NOTE: Minutes are not verbatim nor in order.

- Introductions and sign in sheet was passed around.
- S. Franklin: What RFP’s is the BID is looking for:
  - Security:
    - Looking for ambassador program
    - Security
  - Cleaning
    - Powerwashing
    - Street sweeping
    - Alley Clean ups
  - Marketing
- Jorge Ayvar:
  - Introduced himself and his company. South Los Angeles native that has a security company that collaborates with LAPD on several projects. Still lives in the area and still children are part of the Cadet program.
- Senior Lead Officer Tony Diaz: What system works best with BID and LAPD:
  - BID downtown has ex-police officers running it.
  - They meet monthly and security company is liaison with LAPD
  - Main focus is to collaborate with the community
    - SF: Security Camera: program how can we begin looking at a system that as far as shared control?
      - SLO: There is a camera room in the station working with some of the parks, can check if there can be a collaboration
      - BID DTLA manage their own cameras
      - They share with LAPD as far as criminals
    - Catching criminals, how do we share that information
      - JA: We can bring professional staff to discuss the process
    - J. Friedman: Does Jorge Ayvar work with any other BIDs?
      - NO
Overview of last month:
  o CRCD
    ▪ Gave overview of services they provide in the city and along Central Avenue.
  o Parking
    ▪ Sherri had conversation with Mayors office to discuss local control, parking reform initiative, a pilot program.
    ▪ Would like to nominate Central Avenue for local parking management, pilot program will assess:
      • If parking spaces should be metered
      • Street sweeping
      • Signage
      • Should it, can it be changed
      • Resident permit parking
      • Curbside parking
      • Allow food trucks
      • BH: What would that mean
        ▪ Study should look at Central Avenue to see how parking would work with diagonal parking along wider side streets, be inclusive with community, it may anger residents
      • Freight Zones
      • If selected, Avenue will be participating,
        ▪ By December
        ▪ Nominations on focuses would have to be submitted by then
        ▪ Group voted: YES

Presentation by Ed, the neutral engineer hired to analyze.
  o Ed “Expert in BID Formation”, creates formulas and fees for the assessment process. He creates BIDs in an around the city of LA.
  o Sherri: BID Formula Ed is using is online
  o IT looks at data and makes determination on what the fees should be
  o Data being looked at:
    ▪ Parcel
    ▪ Building
    ▪ Main street: A area
  o SF: Its good that is divided into digestible chunks already
    ▪ Washington to MLK
    ▪ MLK to Vernon
    ▪ Vernon to Slauson
  o Assessment Formula:
    ▪ Meeting of the minds
      ▪ Ed: Its good that there is a leadership group that you work with already, but everyone will always not agree
      ▪ Explore all different possibilities
      ▪ Wants, needs and likes
  o Different BIDs ranging
    ▪ $2,500 (Yucaipa) to $5mil (DTLA)
    ▪ Steering committee makes decisions
    ▪ People will drive this but without support of people it will not go anywhere
Most BIDs are renewed after the 5 year mark, if not its usually due to personality issues

Special types of a land use
- State law mandates, anyone who benefits, more than likely will be assessed
  - Non profits
  - Religious Institutions etc

Assessments shall be looked at by benefits to property owners

Things to remember
- Property owners are driving the process
- Law doesn’t allow them to say that a BID will increase property value
  - You won’t see those words in information
  - You will see them described like: “Enhance aesthetics”

Sample of Apple Valley BID
- First they didn’t invest much in marketing because they didn’t have nothing to market for the first 4 years
- Focused on place making first

Street frontage
- When assessed look at how much benefit you are receiving from BID services
- Should focus on this assessment

Land area is the catch all of fees
- County
- City
  - Not deal breakers, they are extremely fair.
  - Paid for by the land area

JF: If you have a parcel, will you pay for all these fees?
- Flat Parcel
- Land Area
- Building Area
- Street Frontage
- It’s illegal, to create a BID to benefit a property without being assessed.

Issues: Alleys.
- Are there any BIDs that use the back frontage
  - Can be done
    - We must look cost, some properties don’t have alleys
    - May get complicated

Ed: Begin to justify where the boundaries end and begin
- Has to be physical or market wise so you know what to assess
- SF: We’re tracking our support
  - 52nd to Slauson
  - Broken up into 4 different categories

JF: Building area will be more beneficial for taller buildings and will receive the same benefits as one-story buildings?
- Ed: Pasadena, upper floors are assessed at different rate
- Ed: Every time you see numbers/charges there should be pictures to see what you will get
  - Pictures first then numbers
  - Figure out how many more cups of coffee you need to sell
JF: We may not be able to pass down the cost to our tenants due to a lot of their rents being tapped out.
  - SF: Look at the services you pay for your building and consider going into a collective that may offset cost
    - JF: Uses his own graffiti company that are faster and more responsive than CRCD, has not had a good experience
    - E. Van Cise: Could put in contract when selecting a contractor that if work is not up to par, contract can be terminated at BID's discretion
    - It will be challenging with the length and even more if decided to go wider
  - Ed/SF: Have you seen discrepancies?
    - Yes
      - Jack Friedman's property: 5119030- Parcel Number
      - JF: Should look at Plot Map since all addresses are not getting captured
      - SF: went through process on how they are gathering info parcel per parcel
      - J. Zeichner: Is your parcel always shown in favor of being additionally taxed?
        - JF: Yes
        - Property is 28000 square feet and it just seems that places like F&E and Superior and big parcels are not included
        - JF: Feels that there needs to be more transparency
        - JF: UDC is using a company that has been around for 25 years and I never heard of them
          - Data quick was interviewed
          - JF: not comfortable with it
          - SF: We will share this one date point amongst other so we can correct it
      - JZ: If information is skewed then there this is an issue we need to look at even if its 20%.
        - 45 days talking data and numbers
      - JZ: At the end of the day, property owner should check it out themselves
        - SF: We can provide Zima link of their property. Technical way, land survey and then dispute
      - JZ: If you see discrepancies do you suggest we come to you?
        - SF: Yes
      - JF: Do you work off of data given to you or do you work it out?
        - SF: Both
  - Ed: Group needs to have a 501c3 status before becoming a BID
    - JF: If we don't become a 501c3 status, would we go under CRCD?
    - SF: We are starting process early because government is not giving many 501c3 status license at this time

➤ Next Steps
  - Next meeting, 1st Wednesday in October
    - Prior: Will send out link and Zimas file
    - Following up with people in BID
    - Anyone that would like to BID get to them
    - List of services
      - Security Ambassador
      - Maintenance
      - Marketing
• Parking demand mgmt