordinating by and between the Spectrum installers and the businesses to help facilitate the WiFi installations
- Install the Free Community WiFi signs
- Removed the damaged Love and Water Me tree signs ahead of placement of the new tree signs.
- We continue to engage and invite our business owners to come out and join the discussions in our monthly meetings as well as the Board Meetings so that stakeholders in community have the opportunity to understand the boots on the ground model of the developments taking place on the Corridor. the 3rd Quarter Report to each business including all employees and throughout our neighboring communities to assure that our businesses are being highlighted for the services and products being provided on Central Avenue along the Corridor. The newsletter was mailed to all property owners as well.
- CCSCLA has scheduled a Professional Development Workshop on May 8th that will enhance and educate the team on the importance of working collectively and sharing informational tools that will help with productivity and positive outcomes and to be used as a reporting tool.
- Community meetings attended by the Meschellia Johnson include the South Central Neighborhood Council Meeting on Tuesday March 19th and Zapata King Neighborhood Council meeting on March 20th.
- Meschellia will also schedule to attend the monthly BID Consortium Meetings. Under the leadership of

CCSCLA, the Ambassadors will also track the number of business engagements they facilitate on a monthly basis. In the month of March Ambassadors were successful in the continuance of providing outreach and distribution and engagement along with following up and continuing to circulate fliers throughout the corridor and in community.

- Ambassador V. Lopez – Provided engagement 96 to business owners.
- Ambassador J. Viel - Provided engagement to 78 business owners.
- Ambassador C. Smith – Provided engagement to 76 business owners.

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. The traffic on each social media site and to the website only grew slightly in 2018. In an effort to expand traffic to the website and social media pages and to the sites for each business, we are dedicating more staff to social media and website posting. The following is a linkable summary of the eblast sent during this quarter and the response rates for each:

<p>Please Join CAHD's Board Meeting this Wednesday, January 9th from 10:30-12:30 sent 07 Jan 05:49 PM ·</p> <ul style="list-style-type: none"> ● 395sent ● 392accepted ● 93viewed ● 3engaged 	<p>Please Join CAHD's Ad-Hoc Committee Meeting this Wednesday, January 16th from 2:00pm-5:00pm sent 15 Jan 02:19 PM</p> <ul style="list-style-type: none"> ● 395sent ● 392accepted ● 89viewed ● 2engaged 	<p>Attention !Central Avenue Jazz Festival hosting "Call for Artists" Contest. Winner gets \$500 !! Black History Month is Upon Us ! sent 24 Jan 03:41 PM</p> <ul style="list-style-type: none"> ● 394sent ● 387accepted ● 106viewed ● 12engaged
<p>Attention Please COme and Join Us at CAHD's Upcoming Committee Meeting this Month! Black History Month is Here. Come out and Celebrate !! sent 30 Jan 04:28 PM ·</p> <ul style="list-style-type: none"> ● 393sent ● 389accepted ● 120viewed ● 7engaged 	<p>ATTENTION !! LAST CALL Central Avenue Jazz Festival hosting "Call for Artists" Contest. Winner gets \$500 !! Black History Month is Upon Us Join Us this Saturday ! 1 sent 13 Feb 01:55 PM</p> <ul style="list-style-type: none"> ● 399sent ● 395accepted ● 95viewed ● 11engaged 	<p>REMINDER!! Please Come and Join Us Tomorrow at CAHD's Committee Meeting this Feb. 20th! ATTENTION!! Free Commercial Direct Installs with LADWP *read below* sent 19 Feb 03:29 PM</p> <ul style="list-style-type: none"> ● 400sent ● 397accepted ● 100viewed ● 3engaged
<p>REMINDER!! Please Come and Join Us Wednesday March 6th at CAHD's Board Meeting sent 04 Mar 01:54 PM ·</p> <ul style="list-style-type: none"> ● 400sent ● 396accepted ● 96viewed ● 2engaged 	<p>REMINDER!! Please Join Us Wednesday March 20th at CAHD's Ad-hoc Committee Meeting !!!!!!! SHOP CENTRAL !!!!!!! sent 14 Mar 04:46 PM ·</p> <ul style="list-style-type: none"> ● 400sent ● 397accepted ● 98viewed ● 1engaged 	

The following are the social media traffic stats noted for the 1st quarter 2019:

Social Media Site Name	Number of Page Visits	Number of Posts	Number of Likes	Number of Affiliates	Number of Followers
January 2019					
Facebook	32	10	34	3	611
Twitter	16	2	21	72	29
Instagram	0	0	0	69	97
Google Plus	0	0	0	23	11
Yelp	0	0	0	12	0
Trip Advisor	0	0	0	6	0
February 2019					
Facebook	102	13	94	5	619
Twitter	5	2	8	80	31
Instagram	0	0	0	82	105
Google Plus	0	1	0	23	11
Yelp	0	0	0	12	0
Trip Advisor	0	0	0	17	0
March 2019					
Facebook	12	3	16	2	625
Twitter	3	2	1	91	32
Instagram	0	0	0	98	107
Google Plus	0	0	0	23	11
Yelp	0	0	0	12	0
Trip Advisor	0	0	0	22	0
Website		January Visits 984		February Visits 1091	
		March Visits 1163			

2. Events:

- The Events Committee sponsored a Black History Month program at Thomas Jefferson High School.
- See the 1st Quarter Newsletter highlighting the Ella Fitzgerald performance planned during the Jazz Festival.

3. 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! Here is a status of the installations:

AccountNumber	BusinessName	Address	Chairs	Tables
WiFi Installed	Tony's Burger	2115 S Central Ave, 90011	25, 26, 27, 28 DONE	Two Round 71, 72 DONE
	Larios Bakery	2206 S Central Ave. 90011	41, 42, 43, 44, 45	One Square 85 and One Round 81 Tables
	New Donuts	2319 S Central Ave. 90011		
WiFi Installed	Baby J's	1030 E 25th St, 90011	9, 10, 11, 12 DONE	Two Round 67, 68 DONE
	Corte Tropical Barber and Beauty Salon		50, 51, 52 and 53	Two Round 80 and 82
WiFi Installed	Central Ave Historic District Office	2508 S Central Ave. 90011		
	Faded City		1,2,3,4 - Done	Two Round 63, 64 - DONE
	Ben Tehrani Foot King		33, 34	One Round 77
	Lexi and Emerald Beauty Supply			
	Guadalajara Bakery		5,6,7,8 Done	Two Round 65, 66 DONE
	Central Neighborhood Health		N/A	N/A
	Barber Shop		35, 36, 37, 38, 39, 40,	One Square 79 and One Round 78 Tables
WiFi Installed	Mendez Bike Shop	2725 S. Central Ave. 90011		
	Menos Tires & Wheels	2829 S Central Ave. 90011		
WiFi Installed	Los Angeles Metropolitan Churches	3320 S. Central Ave. 90011	13, 14, 15, 16, 17, 18, 19, 20 DONE	Two Square 75, 76 DONE
	Los Amigos Restaurant	3330 S Central Ave. 90011		
	Masjid Bilal Islamic Center	4016 S. Central Ave. 90011		
	Payless Coin Laundry	4019 S Central Ave. 90011	54, 55, 56, 57, 58, 59, 60, 61, 62	Two Round 83, 84 and One Square 87
WiFi Installed	All Famous Barber Shop	4159 S Central Ave. 90011	21, 22, 23, 24 DONE	Two Round 69, 70 DONE
	Las Alondras	4118 S Central Ave. 90011	29, 30, 31, 32 DONE	Two Round 73, 74 DONE
	Delicious at the Dunbar	4225 S. Central Ave. 90011		
	JC's Footwear	4275 S Central Ave, 90011		
	Tacos Los Carnales	4370 S. Central Ave. 90011		

4. 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, CAHD utilized the services of the following Central Avenue Businesses: Expressions Printing & Graphics for printing services - \$992.90, Mendez Bike Shop for bike repairs - \$46.00 and DC Bikes for bike repairs - \$97.00

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

Edgar Mariscal

Thomas Safran & Associates,
Dunbar Village Property Manager

Clent Bowers, Member

Trustee, Bowers Retail Complex

Jhonny Vera

All Famous Barber Shop

Councilman Curren D. Price, Jr., Member

The New 9th

Akeemi Croom

Croom Family Property

Noreen McClendon, Member

Concerned Citizens
of South Central Los Angeles

Ramin Halavi

Halavi Family Properties

Jerrel Abdul Salaam, Member

Masjid Bilal Islamic Center

- **Board Meetings:** The board meetings during this period were held on January 10th and March 6th from 10:30 am to 1:00 pm @ The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011. Minutes of the meetings are posted on the website.
- **Standing Board Committees:**
 - **Executive Committee:** Meetings were moved to 9:00 am on the date of the board meetings which are held on the 1st Wednesday t 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. Key issues discussed included the Ella Fitzgerald play during the Jazz Festival and an audit.
 - **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:

1. Worked in partnership with AAA to finalize the locations for the pole banners.
 2. Completed annual assessment of business needs.
 3. Distributed the 3rd quarter 2018 newsletter which shared focused on business development strategies for retailers.
- **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. The illegal street vending adhoc committee was disbanded due the Governor's legalization of street vending. The Resiliency and Parking Demand Management ad-hoc committees continue to meet.
 - **BID Renewal Steering Committee:** The Steering Committee now meets from 6 to 7 PM on the first Wednesday of each month following the adhoc committee meetings. The main issues discussed during the month of February and March where the request to limit assessments fees to the first floor and not include the floors above the second floor because it has a tremendous impact on the affordable housing developments within the District. Additionally, discussions included limiting the services of the BID to primarily to safe and clean activities.
- **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; and David Morrison, graphic design and print management. Management is focusing on standardization of all reports and procedures so that the BID has procedures for bringing on new leadership during their proposed second term.
 - **Financial Update:** The 2018 Reviewed Financial statement is being prepared by MTB Accountancy. Please see the report for the final accounting for 2018. MTB will also prepare the IRS 990's, CA state tax returns and the required Charitable Trust forms.