Central Avenue Historic Business Improvement District
Board and Committee Meeting Agendas
Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard
New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011
323-230-7070 p | bid@centralavenuehistoricdistrict.org

DRAFT BOARD MINUTES
May 3, 2017 – 10:30 am to 12:30 pm
Location: New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011

Board Member Attendees

1. Jonathan Zeichner, Vice President
2. Dani Shaker, Treasurer
3. Priscilla Al Uqda, Member
4. Monica Mbeguere, Member
5. Noreen McClendon, Member
6. Mike Castillo for Councilman Curren D. Price, Jr., Member
7. Farid Abdul Haqq for Jerrel Abdul Salaam, Member

MINUTES:

I. Welcome: Vivian Bowers, President (2 min) JONATHAN ZEIChNER 10:43AM
   a. INTRODUCTIONS

II. To-do list update from previous month’s work efforts (3 min)
   a. Welcome letters for businesses and constituents

III. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
   a. ALONDRA HAIR AND BEAUTY SALON – CARS PARKED FOR DAYS OUTSIDE BUSINESS

IV. Los Angeles Police Department – Newton Division (5 min)
   a. CAPTAIN IS RETURNING
   b. PETTY THEFTS CONTINUE ESCALATING TO ROBBERS
   c. BIGGEST PROBLEM IS CELL PHONES BEING SNATCHED. Asked us to share with residents that they should store their phones while walking and not walk with headphones to the point where you can’t hear.

V. Review and Approve April 5, 2017 Board Meeting Minutes: Mark Wilson, Secretary (5 min)
   NOTE: Please review minutes prior to meetings so we are ready to approve or discuss without delay.
   a. DANI MOVE TO APPROVE MINUTES. SECOND BY MONICA. ONE ABSTENTION FROM FARID

VI. Review and Approve Financial Report: Dani Shaker, Treasurer (20 min)

   a. Total Expenditures as of April 30, 2017
      o HAVE COLLECTED 230K SO FAR
   b. Assessment fees invoiced and received to date
   c. Discussion and vote to increase the assessment fees by the allowable 3% for each individual parcel for fiscal year 2018 as recommended by the Ad-Hoc Budget Committee and allowed
annually in the CAHD Management District Plan. Please note that the Board elected not to increase the assessment fees in 2017.

- THE VOTE FOR 3% AND VOTE FOR LINE ITEMS ARE DIFFERENT
- MOTION TO APPROVE 3% INCREASE
  - DANI MOVE TO APPROVE 3% INCREASE.
  - SECONDED BY PRISCILLA.
  - WORDING OF MOTION RECOMMEND BY SHERRI: INCREASE ASSESSMENT ON EACH INDIVIDUAL PARCEL.
  - OPPOSED BY FARID
  - ABSTENTION BY MIKE FROM CD9

- We have retained the services of Crystal Mitchell to train Mustafa on how to step up the books and insert transactions into QuickBooks. Crystal will also prepare the 990 tax returns.

e. CRCD Enterprises, Inc.'s Clean Streets contract amendment and renewal
- CRCD REVISED AND SENT DRAFT CONTRACT. NEED TO VOTE ON NEXT MEETING.
- CONTRACT ENDED MAY 1
- RECEIVED 18 RADIOS FROM the City Clerk for the $1,000. Radios will be used by the Ambassadors and the Clean Streets team for communication.

VII. Review and Approve Board Management, Operations and Partner Action Items:

a. Branding, Business Development and Events Committee (3 min)
   i. Annual Meeting Date and Theme
      1. MAKE EVENT: A TASTE OF CENTRAL Avenue will be the theme. The event will be held on October 4th at the Constituent Center. The Annual Meeting will immediately follow the board meeting.

b. Ad hoc committee updates:
   i. Homeless Response Committee – Jonathan (5min)
      1. WORKING ON DRAFT OF RESOURCE GUIDE IN ADDRESSING HOMELESS. UDC will follow-up to complete the guide and include resource information in the South Central Avenue Newspaper and on the Website.

   Members: Jonathan, CD9, CRCD, Carlos, Erica and Felix

ii. Central Avenue Resiliency Committee (20 min)
   1. Presentation by Johnny Andrade on the Central Avenue and Martin Luther King Jr. Boulevard McDonald’s renovation plan.
      a. ASKING FOR A LETTER OF SUPPORT FROM BID. THEY WILL DRAFT AND SEND TO SHERRI.
      b. MOTION ON LETTER OF SUPPORT
         i. DANI MOTIONS ON APPROVAL OF LETTER OF SUPPORT WHICH WILL THEN NEED TO BE SIGNED BY EXECUTIVE COMMITTEE.
         ii. 2ND BY FARID
         iii. ALL IN FAVOR
   2. Discussion and input on the proposed Angels Walk station and map narrative
      a. NEED COMMENT AND PHOTOS FOR PROJECT
   3. Acknowledgement of the Paul Williams Apartments groundbreaking ceremony
4. CENTRAL AVE JAZZ FESTIVAL
   a. EVENT PRODUCER WAS HIRED

**Members:** Vivian, Dani, Noreen, Clent, Monica, Sherri and Griffin

iii. **Illegal Street Vending Committee** – Noreen (3 min) OMMITTED BECAUSE OF TIME

1. Survey of business from Washington Boulevard to Slauson Avenue regarding approval or disapproval of street vending and the development of approved vending locations to be circulated by May 2016.

**Members:** Vivian, Priscilla, Noreen, Griffin, Felix and Johnny

iv. **Parking Demand Management** – Sherri (5 min)

1. Petition to create 2 hour parking limits and to install parking meters to be circulated by May 2016.
2. Status update on parking demand management assessment for installing 2-4-hour parking limits and parking meters, diagonal parking locations, curb stripping and identification of shared parking opportunities.
3. **CHECK IF WE HAVE TO HIRE SOMEONE FOR THIS WORK**

**Members:** Vivian, Dani, Clent, Monica, James, Sherri and Griffin

v. **Board Nominations Committee** – Jonathan (10 min)

1. Vote to accept nomination of Edgar Mariscal, Dunbar Village - Thomas Saffron & Associates by James Westbrook
   a. JONATHAN MOVES TO APPROVE EDGAR EFFECTIVE FIRST MEETING AFTER JUNE (JULY MEETING HAITUS, FIRST MEETING WILL BE AUGUST 2, 2017)
   b. 2ND BY DANI
   c. ALL IN FAVOR

**Members:** Jonathan, Monica, Clent, Priscilla and Carlos

VIII. Review and Approve Management Reports, Presentations and Partnerships:
Sherri Franklin, Urban Design Center (5 min)

a. Debriefing on Clean Streets work efforts and discussion on system for ongoing performance and feedback - Joe Gamez and Felix Cruz, CRCD Enterprises, Inc.
b. Debriefing on the Safety Ambassador outcomes
c. Update on of Justin Lin’s intern project for Youth Entrepreneurial Workshops scheduled in April 2017. Justin is an intern from the Offices of Assemblyman Reginald Jones Sawyer
   i. **SHERRI RECOMMENDATION: PARTNER WITH CRCD AND APCH TO CONTINUE THIS WORK**
d. Outreach letters to new businesses, affordable housing developments and apartment buildings
e. Donation letters
   i. **PREPARING AND WILL NEED TO BE SIGNED**
f. 1st Quarter 2017 Newspaper Concept
g. 1st Quarter 2017 Report
   i. **LATE: WILL GET BACK TO BID ON THIS BY THURSDAY**
h. Discuss comments and feedback from property owners and reply status
   i. **ONE SAFETY AMBASSADOR IS SAID TO HAVE BEEN ASSOCIATED WITH PEOPLE WHO STOLE FROM AUTOZONE. UDC will review the video tape from the store.**
IX. Review New To-Do List and confirm deadlines/who is responsible (2 min)
   a. Welcome letters for businesses and constituents
   b. VIVIAN STEPPED DOWN, ELECT NEW PRESIDENT – JUNE MEETING
   c. APPROVE CRCD NEW CONTRACT – JUNE MEETING
   d. LETTER OF SUPPORT FOR MCDONALD’S RENNOVATION
   e. MEET WITH JOHNNY ANDRADE REGARDING JAZZ FESTIVAL
   f. CHECK IF WE HAVE TO HIRE SOMEONE FOR PARKING MANAGEMENT WORK.
   g. SIGN DONATION LETTERS AND WELCOME LETTERS

X. Meeting Schedule: Next Board Meeting: June 7, 2017 @ 10:30 am
   a. MOTION TO HAITUS JULY BID MEETING
      i. MOTION BY MONICA
      ii. 2ND BY PRISCILLA
      iii. ALL IN FAVOR

XI. Adjourn – Promptly at 12:30 pm
   a. MOVED BY JONATHAN
   b. ALL IN FAVOR