

CENTRAL AVENUE

Historic Business Improvement District

Annual Board Meeting & Retreat Minutes

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard
323-230-7070 p | bid@centralavenuehistoricdistrict.org

November 16, 2018 - 9:00 am to 7:00 pm

Location: Dunbar Hotel - 4225 S. Central Avenue, Los Angeles, CA 90011

Board Member Attendees

1. Dani Shaker, President
2. Jonathan Zeichner, Vice President
3. Mark Wilson, Secretary
4. Monica Mbeguere, Treasurer – 1 pm
5. Edgar Mariscal, Member
6. Priscilla Al Uqdah, Member
7. Clent Bowers, Member Trustee – Telephone, arrived at 1 pm
8. Jerrel Addul Salaam, Member
9. James Westbrooks, Member
10. Noreen McClendon, Member
11. Akeemi Croom, Member
12. Jhonny Vera, Member
13. Mike Castillo for Councilman Curren D. Price, Jr, Member

I. **Welcome:** Dani Shaker, President - 2 min

- A. Dani – call to order at 9:56 am
- B. 10 members present, 1 on phone, Monica at 1pm
- C. Sherri – Reminder of the Brown Act at Board Meetings, that the discussion of non-agenda items is not allowed

II. **Los Angeles Police Department** – Newton Division - 3 min

Not present.

III. **To-do List Update** from previous month's work efforts: Jonathan Zeichner, Vice President - 5 min

See Attached Worksheet

- A. Sherri – read the To-do List. The list was not printed for distribution, but it is on the Google Drive.
- B. Review Board Meeting from May 2, 2018
 1. Review of CRCD Contract for Combined Clean Streets and Ambassador Services, presented by Felix Cruz.
 2. Audit of financials (quote)
 3. Jonathan – suggests doing the CRCD financial review by entering the data into computer, checking and reviewing statements, and bank cards
- C. Audit to be completed by Samyr on Dec 15th, cost \$7,000
- D. Financial Report to city due May 1st
- E. 990's due May 15th
- F. Red cross cancelled
- G. Jonathan – SLATE Z
- H. Mike – 28 trees planted in July, an update later
- I. Street vending letter to council office – changed due to new governor
- J. New format for To-Do-list including this meeting, Jaron minutes
- K. Corrections to Board Meeting Agenda on May 2, 2018

- L. Jazz Festival – recapitulation
 - M. CRCD contract – schedule an executive meeting to make changes
 - N. Interviews for Wi-Fi updated report
 - 1. Interview of 4 submissions
 - a. Each submission has different technology
 - b. Only 1 met hot-spot request, others – daisy chain of wires which will not have enough bandwidth and is too costly
 - c. The cost for 1 submission is okay, with an amendment, and work with him on management.
 - 2. Researched ATT & Spectrum
 - a. No bandwidth problem
 - b. No large payments for small contractor
 - c. Small contractors do not have enough capacity to manage
 - 3. Dark-spots exist along corridor. Absolute total coverage is unnecessary. Cover gathering hot-spots for patrons.
 - 4. Nortivanni had an incomplete submission
 - 5. A presentation for solutions will be scheduled, with updates since September
- IV. **Public Comments** – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
None.
- V. **Minutes:** Review and Approve May 2nd and September 5th Board Meeting Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings - 10 min
- A. Dani – review minutes from May.
 - B. Sherri – correction for September move Clent and Prascilla to being present
 - 1. Amount year-to-date on expenditures, pg 2, VI. b. through Aug 31st.
 - 2. Amount year-to-date on expenditures, pending addition of accounting through April 30th.
 - C. Jonathan – move to approve minutes for May, seconded by Noreen, unanimously approved
 - D. Sherri – request motion on items from To-do List
 - E. Danni – move to approve September minutes, seconded by Akeemi, Noreen abstained, not present. Approved, subject to changes listed above.
- VI. **Financial Reports:** Discuss and Approve Reports: Monica Mbeguere, Treasurer - 30 min
- A. Total Statement of Activity Report Detailing Expenditures, Income and Assessment fees invoiced, received and outstanding to date October 31, 2018
 - 1. Monica request wait for her, but Sherri is prepared.
 - 2. Statement of activity in Drop-Box, link emailed.*
 - a. \$371,000 spent to-date, reported by Griffin, through Oct 31st
 - b. Executive meeting, roll-over and outstanding money influences next year
 - c. End of Dec including roll-over
 - i. 33K on trash
 - ii. 15K Jazz Festival, over budget by 10K
 - iii. Need more money for banners -> 420K total thus far (items a – c, i - iii, not including Wi-Fi, normal cost, leftovers w/ rollovers, '16 – 130K, '17 – 135K)
 - iv. '18 – 10K will rollover
 - d. Assessed budget, year over year, 190K – underspent. Spend money. Money borrowed for management.
 - e. 40K saved on CRCD - Clean Streets
 - f. Rollover management required. Jonathan – suggested the use of some funds for Wi-Fi.
 - g. Sherri –
 - i. 15K for Wi-Fi, planters for corridor 145K expend last yr,
 - ii. 60K cameras, due to bandwidth, hotspots instead like Jazz park and surrounding area
 - iii. 5K installation
 - iv. 35K trashcans – 17 installed, 13 backordered, at 1K apiece, 15 more needed – 18K
 - v. 20K Wi-Fi

- vi. 3K tree wells, increase bid by \$6,500, including trees, add \$6,500 for fruit trees, 9K pots, Noreen lead,
- vii. 20K for monuments – increase, installation, fabrication, 40K, now at 83.5K?
- h. Banners – 4 across the street, no more approved.
 - i. Double banners for poles, 6K for permit & installation, design printing – \$100 ea ~ 8K
 - ii. \$50 ea x 36 = \$1,800, 3.5K for 36 installations, add single pole -> 8K for everything.
 - iii. Permanent pole sign, city pay -> \$109,500
- i. Jazz festival, last yr budget 15K spent, 5K Halloween, 3K Winter wonderland. Halloween bags were a big hit, double it. Jonathan – close to 25K, portion already budgeted, add 10K for Jazz Festival last yr, Jonathan add 15-20K, 20K agreed.
- j. Newsletter – make bigger, add 10K -> 140K
- k. Noreen – not seen entire budget for ambassadors, money needed? Samyr – worker’s comp rate needed. Sherri – in contract draft in folder. Noreen – opportunity to add another ambassador.
- l. Expansion to Slauson – outreach, engine report 5K, 10K outreach, management district plan, 80K last time including formation.
- m. Priscilla – asked when Concerned Citizens was discussed for taking over of Ambassadors, not presented to the board in this meeting. Jonathan – budget proposal needed from Concerned Citizens. Executive meetings are open.
- n. Dani – extra money used to buy more of physical structures, such as trashcans. Jonathan – trashcan cleaning, dented, and replacements. Sherri – will talk about in CRCD report. 7in – 12 in banner on trash receipt.
- o. Maps and banners in January, renewal 5K, permit \$500 3x (in installments?), install up/down 5K, city contractor bid.

*Financial numbers are based upon what was stated in the meeting. The numbers need to be reviewed, and an accurate account is needed for these minutes.

B. 2019 Planning Report and Budget and Rollover Budget Allocations

Sherri – once finalized today, management, branding, ambassadors, planning report for next year, fees not increased, 430K for the year

- Rollover funds
 - Rita Moreno from City Clerk’s Office: Need to make sure to have a plan to expend or will have to refund to property owners

C. 2018 audit proposal from MTB Accountancy Group

Cost \$7,000

D. 2018 990 preparation proposal from Crystal Mitchell

1. Proposed the training of multiple people for financials
2. Samyr – 990’s.
3. Crystal Mitchell – trained in Quickbooks. She trained Mustafah
4. \$400 for Samyr reviews
5. Monica and Danni – letter cleared \$5,300 late fee, phone call made, Agreement in writing was not received. This year an extension was filed to avoid the late fee. IRS sent letter stating 3 years of non-filing, but that is false, containing a warning for revocation of 501c3 status. IRS – apologized, awaiting correction letter. Monica is on it. Noreen – document conversations. IRS – requested the same.
6. Rommy – lead on street planters and street furniture. Nominee to the board.

E. Camera & WiFi - RFP sent out in April, extended to May

1. Initial proposal was overbudget. State grant was obtained by that person; she fell out.
2. Bids – Link on website for all folders.
 - a. Openline PC – 33K install, not include monthly service cost
 - b. Windstream – 10.5K install, 15K/mo
 - c. Nortivanni 350K – 3 Wi-Fi only

- d. First digital – 90K for both, Wi-Fi only 15.5K wireless radio access, total 40K, monthly not submitted.
- e. Simple Sensor Systems – total 161K, Wi-Fi only 19K + 57K installation – 76K, \$3,850/mo for Wi-Fi and camera, just Wi-Fi and service \$1,500/mo
- f. Platinum Vault - 158K
- 3. Smaller independents – buy equipment, pay for installation, and need service
 - a. No bandwidth to oversee and manage, need to hire someone
 - b. Most companies require upfront deposit
 - c. Hotspots – not every inch of corridor, just restaurants, parks, where people gather.
 - d. OpenLine PC / Simple Sensors – desired independents
 - e. Propose ATT or Spectrum to provide bandwidth
 - f. Independents require ATT/Spectrum infrastructure & bandwidth.
 - g. 5G phone mode upcoming.
 - h. Spectrum business has an Interface Platform
 - i. Want data push, connecting people to businesses, white label services. The idea was to have our own Wi-Fi system to reduce rates and costs of service to business and residences.
 - j. Spectrum/ATT –
 - i. No white label
 - ii. Has online community. Spectrum better for community,
 - iii. Hotspot areas.
 - iv. Dedicated internet
 - v. Buy bandwidth up to 1TB, \$399/mo/hotspot/ 20 x → 8K, includes
 - a) Analytics
 - b) Push Notifications
 - c) \$60 package for an office
 - d) Split private/public, no extra fee, just paying for gateway splitter
 - e) Some areas \$399, some \$60.
 - f) Control mechanisms and legal requirements
 - k. 65 - 70K, 50K/yr going forward, 2yr budget, grant application up to 75K, test case, Wi-Fi promotion, 15K + 20K – 35K, but more.
 - l. Property owners need to agree to host Wi-Fi, split existing, gateway protection, speed increase if needed at locations
 - m. Danni – propose ATT/Spectrum presentation
 - n. Letters to bidders, 2 to consider OpenLinePC, Simple Sensor Systems
 - o. Need technical assistance – Synergy man in Dani building.
 - p. Website interface – B-to-B, rather than B-to-C, Nation Builder provides store upload directly – a block page for each, \$15 – 20/mo more.
 - q. Cameras –not enough bandwidth to place cameras everywhere. Use Clean Streets, and Ambassadors. Propose hotspots, like Jazz Park, and other areas. Cameras will be solar powered, 5K. 25K/yr budgeted for Wi-Fi and camera, 10% total value of contract.
 - r. January grant for main street corridor.
 - s. Moving forward –
 - i. ATT/Spectrum cost for 15 hotspots, presentation.
 - ii. Retain a consultant.
 - iii. Pick support pilot areas first.
 - iv. Schedule ATT/Spectrum proposal before the end of year.
 - t. Danni – add budget for marketing. Sherri - included in publication and costs.

VII. **Standing Executive Committee** Reports, Discussions, Approvals and Actions:

Members: Dani, Jonathan, Mark and Monica - 45 min

A. **Concerned Citizens of South Central Los Angeles** Ambassador Contract Management Agreement Review and Approval. Transition Considerations:

- 1. Interview and Application Process for Existing Ambassadors
 - a. Sherri – 3 ambassadors already

- i. Victor – business development, bring in sales.
 - ii. Curtis – infrastructure detail, entire corridor, trees, trash, report to clean streets team, Felix – point on camera and wifi, logistics & movement in truck, furniture & trees.
 - iii. Johnny – outreach person, likes to talk, meet w/ schools, orgz, ppl on corridor.
 - iv. Griffin – city contracts, budgets, quarterly reports, annual budgets, annual planning report, update database, bump due to sqft increase assessment, plan tracking.
 - v. Mustafah – accounting, track, office tacticals, Trade Tech full load.
 - vi. Jaron – help, database, calls, minutes.
 - vii. Noreen – Marlin – outreach partner w/ Johnny, Police Advocate, CPAP, Economic Development Board.
 - viii. David Morson – graphics design, publications, branding.
 - ix. Felix – in office, team meetings
 - x. Office is small space. Storage and space needed. Ambassadors – vacation time, before transfer, new uniforms, utility belts for phones, cheap Android phones \$50, answer & track phones.
- b. Noreen – staff has been watching ambassadors.
 - c. Sherri – Urban Design Center – temporary, not always available for daily activities. People ought to grow out of a job.
 - d. Dani – plan to transfer over.
Jonathan – plan today to authorize, if identical to what board has approved, as long as it is to another known entity. Changes will be handled by executive committee.
Noreen – any changes?
Prascilla – concerns with CRCD, hiring, drug testing, policies.
Jonathan – conditions of partnership?
Noreen – open to concerns or issues.
Sherri – rights favor employer prior to testing, Rights favor employee afterwards.
 - e. Jonathan – motion to consider Concerned Citizens proposal for CRCD, pending conditions, Mark seconded the motion. Noreen – abstained. Approved. Executive Board will approve any adjustments.
Jonathan – it is an addendum, substantial differences, <3% difference in ambassador contract.
Jonathan – motion for Executive Board to authorize. More than just the Board will vote in June. Some money will rollover to Clean Streets team. Mark – second. Approved.
2. Payroll Transfer, Worker’s Comp and Benefit Costs
Jonathan – money already identified and allocated above.
 3. Operating Procedures and Reports
Jaron – temporary absence, exited meeting to move vehicle for street sweeping
- B. CRCD Enterprises, Inc. Contract Review and Approval signature for 2019. Signature Still Required for 2018 contract.**
1. \$8750/mo this year, May 31 – Dec 15, then \$8,750 for calendar 2019.
 2. Scope of Services and Required Reports
Felix – report for CRCD
 - a. Sherri – steam clean, bulky items, monitor what is done for counsel office.
 - b. Felix, Andy, & Josh –
 - i. Hard washing – daily July – Oct, 146,573 sqft, 66 blocks, Central graffiti 90,701 sqft
 - ii. Solar powered trash, bags 336, 0.8 tons, bag pickup 2,659
 - iii. Andy – power washing, give out sqft, another helper
 - iv. Josh – Clean Streets Team member
 - v. Tree watering twice a week, Mon & Fri. Tree was stolen 3x by 41st Motel. Vandalized tree.

- c. Sherri – 36 gal tree do not transplant well, need more man power. Tree plan discussed after lunch. Tactical response. Parking. Ambassadors – coordinate with schedule. Use cones to help cordon off parking space. Cleaned bus benches.
- d. Akeemi – suggest gum removal and whitening.
Andy – homeless leave it dirty. Garbage truck leaves nearby trash. Street vendors leave dirty areas.
Mark – metro has a company to clean bus stops, coordinate.
- e. Jonathan – question monthly fluctuations, need tonnage for big bellies.
Felix – big bellies are picked up on Tuesdays only
Sherri –
 - i. Record scheduling shifts for discrepancies to avoid lawsuits.
 - ii. For trashcans, use clean carts, and add paneling w/ branding.
 - iii. Felix will describe work better.
 - iv. Uniforms will include long sleeve shirts.
 - v. Make corridor walks for trash with pictures of trash overflowing.
 - vi. Conduct dual pickup in some areas.
 - vii. Place dual cans in some area.
 - viii. Outreach to businesses to withhold their trash for pickup.
 - ix. Bag branding.
 - x. Schedule recycling.
 - xi. Collab on information piece.
 - xii. Sanitation site inspections.
 - xiii. WEAR contract.
 Mike – request required.
Jonathan – concerned about businesses abusing trash pickup. Make Directory Calls for commercial pickup.
Felix – Clean Streets Team (CST) picks up Metro’s trash. CST helped Sanitation with black trash pickups. CST scheduled bulky pickup.
Mark – track what companies are doing what in regards to trash.
Dani – track removal of graffiti pieces per block, building, or square feet.

C. **BID Management** Discussion of Duties, Chain of Command and Defined Roles for all Board Members and Volunteers

- o Can we have interns/staff dedicated exclusively for the BID?
 - Event staff
 - Grant applications
- o Events
 - Should we keep these as only branding, no food?
 - Should we limit to just Jazz Festival and Halloween?
 - For some events/holidays, should the BID look into sponsoring existing organizations that are doing those?
- o Chain of command/directions for Ambassadors
 - Directions will come from Executive Committee to Dani to Sherri Franklin with Urban Design Center

D. **WiFi and Camera** Contract Proposal Recommendations

1. Scope of Work and Installation Capacity

VIII. **Ad Hoc Homeless Response Committee:** 5 min
Members: Jonathan, James, Edgar and Sherri Resource

- A. Guide and Database
 - o **United Way** resource guide for homeless services

- United Way is leading this, and Jonathan is continuing to follow up with them

IX. **BID Renewal and Expansion Presentation** and Vote to Form a Formation Committee:

Lunch Presentation 11:30 am to 1:00 pm
Central Avenue Historic Business Improvement District
2021 Renewal and Expansion Process
Presented by Sherri Franklin and Griffin Wright, Urban Design Center

- What is the Status of the Current Programs, Budget and Outcomes?
- What is the Process for Renewal and an Expansion of a Property Based BID?
 - What Are the Duties of a BID Formation Committee?
- What Properties Would be Included in an Expansion from Vernon to Slauson?
- What Properties Would be Included in a Expansion from Washington to Olympic?
 - How Would an Expansion in Either Direction Impact the Budget?
 - What Programs Should be Considered?

Catered by the New Delicious Soul Food Restaurant in the Dunbar Hotel

Retreat Discussion Items Facilitated by Board Member Noreen McClendon

1. 2021 Renewal and Expansion
 - a. Will need to create formation committee early 2019
 - b. Submit database to City by August 2019
 - c. Complete petition process by March 2020
 - d. Potential expansion
 - i. North to Olympic
 1. Will be going into another council office
 2. Will involve issues with freeway
 3. Will be more issues with homelessness
 - ii. South to Slauson
 - e. Can the rates for non-profits be reduced?
 - i. Non-profits are already discounted for building square footage assessment
 - ii. Can be changed
 - f. Create a formation committee for renewal and expansion
 - i. Dani, Akeemi, Marc, Mike, Monica, Jhonny
 - g. Initiate a survey in January
 - h. Vote on potential expansion in March 2019

X. **Standing Branding, Business Development and Events Committee** Discussions, Approvals and Actions:
 Members: Priscilla, Clent, Monica, Jerrell, Jhonny and Sherri - 45 min

What Have We Achieved Years 1-3?

How Can We Improve?

What Are Our Goals, Objectives, Priorities and Planned Outcomes for Future Efforts?

- A. Central Avenue Jazz Festival Tour and Cultural Arts Presentations
- B. Halloween Treat or Treat Event, Face Painting and Movies
- C. Black History Month Feb 2019
- D. National Night Out Aug 6th 2019
- E. Hispanic Heritage Month Sep 15th to Oct 15th 2019
- F. Arts, Culture & Community Events
- G. Small Business Saturday & Dry Bar Promotion Event
- H. Winter Wonderland Business Sale Promotion Event with the New 9th
- I. Business Procurement Through Direct Sales, Government Vendor Sites and Online Business with Ebay and Amazon
- J. Marketing and Branding Support for New Developments, Businesses and Properties for Lease and Sale on Central Avenue
- K. Business Closure Assessment and Prevention Responses: Family Farms and Alex's Skate Shop
- L. Property Owner and Business Resource and Referrals

Jazz Festival

1. Clent has 3 potential performances based on jazz musicians that can be performed next year
2. Or should we have the same show as last year?
3. This year APCH lost \$1,500 on the Billie production
4. Clent will talk to the performers to find out their costs and report back

- XI. **Ad Hoc Central Avenue Resiliency Committee** Discussions, Approvals and Actions: **Members:** Dani, Noreen, Clent, Monica, Jhonny, Sherri and Griffin - 45 min

What Have We Achieved Years 1-3?

How Can We Improve?

What Are Our Goals, Objectives, Priorities and Planned Outcomes for Future Efforts?

- A. Central Avenue Publication Content for 2019
- B. Trash Receptacle Installations and Decal Concept
- C. Tree Planting Installation Plan of at least 50 flowering trees and 40 potted fruit trees on Central Avenue and Side Street to the Alley. Love & Water Me Business Support
- D. South Central Avenue Street Gallery Wall Banners Installations on various buildings
- E. Pole Banner Installations
- F. Street Furniture Installations
- G. Branding Monument Signage Concept for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard
- H. Facade and Building Design Guidelines

XII. **Ad Hoc Illegal Street Vending Committee:** 30 min
Members: Priscilla, Noreen, Jhonny, Griffin and Felix

- A. Review State and City Street Vending Allowances
- B. Discuss No Trespassing Signage and Street Activation Strategies for Mitigating Impact on Businesses
- C. **Street Vending**
 - 1. BID can assist businesses with branded canopies to activate the sidewalk in front of the existing business
 - 2. Will the ordinance address how to protect the property owner from any liability for the street vendor in front of their property?
 - 3. Will the City allow BIDs to restrict street vendors in the BID area?
 - 4. Action items
 - a) Look into BID possibly permitting: Mike Castillo can provide additional information
 - b) Pursue branded canopies activation

XIII. **Parking Demand Management Strategy Committee:** 20 min
Members: Dani, Clent, Monica, James, Sherri and Griffin

- A. DOT Parking Enforcement is Still Needed. Should the Parking Limit Time be Changed from 1 to 2 hours? Should Parking Meters be Installed?
- B. Light Synchronization Needs to Be Improved. Diagonal Parking Still Needs to Be Assessed. What Steps do we Take to Move Efforts Forward?
 - o Diagonal parking
 - Mike Castillo reached out to DOT engineers and they would not support
 - 28th St. is a good candidate
 - o Light Synchronization
 - Mike will take the lead on interfacing with DOT
 - o Parking enforcement
 - Submit requests to Mike and he will interface with DOT

XIV. **Nominations Committee:** 20 min
Members: Jonathan, Monica, Clent and Priscilla

- A. Board Package and Commitment
- B. One Seat Open - Outstanding Nomination of Ramin Halavi, family owns property located at 4021 & 4109 S. Central Avenue by Priscilla Aluqdah

XV. **Standing and Ad Hoc Committees** Discussion and Approvals for 2019 - 15 min

XVI. **Review New To-Do List** and Confirm Deadlines/Who is Responsible - 20 min

- **To Do List**
 - o Street activation plan for canopies
 - o Meet and greet and survey for BID renewal
 - o Give letter to Mike for LADOT on meters, light synchronization, diagonal parking on 28th
 - o Finalize Ambassador contract with Noreen

- Finalize Clean Streets contracts CRCD
- Get prices from Spectrum and ATT for wifi
- Expedite rollover expenditure plan
- Outreach to people/businesses BID can promote
- Clent will provide details on performers for Jazz Festival
- Clean Streets report: add per block graffiti clean up number
- Finalize and submit planning report

XVII. **Next Board Meeting:** Vote to Determine Next Meeting Date in January 2019 - 5 min

- January 9, 2019

XVIII. **Adjourn:** Refreshments Served