

NOTES

To: All Members of BID Committee

From: Cecilia Ngo

Re: Central Ave BID Committee Minutes 1/28/15

Agenda Outline:

- Committee Introductions - (Cecilia Ngo, CRCD)
- Draft District Management Plan Review - (Sherri Franklin, Urban Design Center)
- Nonprofit Formation Discussion - (Dalila Sotelo, The Sotelo Group)
- Petition Drive Outreach - - (Sherri Franklin, Urban Design Center)
- Next Meeting Date - (Sheri Franklin, Urban Design Center)

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1. Introductions: (Cecilia Ngo, CRCD)

Introductions were made and a sign in sheet was passed around.

2. Draft District Management Plan Review: (Sherri Franklin, Urban Design Center)

Overview:

Steering committee reviewed draft plan.

City Clerk requested legal requirements to be included in the plan. History section does not belong in the plan and should be narrowed and used in outreach materials instead.

What is the difference in assessments for nonprofits? Engineer is analyzing nonprofits and churches to see if a special formula would work. He's recommending a formula that is 10% less than standard, taken out of the building area calculation.

City Clerk recommended that assessment area could not include parcels that were not abutting Central Avenue.

Contingency should not be included as a line item in the budget. This rule applies to new BIDS because older BIDS have not been spending roll-over money. We will build into other line items as well.

We will do final review of the plan during next meeting.

3. Nonprofit Formation Discussion: – (Dalila Sotelo, The Sotelo Group)

There will be 9 positions on the board of directors, and will include property owners, nonprofit representation, institutional representation, commercial tenants, and an original steering committee member. All of these members would be able to vote.

We can include advisory members such as the Council Office, consultants, and residents. We can also have ad hoc committees such as for design and preservation.

Note: Minutes are not verbatim and only intended to provide a summary record.

We need to create an establishing board and can vote on founding board members later. We need the establishing board to submit to the IRS. The steering committee can nominate and vote on who will be the establishing board, instead of outreaching to all parcels. The board can vote for officer positions. Establishing board can exist until the nonprofit is created or a short time after.

We need to make sure all committee members are aware of this process. Emails are not enough. We need to create a master calendar for members to be aware of meetings.

Nominations will be due by next Wednesday's meeting.

4. Petition Drive Outreach: (Sherri Franklin, Urban Design Center)

UDC will share the target list of parcel owners. James from UDC is contacting larger properties and franchises. CRCD will contact property owners that are on Central Avenue, and target business owners to get to their property owners. There may be a mailer next week. The Council Office has offered to do personal phone calls, letters, and meetings.

Priscilla proposed to lead planning for a social event to close out on property owners who have not formally committed. Need to see if Council Office rooftop is available 2/28.

4. Next BID meeting: (Sherri Franklin, Urban Design Center)

Next BID Meeting: 9:30- 11:30am Wednesday February 4, 2015

Location: Council District 9 Office, Conference Room, 4301 S. Central Ave LA

Agenda Preview Next Mtg:

- Finalize draft district management plan for submission to City
- Board nominations

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