



**Central Avenue BID Steering Committee
Planning Meeting
9/17/2014 10-12pm
Central Avenue Constituent Services Center
Minutes**

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:
 - CRCD
 - Gave overview of services they provide in the city and along Central Avenue.
 - 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.
 - Ed “Expert in BID Formation”, creates formulas and fees for the assessment process. He creates BIDs in an around the city of LA.
 - Sherri: BID Formula Ed is using is online
 - IT looks at data and makes determination on what the fees should be
 - Data being looked at:
 - Parcel
 - Building
 - Main street: A area
 - SF: Its good that is divided into digestible chunks already
 - Washington to MLK
 - MLK to Vernon
 - Vernon to Slauson
 - 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
 - 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 data 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