

Central Avenue Historic Business Improvement District

2019 2nd Quarterly Report

August 9, 2019

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA. 90012

RE: Central Avenue Historic Business Improvement District - Second Quarter Report

On behalf of the Board, I would like to present the second quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the Central Avenue Historic BID for the Central Avenue Historic Business Improvement District.

Second Quarter Activities

Streetscape Services Program

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:

- 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.
 - 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.
 - 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.
 - 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.
 - 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.
- Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns.
- 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 manage the installation of the 32 perforated stainless steel trash receptacles CAHD has placed on the Corridor and is scheduled to install another 15 trash receptacles that happened purchased. The green plastic trash receptacles owned by the city of Los Angeles Department of Sanitation have been removed from the district because they were not well kept and several were damaged. The 10 Big Belly trash receptacles are still on the corner Corridor.
 - The Clean Streets team also pressure washes all of the corridor and manages the removal of the weeds.
 - CAHD has additionally contracted with CRCD to water the 28 trees planted in partnership with City plants in July 2018.

Enhanced Safety Program

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. In May, CCSCLA's management held a 4-hour Staff Development Training for the Ambassadors and the UDC Office Manager to discuss expectations on their performance, protocols and employment compliance.

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.

Engagement:

This quarter the Ambassadors worked to distribute 8,000 of the 1st Quarterly 2019 Newsletters and engage with community members and businesses throughout the District.

April -

Ambassador Victor Lopez – Provided engagement 96 to business owners.
Ambassador Johnny Viel - Provided engagement to 78 business owners.
Ambassador Curtis Smith – Provided engagement to 76 business owners.

May -

Ambassador Victor Lopez – Provided engagement to 84 to business owners.
Ambassador Johnny Viel - Provided engagement to 108 business owners.
Ambassador Curtis Smith – Provided engagement to 97 business owners.

June -

Ambassador Victor Lopez – Provided engagement to 120 to business owners.
Ambassador Johnny Viel - Provided engagement to 118 business owners.
Ambassador Curtis Smith – Provided engagement to 108 business owners.

The following meetings were attended by the CCSCLA Outreach Ambassador Dr. Meschellia Johnson:

- May 5th 2019 – Community Meeting at Newton Police Station
- May 15th 2019- Zapata King Neighborhood Council
- June 8th 2109 - Zapata King Neighborhood Council Election
- June 13th 2019 – Community Meeting at Newton Police Station
- June 18th 2019- Presented at the Zapata King Neighborhood Council
- June 19th 2019 Presented at the Avalon Carver Neighborhood Council Meeting

The Ambassadors also check-in with each of the businesses each day to make sure the bistro furniture is put out on the sidewalks and taken in each night. They provide assistance if needed. 25 bistro sets have been distributed and 38 more have been ordered with an expected delivery date August.

No major incidents reported.

Parking Demand Management Program

No activities scheduled this period.

Branding Program

Branding – Revitalization Strategy

Website and Social Media - Images of collateral prepared for each quarter can be viewed on the CAHD Website: www.centralavenuehistoricdistrict.org. The traffic on the social media sites has increased at a faster rate this quarter do to the promotion of the Central Avenue Jazz Festival and boosting the post on FB to targeted Los Angeles area Jazz Enthusiasts.

Events:

Marketing this quarter focused on the upcoming tribute “Ella Fitzgerald: The Lady, Her Music and Me” to be performed by Tina Fabrique, a multi-talented artist, actress and singer from Harlem, New York who has performed as Ella Fitzgerald in the long-running show “Ella” with rave reviews. Tina will perform in a new adaptation produced by Clent Bowers Presents here in Los Angeles on Historic Central Avenue, entitled, “Ella Fitzgerald: The Lady, Her Music and Me” at The Bridge Theater @ A Place Called Home (APCH) located at 2830 South Central Avenue in conjunction with the 24th Annual Central Avenue Jazz Festival in Los Angeles, Saturday and Sunday, July 27 and 28, 2019. This event is sponsored by the Central Avenue Historic Business Improvement District (CAHD) in collaboration with the New 9th Council District and A Place Called Home.

Resiliency Implementation:

CAHD is using funds remaining from previous assessment years for street improvements that can help draw patrons to the District! The branded trash receptacles, street trees and planters, Free Community WiFi, sidewalk bistro seating, sidewalk tents for businesses and the pole banner projects are under way. The status of the identification monuments and cameras in hot spot areas will be shared in the 3rd Quarterly Report.

Business Engagement

There are 13 WiFi installations on the Corridor as of the end of the 2nd quarter period:

Tony's Burger 2115 Central Ave
Baby J's 1030 E. 25th St
Central Avenue Historic District Office 2508 S. Central Ave
Mendez Bike Shop 2725 S. Central Avenue
Los Angeles Metropolitan Churches 3320 S. Central Ave
All Famous Barber Shop 4159 S Central Ave
Menos Tires & Wheels 2829 S. Central Avenue
Larios Bakery 2206 S. Central Avenue
Las Alondras 4118 S. Central Avenue
Alonso Barber Shop 2717 S. Central Avenue
Lulu Beauty Supply 2723 S. Central Avenue
Payless Coin Laundry 4019 S. Central Avenue
Delicious at the Dunbar 4229 S. Central Avenue

Free Community WiFi signs are placed in the windows of each business. The login information for all sites are shared by the businesses. CAHD will share stats on WiFi access traffic in the 3rd Quarterly Report.

Silver Metal Bistro Table & Chair Sets Installed:

Tony's Burger 2115 Central Ave
Larios Bakery 2206 S Central Ave
Baby J's 1030 E. 25th St
Corte Tropical 2506 S Central Ave
Faded City 2512 S. Central Ave
Ben Tehrani Foot King 2510 S. Central Ave
Lexi and Emerald Beauty Supply 2518 S. Central Ave
Guadalajara Bakery 2520 S. Central Ave
Barber Shop 42nd & Central S. Central Ave
Central Avenue Historic District Office 2508 S. Central Ave
Los Angeles Metropolitan Churches 3320 S. Central Ave
All Famous Barber Shop 4159 S Central Ave
Las Alondras Bakery 4159 S Central Ave

Business Consultant Jabani and the Ambassadors have received requests from several businesses for chairs. There are 38 additional bistro sets on order.

District Management Program

Board Meetings: The board meetings during this period were held on May 1st 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 at 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.

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 attached 2019 2nd Quarterly Newsletter details the general consensus of the Steering Committee on the 2021-25 BID renewal process.

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.

Property Owner Correspondence:

We received complaints from property owners about activities at the following businesses:

1. U-Haul - 2732 S. Central Avenue - The U-Haul business has been parking it's commercial trucks on Central Avenue taking up all the available street parking for patrons and blocking the view several businesses in the 2700 block of Central Avenue. Management has observed this problem and so has Cheryl Branch from LAM. It has been requested that they not park their commercial trunks on Central Avenue, however they continue to do so. Management will send them a letter informing them that CAHD will work with the Department of Transportation to monitor the parking on Central Avenue which could result in citation of their commercial trucks being parked on Central Avenue. On a positive note, this parking issue is an outcome of the U-Haul business' growth and expansion. Management will take a proactive step to assist the U-Haul business in finding a larger location that can sufficiently house all of its commercial trucks used to service the community. Of course, first strategy will be to search for a suitable location on Central Avenue.
2. Lexxi & Emeri Beauty Supply - 2518 S. Central Avenue - Management received complaints in June and July from a property owner who was very disturbed by the loud music emanating from Lexxi & Emeri Beauty Supply. We received recordings of the loud music to show that it was reverberating down the entire block of 2500 South Central Avenue. Management observed the loud music as well and directly approached the staff at Taxi and instructed them to turn the music down and to keep it direct it with in their own unit. They continued to play the loud music on several occasions so management directed them again to turn the music down and to let them know that their strategy of playing music was not a feasible way of attracting consumers. It was explained that they would do a better job of attracting consumers if they put staff time and resources into marketing and following-up with previous customers to have them share their experience about their business on social media. Management offered to assist them with their marketing and branding efforts and also to help them put their bistro furniture out in front of their business because they had not done so since it was delivered to them. Management shared that the bistro furniture will help to create a welcoming environment for their business and we encourage them to set-up a one-on-one meeting so that management can help them implement a business and community friendly strategy.

Please contact me at (323) 230-7070 if you have any questions.

Sincerely,

Dani Shaker

Dani Shaker
Chair
Central Avenue Historic BID

Second Quarter Financials

Budget Category	Annual Budget	2nd Quarter Amount Spent	YTD Amount Spent	Projected Remaining Balance
Streetscape Services Program	166780.32	\$35,130.00	\$74,180.00	\$92,600.32
Enhanced Safety Program	254184.91	\$59,500.00	\$94,085.98	\$160,098.93
Parking Demand Management Program	920.39	\$0.00	\$0.00	\$920.39
Branding Program	93026.85	\$18,185.83	\$30,679.31	\$62,347.54
District Management Program	107832.26	\$45,624.65	\$71,436.57	\$36,395.69
Total	\$622,744.73	\$158,440.48	\$270,381.86	\$352,362.87