



Central Avenue Historic Business Improvement District Board Meeting

February 3, 2016 – 5:30 pm to 7:30 pm

-MINUTES-

I. CALLED TO ORDER:

Chair Vivian Bowers called the CAHBID board meeting to order at 5:50p.m.

II. APPROVAL OF MINUTES:

MOTION: To approve the board minutes as written

Moved by: V. Bowers – **Seconded by:** D. Shaker – **Passed:** YES

III. CHAIR'S REPORT:

- Welcome of new board member Gerald Salaam from the Bilal Center
- Presented Brown Act packages to other board members.
- Once City contract is signed will begin to adhere to the rules of the Brown Act (Contract will be signed within a week)
- Review of current/active board members
 - Grant Sunoo to provide letter from CRCD for change of board member
 - Jonathan Zeichner to provide letter from APCH authorizing him to represent
 - Bowers also to submit letter for replacement of board member
- Expressed concern regarding sending out a welcome package ASAP
 - James to provide welcome letter for updating and CD9 will underwrite postage
 - Include a "Who is the Board" section in the newsletter

IV. Financial Report:

Treasurer Dani Shaker presented the latest budget:

1. As of January, the City Fund has collected \$139,325
2. The actual budget is at \$391,000 vs. the original budget of \$419,564
3. Once the City contract is signed, BID opens bank account & can invoice City

V. Board Business:

MOTION: To create Budget Ad Hoc Committee

Moved by: J. Zeichner – **Seconded by:** V. Bowers- **Passed:** YES

(MEMBERS: V. Bowers, P. Al-Uqdah, D. Shaker, B. Hayslett, S. Franklin)

Vice Chair Jonathan Zeichner went through various items as written below to identify pending tasks and duties to be completed. *See attached Task List for details.*

1. State exemption status was sent
2. BTRC exemption status will be sent
3. BID Management Contract with City Clerk is pending
4. Google non-profit account continues to wait for approval
5. Bank Account RFP will be followed up by Dani
6. Accounting and budget setup will be done by Sherri & Dani
7. Assessment Comment Feedback from Property Owners and Reply Status
 - There were several calls to the BID with questions on assessments

- a. Calls were returned and in some cases questions were answered
 - Sherri will add the engineers report to the website and a link on the newsletter
 - It was clarified that no one is receiving exemptions on their assessments including faith based organizations
 - As of now, there is no relief or support for assessments
 - Board will find the best way to convey that their intention is to establish a process to assess hardship and find a way to assist property owners
8. Email protocol for now is to have email accounts associated with website and then port over to Google when we get nonprofit account approved

VI. Committee Updates:

1. Executive Committee

- a. Conducted a conference call 1 week prior to board meeting and discussed:
 - i. Proposed events
 - ii. RFP's for banks
 - iii. Agenda for this meeting

2. Clean Streets and Safety Ambassador Program Committee:

- a. Clean Streets RFP reviewed and recommended to focus on local hiring
- b. Safety Ambassador RFP also reviewed and recommended for bilingual, veterans, and female ambassadors to be included
- c. BID list to be updated to include at least one bilingual vendor candidate per RFP (List includes: CRCD and Avar Security)
- d. Uniform Colors and Manufacturing Bids should also include supporting local vendors
 - i. Colors of uniforms should be cohesive with overall branding of the BID and should avoid known gang colors

3. Events, Marketing and Branding Committee:

- a. Will participate on February 27th for the Greats Streets Event by overseeing a parklette to include BID table with information
- b. Event concepts for 2016 will be updated
- c. Need to create marketing plan to include branding and items such as website look, storyboard and page content

VII. Meetings Schedule:

1. **BUDGET AD HOC COMMITTEE MEETING:** February 10, 2016 at 5:00pm at the REEF
2. **EVENTS & MARKETING COMMITTEE MEETING:** TBA
3. **NEXT BOARD MEETING (SPECIAL MEETING):** February 18, 2016 @ 2:30 pm –location TBA
4. **EXECUTIVE COMMITTEE:** Conference Call – February 23, 2016 at 9:30am
5. **NEXT REGULAR BOARD MEETING:** March 2, 2016 @ 5:30 pm at CD9 Community Room

VIII. Adjourn

BID MEETING TASK ITEMS TO BE COMPLETE BY:

BOARD MEMBERS:

1. Board to provide Sherri with a short bio for website & newsletter – UDC will send reminder/deadline
2. Grant Sunoo to provide letter from CRCD for change of board member
3. Jonathan Zeichner to provide letter from APCH authorizing him to represent
4. Bowers also to submit letter for replacement of board member

BUDGET AD HOC COMMITTEE:

1. To review exact budget amounts and inform board of exact percentages on line items
2. Proposed a priority list on what types of services can be performed
3. BID Management Contract with City Clerk needs to be reviewed and signed

EVENTS & MARKETING COMMITTEE:

1. To participate on February 27th for the Greats Streets Event by overseeing a parklette to include BID table with information
2. To update Event concepts for 2016
3. To create marketing plan to include branding and items such as website look, storyboard and page content ASAP

DANI SHAKER, TREASURER & SHERRI FRANKLIN (UDC):

1. Determine April 10th and December 10th cash flow

SHERRI FRANKLIN (UDC):

2. BTRC exemption status needs to be sent
3. To open Chart of Accounts, create books, and set up financial statements
4. Obtain insurance prior to invoicing & receiving funds
5. Prepare actual budget costs
 - a. To include program layout for marketing, branding, newsletter etc...
6. To create a Profit & Loss template
7. Update current board members roster
 - a. Provide letter with language on “voting rights”
8. Google Non-profit account continues to wait for approval
9. Donation Management Plan needs to be done ASAP
10. BID Manager position description needs to be finalized ASAP
11. Newsletter items:
 - a. Add engineers report to the website and link on the newsletter
 - b. Include a “Who is the Board” section in the newsletter

MARTHA ESCANDÓN (CRCD):

1. Martha to submit business highlight for newsletter
2. Martha to submit list of all businesses on Central Avenue

ALL INTERESTED INDIVIDUALS:

1. Provide Sherri with photos for website – UDC will send reminder/deadline