



Central Avenue Historic Business Improvement District
Board Meeting Minutes
May 4, 2016 – 5:30 PM

Location: Council District 9, Constituent Services Center, Conference Room
4301 S. Central Ave, Los Angeles, CA 90011

ATTENDANCE:

Board Officers: Jonathan Zeichner (Vice-Chair), Dani Shaker (Treasurer), Grant Sunoo (Secretary)

Members at Large:

Guests: James Westbrooks (CD 9), Sherri Franklin (UDC)

- I. Welcome/Call to order: 5:30 PM - Jonathan Zeichner
- II. Public Comments:
 - Nery Cividanis – from Paint Los Angeles – provider of Business Improvement through Artwork. Visiting the meeting to offer services.
- III. Minutes: Approval of minutes postponed to later in the meeting.
- IV. Financial Report – Dani Shaker, Treasurer
 - a. Report on fees paid as of 4/30/16. Eugene Van Cise, Office of the City Clerk, stated that the last day for property owners to pay their 2016 assessment fees will be July 31st. All unpaid 2016 assessment fees will be added to property owners' 2017 tax bill from the County of Los Angeles. Approximately \$270k collected thus far.
 - b. City signing of Contract is still pending.
 - c. The Bank Account will be opened at East West Bank, the financial institution approved by the board on 4/6/16.
 - d. The insurance policy with Philadelphia Indemnity Insurance was bound on 4/15/16 and approved by the City of Los Angeles on 4/18/16. They will invoice for the payment.
 - e. Reimbursement form to be created by Sherri & approved by BOD.
- V. Board Management & Operations – Action Items: Jonathan Zeichner, Vice President
 - a. Presentation from Christopher Burton – Art Active

Art Active provides art experiences and art education where needed - Charter school, daycare – in a workshop environment during an 8-week program. They focus on skill development and provide Mindfulness Practice training which they find to be affective for art education for youth experiences. social and psychological issues and supports their emotional intelligence. Art Active started 1 year from last April in the 9th district in partnership with the Central Avenue Jazz Festival. Came to let business and the community know they are here and to say that they are searching for any teachers who want to share their expertise. Need Space for classes. Attend their Annual Central Avenue VIP reception. They will have food and entertainment. Can sponsor or contribute.

Currently work in partnership with CRCD and All Peoples. Modules cost \$2,500. Free to students. Free for public nonprofits. Services can be for fee for conferences.

b. Presentation from Curren Price – Councilman – District 9

Councilman Price highlighted upcoming economic development opportunities (I.e. The Reef, Convention Center, Sports Arena, and various affordable housing developments) and community benefits that will be provided by these projects. Also highlighted undergrounding project by DWP, and the installation of “Central Ave Historic District” signage on the 10 Freeway and the upcoming Central Ave Jazz festival

c. Presentation from Los Angeles Walks on “Walk This Way/Caminale” pedestrian wayfinding signage project
(<http://www.losangeleswalks.org/walkthisway>)

Pedestrian wayfinding signage project conducted with support from local residents and students at Jefferson High Health Academy. Signs are designed to provide information regarding walking and biking times between different destinations, show connectivity between neighborhoods, celebrate community history and assets, and change perceptions that many places are too far away to walk.

They will be installing 11 wayfinding signs on Central Ave between 33rd and 45th Streets

Will be holding a walk to celebrate the launch of the project – May 18 at 3PM.

Follow up – BOD to assemble Ad hoc committee to advise on and participate in similar efforts in the future.

d. Review March Meeting Minutes:

Grant Sunoo moved approval, Dani Shaker 2nd. Unanimous approval.

e. Clean Streets Contract Update – Sherri Franklin

- i. CRCD began work on Central Ave on May 2, 2016.

- ii. Contract amount is approximately \$81k.
 - iii. Contract is currently being finalized.
 - iv. Decision regarding t-shirts
 - 1. Buy an additional 12 in each size for sale
 - 2. 2 different designs/styles:
 - a. Gold
 - b. Non-Shiny/Matte
- f. Review – April 6 minutes
 - i. Grant Sunoo – move approval, Dani Shaker 2nd. Unanimous approval.**
- g. CAJF – Business Activation Strategy – Priscilla al Uqdah
 - i. Taste of Central Ave to be conducted within a 20 x 20' booth.
 - ii. Guests will be invited to share their memories of Central Ave
 - iii. Request old photos of the area
 - iv. Invite businesses to participate and share food
 - v. Retail space – sell t-shirts & giveaway bags with maps & logos.
 - vi. REQUEST – Can we provide space for all businesses within the festival somewhere?**
- h. Debriefing on Safety Ambassador BID process & results:
 - i. 3 proposals received:
 - 1. Ayvar Security
 - 2. Able Solutions
 - 3. Empire Executive Protection Services
 - ii. SF – recommends that the executive committee review & interview candidates and proposals.
 - iii. Action: SF to schedule interviews with Exec Committee members and other interested parties, recommendation for selection to be shared at the next BID meeting.
- i. Comments & Feedback from Property Owners
 - i. Lincoln Theater owners – unhappy with assessment on vacant land
- j. Reef Project
 - i. No feedback has been received from Business or Property owners.
 - ii. Discussion:
 - 1. Question regarding synergy between BID's district & the Reef? Does this lie in furniture manufacturing and other production done on Central Ave? Can we display such merchandise at the Reef? Have it sold there?
 - 2. Would like clarity regarding TA provided to businesses at the Reef. (I.e. small subsidized spaces?)

