



**Central Avenue BID Steering Committee
Planning Meeting
8/7/2014 10-12pm
Central Avenue Constituent Services Center
Minutes**

NOTE: Minutes are not verbatim nor in order.

- Introductions
 - Sign in sheet was passed around
 - Everyone introduced themselves
- Reviewed last meeting minutes
 - Enjoyed update on Great Streets
 - CD9 submitted 4 corridors for consideration
 - This "great street" has a lot of momentum and work going into it already
 - D. Sotelo: During last week's minutes - there were 8 votes for a property-based BID and 1 abstention.
 - DS: Can we vote to adopt the minutes?
 - V. Bowers: Let's adopt the minutes.
 - J. Westbrooks: I second.
 - Everyone agreed.
- Review of feasibility study
 - S. Franklin: Copies of the report was emailed last week.
 - J. Friedman: What was the breakdown of the property owner responses based on zones? That'll help us determine the boundaries.
 - SF: That wasn't the purpose of the study because the feasibility phase was about determining feasibility of a p-BID or a b-BID.
 - SF: Now that we've zeroed in on a P-BID, we can determine boundaries. Over the next phase, we need to do more outreach, with deeper outreach south of Vernon.
 - JF: I'm already paying a lot of property taxes and this will add to my assessment. What am I getting out of it? What are my tenants getting out of it?
 - SF: That is the exact question that this steering committee needs to answer. You need to determine a baseline of services that the BID will provide.
 - SF: [Referred to map handout] This map shows the resources that we can tap into as a BID. For an example, the SAFETEALU Project provides improvements to only

Washington to Vernon. We need to look at the resources as well when determining zones.

- SF: **We'll make a chart to show what benefits the various programs can provide. [referring to map attachment from feasibility report]**
 - SF: **We'll also include EWDD, Metro Call, Net Toll Road.**
 - SF: **We need to also add basic base services - from City, CRCD, Bureau of Sanitation, etc.**
 - SF: We can also list out grants as opportunities and resources. That'll be within the district management plan phase, after we've created the boundaries.
- VB: What is the Great Streets Program?
 - C. Rubin: There isn't actually a program yet. We've identified the areas - but we need to hear from the community to create the program. We are currently available in helping make applications to existing resources stronger.
- H. Bowers: I am really interested in parking infrastructure.
 - SF: Xerox is the company that produces the parking tickets and their contract is up for discussion. We recently collected data on where parking tickets come from, why they get ticketed.
 - SF: Local control is very important - especially from BIDs. We need to control decisions that create strategies that help us. For an example, with street sweeping - we cannot park during the whole period, why can't we park once the streets are swept.
 - N. McClendon: It'll be great to use special revenue funds to build a parking structure on a vacant lot. A trolley can take people to businesses.
 - DS: Special revenue funds for parking worked in Hollywood. We can also leverage other funds like New Market Tax Credits to build on what want.
 - VB: Whatever we do - meters, green curbs - it has to be enforced.
 - SF: Traffic count and use has not been reassessed. That influences parking regulations and hours on our streets.
 - DS: We need to follow up with DOT to see if a traffic study has been done.
 - C. Ngo: In our early discussions about the BID - we wanted to see a parking or traffic study.
 - VB: Big rigs are a major concern on Central. The selling of vehicles are rarely enforced as well.
 - SF: Are parking hours working?
 - VB & JZ: Not working.
 - VB: Two-hour parking along Central is preferred.
 - SF: Do you want meters on Central Ave?
 - VB: Yes, CABA has wanted it.
 - JZ: We need to focus on creating new parking.
 - JF: There's many vacant lots. Surface them and turn them into parking. Property owners are already paying property taxes on them.
 - SF: We can run a list of vacant lot.

- JF: We can create diagonal parking on wider side streets.
- SF: **Diagonal parking is a short-term action we can do. We need to identify and present to DOT. Metered and residential permit parking can be done now. Long term, we can identify existing parking and potential for new. Parking management is a long-term discussion.**
 - NM: I see permit parking as a nightmare. People will feel more entitled and fight for spaces. Is it helping the BID at the end of the day?
- NM: We need a standard for facades. That's of the highest priority to me. Signage makes a difference in helping people feel welcome to our businesses.
 - NM: I wouldn't want to put a lot of money into crime-related strategies because crime has been really low. We need to put money into something that's real.
 - CR: Mayor just a lot more money into code enforcement. We can enforce signage rules.
- J. Zeichner: Prevention, intervention, suppression, triage. As you get down the line, it's more expensive and less effective. As a committee, we need to determine how we want to respond. We need to be mindful of how much we're taking on - how can we hold ourselves and each other accountable. Do we want to be enforcers? We need to devote time to determine how does this body work?
 - SF: We need to form an entity to manage the BID. We want to start that conversation in September. We'll need to talk about structure and priorities.
 - SF: What you do with your assessed fees have to be very concise. But as a body, you can partner with other opportunities/resources as well outside of assessed fee. For an example - you need to decide if you're going to be a community development entity, or just a BID management group.
- Boundaries discussion
 - JF: I noticed that there were three large owners that were not on the list. Owner of Superior complex, Metahousing, and Guadalajara currency exchange. There's a lot of holes.
 - DS: I've contacted the executive director and president of Green Dot and Meta Housing, but they just didn't finish filling out the survey.
 - SF: All property owners have received information. The database in report is just those that have responded.
 - JF: I don't feel comfortable discussing boundaries without looking at the potential assessment figures.
 - SF: We should discuss boundaries first.
 - SF: How does everyone feel about - Washington to Slauson; on the sides, up to the whole alley or where the property ends.
 - JZ: Include the whole alley.
 - E. Van Cise: If there is a residential property on the other side of the alley, you cannot assess them. You'll have to find additional resources.
 - EVC: Ultimately depends on who owns what.
 - SF: We'll find examples of how other BIDs do it and how to align resources.
 - SF: We can select a larger geographic area now because it's easier to reduce than to expand.
 - EVC: As you're compiling your database, you need to keep track of your support.
 - SF: **We'll focus outreach on the following zones, up to the alleys.**

- **Washington to King**
- **King to Vernon**
- **Vernon to 52nd**
- **52nd to Slauson**

➤ Assessment formulas discussion

- SF: Eugene has said in the past that a flat fee doesn't work.
- SF: We need to identify the number of parcels in each zones, and the value in it.
- JF: Who determines the formula?
 - SF: Independent engineer will develop potential for assessment.
 - SF: You will have to determine who has to pay.
 - DS: Affordable housing is not exempt from special assessments.
 - JZ: Is there a standard for nonprofits?
 - SF: There's no standard but we can do a different rate.
- SF: Types of way to assess fee
 - Linear - street frontage
 - SF: No matter if on Central or side street
 - JZ: But not necessarily both
 - Parcel square footage
 - Flat fee
 - EVC: We frown on flat fees because this goes against the idea of the assessment being proportional to benefits.
 - Mixture of linear and parcel formula
- DS: How do you assess vacant versus built-out parcels?
 - SF: There can be different formulas for different types of parcels.
 - EVC: For vacant properties, you'll want to assess just the street frontage because they aren't using a lot of the benefits. There'll need to be a "future development" clause.
- SF: We got feedback of what people are willing to pay.

➤ Next steps

- Future meeting topics: code enforcement discussion, review other BIDs,
 - Bring in other BIDS: South Park, Central City East, San Pedro Historic Core, Leimert Park, Highland Park, Hollywood Entertainment BID (b/c of parking)
- Homework: go online to view other BIDs
- Next meeting - 8/20 @ 10am
 - UDC will come up with a list of questions that committee members have
 - Invite other BIDs to this meeting