

# **Central Avenue Historic Business Improvement District**

## **2019 3rd Quarterly Report**

October 31, 2019

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 395  
Los Angeles, CA. 90012

**RE: Central Avenue Historic Business Improvement District - Third Quarter Report**

On behalf of the Board, I would like to present the third quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the Central Avenue Historic BID for the Central Avenue Historic Business Improvement District.

**Third Quarter Activities**

**Streetscape Services Program**

CRCD Enterprises, Inc.'s (CRCD)'s contract with the City of Los Angeles includes implementation of the graffiti removal, trash removal, sidewalk power washing and bulky item pick-up services. CAHD has included a requirement in its contract with CRCD that, for services provided within the District through their City Clean and Green contract, they are to perform their City contracted services in a satisfactory manner as determined by CAHD.

This quarter we asked CRCD to step up its power washing efforts and to make sure that they are spot cleaning areas that get dirty in between the power washings and to ensure that the trash receptacles are serviced timely to avoid overloading. In particular, we asked CRCD to make sure that they are providing equitable cleaning in front of the Newton Community Police Station because it was reported that cleaning was not being conducted sufficiently. Management will work with CRCD to coordinate their power washing and spot cleaning efforts. Management has advised CRCD that they must immediately install the 15 additional perforated stainless steel trash receptacles that were ordered in January. This will greatly assist with managing trash collection within the District while working to positively brand the District at the same time.

CRCD's contracted services for CAHD includes the following:

- Provision of a 5 member crew working on various days to provide services 7 days per week from 7:00 a.m. to 2:30 p.m.
- Sweep and remove debris, dust and dirt from sidewalks, curbs, gutters, signs, public furniture and accessible vacant lots on a regular basis in a satisfactory manner as determined by CAHD to ensure that the Corridor is kept as clean as possible.
- Provide graffiti removal including removing graffiti in high places and on unique surfaces such as tile and awnings. Their services include color matching paint on buildings, but owners can also provide them with paint for their building.
- Provide a phone number for property and business owners to call-in or text locations for needed graffiti removal, trash receptacles, trash removal and bulky-item pick up. Call in number: 213-743-6193 ext. 400.
- Follow-up with District property and business owners on a regular basis to obtain feedback. Track all calls and include a call log and response update in the monthly district maintenance report.
- Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns.
- Prepare monthly district maintenance report that quantifies the number of total man hours worked, number of times the streets were cleaned as well as information on the services provided under the separate Clean and Green contract including: the amount of trash removed from the area (in bags and pounds), incidences of graffiti and bulky item removal and square footage of area pressure washed. The monthly report also provides information on the composition of CRCD's workforce.
- CRCD manage the installation of the 32 perforated stainless steel trash receptacles CAHD has placed on the Corridor and is scheduled to install another 15 trash receptacles that happened purchased. The green plastic trash receptacles owned by the city of Los Angeles Department of Sanitation have been removed from the district because they were not well kept and several were damaged. The 10 Big Belly trash receptacles are still on the corner Corridor.
- The Clean Streets team also pressure washes all of the corridor and manages the removal of the weeds.
- CAHD has additionally contracted with CRCD to water the 28 trees planted in partnership with City plants in July 2018. CRCD will also manage the watering of the additional trees to be planted and the planter to be installed next quarter.

**Enhanced Safety Program**

Ambassadors: Concerned Citizens of South Central Los Angeles (CCSCLA) commenced its management of the Ambassadors effective January 1, 2019. The Ambassadors now report to CCSCLA's office located at 4707 S. Central Avenue. Property and business owners can contact CCSCLA's Community Engagement Consultant Dr. Meschellia Johnson or the Ambassador Supervisor Marlan Oliver at 323-846-2500 to request Ambassador assistance or to make a report.

There are 3 Ambassadors on the Corridor each day or 2 Ambassadors and the Ambassador Supervisor between the hours of 10:00 am to 6:00 pm Monday to Saturday and 9:00 am to 4:00 pm on Sunday. The four primary roles of the Central Avenue Historic District Ambassadors are 1) Community Engagement, 2) Observe and Report, 3) Information Distribution and 4) Data Collection. The Community Engagement Consultant serves as a liaison to the property owners and businesses as well as manage program reporting and team training.

The Ambassadors serve a critical role of engaging patrons and businesses and facilitating the distribution of information from CAHD and other businesses to everyone along the Corridor. Ambassadors lend their support and keep their presence visible throughout the corridor by (daily) bike patrolling and assisting businesses (daily) requests with the assembling of putting up and taking down chairs and tables. This quarter the Ambassadors worked to update the business database to check for new and closed businesses in preparation for the Business Directory that's included in CAHD's 2019 3rd Quarterly Newsletter Publication.

Ambassador Engagement Along the Corridor For The Third Quarter:

- Ambassador Victor Lopez – Provided engagement to 450 to business owners.
- Ambassador Johnny Veil - Provided engagement to 440 business owners.
- Ambassador Curtis Smith – Provided engagement to 396 business owners.

Ambassadors were very instrumental in assisting in the 2 major events that took place in community and we thank them for their teamwork, support and the ability to help make the Central Jazz Festival and The Ella Fitzgerald Play a success. In July, Ambassadors distributed an additional 3,000 1st Quarterly Newsletters which advertised the Ella Fitzgerald Play and 1,000 flyers advertising the Central Avenue Jazz Festival Line-up.

Corridor Incidents:

July- Ambassadors have been notified that there has been a shooting in the community and there is a possibility of gang rivalry and to be careful and observe while working on the corridor

August- Ambassadors have been notified that there has been a shooting in the community and there is a possibility of gang rivalry and to be careful and observe while working on the corridor

September- There have been no corridor incidents in the month of September and Ambassadors have been making sure that their presence is visible throughout the corridor to assure that shoppers and passersby are welcomed and safe along the corridor.

### **Parking Demand Management Program**

No activities scheduled this period.

### **Branding Program**

Website and Social Media: Images of collateral prepared for each quarter can be viewed on the CAHD Website: [www.CentralAvenueHistoricDistrict.org](http://www.CentralAvenueHistoricDistrict.org). Management is working to bring on a new team to manage the social media sites in order to enhance promotion of the District. Collateral Damage was hired to redesign the website and improve its functionality. It is scheduled to be launched next quarter.

Central Avenue Jazz Festival Play: In conjunction with the 24th Annual Central Avenue Jazz Festival in Los Angeles, Central Avenue Historic Business Improvement District (CAHD) in collaboration with the New 9th Council District and A Place Called Home, sponsored a theatrical production entitled, "Ella Fitzgerald: The Lady, Her Music and Me", performed by multi-talented artist, actress and singer Tina Fabrique. The adaptation was produced by Clent Bowers, of the Clent Bowers Entertainment Network who is also a CAHDBID Board Member, and held at The Bridge Theater @ A Place Called Home (APCH) located at 2830 South Central Avenue.

Approximately 400 people attended the play over the course of the festival weekend, which had two showing per festival day on Saturday and Sunday, July 27 and 28, 2019. We are very thankful for the hard work of Clent, Tina,

APCH and all the volunteers who assisted in making this event a success. We have been informed that many of attendees enjoyed the production and are interested in seeing the play come back next year during the 2020 Jazz Festival. Through the dedicated partnership of all involved, we were able to put on an exceptional event that brought publicity to the corridor while paying tribute to a jazz legend.

CAHD is using funds remaining from previous assessment years for street improvements that can help draw patrons to the District! The branded trash receptacles, street trees and planters, Free Community WiFi, sidewalk bistro seating, sidewalk tents for businesses and the pole banner projects are underway.

The status of the Resiliency Improvements for the 2019 Third Quarter are as follows:

Trash Receptacles - There are now only 31 of the original 32 trash receptacles on the Corridor. One was stolen. CRCD is to install an additional 15 trash receptacles on the Corridor before the end of the year. Additional branded banners have been ordered to replace the damaged banners on the receptacles.

Free Community WiFi Locations within the District - Below is a list of the 25 Community WiFi hotspots strategically placed at District businesses to provide Free Community Access to patrons throughout the district. Free Committee WiFi signs are placed in the windows of each business. The login information for all sites is shared with the businesses for them to share with patrons. Management is working with the Spectrum service provider to develop stats on WiFi access traffic which is directed to the website.

All Famous Barber Shop - 4159 S Central Ave  
Alonso Barber Shop- 2717 S. Central Ave  
LuLu Beauty Salon- 2723 S Central Ave  
Central Barber- 4060 1/2 S. Central Ave  
Central Barbershop- 4060 S Central Ave  
Delicious at the Dunbar- 4229 S. Central Ave  
Faded City- 2512 AN S. Central Ave  
Garcia's Market- 2721 S. Central Ave  
JC's Footwear- 4275 S Central Ave  
JJ Barber Shop- 3226 S Central Ave  
Tony's Burger- 2115 S Central Ave  
Kings Point Foot & Ankle- 2514 S Central Ave  
La Guadalupana Bakery- 2520 S Central Ave  
Larios Bakery- 2206 S Central Ave  
Las Alondras- 4118 S Central Ave  
Los Amigos Restaurant- 3330 S Central Ave  
Los Angeles Metropolitan Churches- 3320 S. Central Ave  
Mendez Bike Shop- 2725 S Central Ave  
New Donuts- 2319 S Central Ave  
Payless Coin Laundry- 4019 S Central Ave  
Tienda Rosy- 4061 S. Central Ave

25 Silver Metal Bistro Table & Chair Sets Installed:

Tony's Burger 2115 Central Ave  
Larios Bakery 2206 S Central Ave  
Baby J's 1030 E. 25th St  
Corte Tropical 2506 S Central Ave  
Faded City 2512 S. Central Ave  
Ben Tehrani Foot King 2510 S. Central Ave  
Lexi and Emerald Beauty Supply 2518 S. Central Ave  
Guadalajara Bakery 2520 S. Central Ave  
Barber Shop 42nd & Central S. Central Ave  
Central Avenue Historic District Office 2508 S. Central Ave  
Los Angeles Metropolitan Churches 3320 S. Central Ave  
All Famous Barber Shop 4159 S Central Ave  
Las Alondras Bakery 4159 S Central Ave

Business Consultant Jabani and the Ambassadors have received requests from several businesses for chairs. There 38

additional bistro sets are now scheduled to arrive in October.

Pole Banners - The pole banner designs have been finalized and include photos of 8 historic sites within the District on one side and the branded permanent logo on the other side. The motto is Celebrating the Past, Empowering the Present. The Bureau of Street Services has to approve the design. AAA will install.

Identification and Wayfinding Signage - CAHD will now install Identification and Wayfinding Permanent Signs in lieu of Monument signs because the sidewalks on the Corridor are too narrow in some places and placement would be obstructed by street lighting and utility infrastructure Management is facilitating the design of signage which can be approved The New 9th Council District and Neighborhood Signs Division for installation on existing street and lighting poles. No new poles or footings will need to be installed.

### **District Management Program**

Board Member List:

Dani Shaker, President - People's Union, LLC, Historic Liberty Savings Property  
Jonathan Zeichner, Vice President - Executive Director, A Place Called Home  
Monica Mbeguere, Treasurer - Alfred Smith Property  
Mark Wilson, Secretary - Executive Director, Coalition for Responsible Community Development  
Priscilla Al Uqdah, Member? - Clara Muhammad School National Alumni Association  
Clent Bowers, Member - Trustee, Bowers Retail Complex  
Jerrel Abdul Salaam, Member - Masjid Bilal Islamic Center  
Noreen McClendon, Member - Executive Director, Concerned Citizens of South Central Los Angeles  
Councilman Curren D. Price, Jr., Member - The New 9th  
Jhonny Vera, Member - All Famous Barber Shop  
Akeemi Croom, Member - Croom Family Building  
Ramin Halavi, Member - Halavi Family Properties

Management Team:

Urban Design Center has restructured the CAHD Management Team to include the following community based - organizations and professional consultants:

Urban Design Center - District Management - Myesha Morrison joined the UDC to management the Quickbooks transaction reporting, reconcile the bank statements and prepare the monthly and quarterly State of Activity and other Quickbooks Analysis financial reports. Akeemi Croom will step down from the Board of Directors in October to join the UDC team. She will serve as the board liaison to facilitate their preparation of meeting agendas and minutes and their engagement on tasks and required input on matters. Particularly, she will work in partnership with the Board Secretary to manage the organizational document filings and the Board Treasurer to prepare the accounts payable checks and to facilitate the Board's review the bank statements, financial reports and tax forms. She will also attend the BID consortium meetings on behalf of CAHD and coordinate administrative work with LAM.

Concerned Citizens of South Central Los Angeles - Ambassador Program Operations

CRCD Enterprises, Inc. - Clean Streets Program Operations

Los Angeles Metropolitan Churches - District Administration - UDC brought on the Los Angeles Metropolitan Churches to provide administrative services for CAHD including accounts payable management, check request preparation, management of vendors and purchase orders, meeting facilitation and assistance with document preparation.

Neighborhood Graphix - Brand and Collateral Design

LA Pulse - Communications and Outreach Leadership

Board Meetings:

A special board meeting was held during this period on August 13th at 12:00 pm at The Bridge Conference Room @ A Place Called Home (APCH), 2901 S. Central Avenue, Los Angeles, CA 90011. This meeting was held to review and vote on the BID Management Plan for 2020. Minutes of the meetings are posted on the website.

The board meeting during this period was held on September 4th 1st from 11:30 am to 1:30 pm @ The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011. key issues discussed were Quarterly Reports,

Financial Reports, board nomination and election process, and rollover funds. Minutes of the meetings are posted on the website.

#### Standing Board Committees:

**Executive Committee:** The Executive Committee meeting took place on September 4th at A Place Called Home located at 2830 S. Central Avenue from 10:00 am to 11:00 am. Members: Jonathan Zeichner, Dani Shaker, Mark Wilson and Monica Mbeguere. Sherri Franklin from Urban Design Center attends the meeting in person or via phone. Key issues discussed included annual meeting, board retreat, nominations and elections.

**Ad-hoc Committees:** The Ad-Hoc meeting was held on August 7th from 2:00 pm to 5:00 pm at the CAHD program office @ 2508 S. Central Avenue to give community members an open forum to provide input and recommendations to the board.

**Operations:** Central Avenue Historic District will relocate its operations office from 2508 S. Central Ave to Los Angeles Metropolitan Churches at 3320 S. Central Ave, which will commence beginning of 4th Quarter. The new lease rate is \$400/mo.

#### Financial Reports and Organizational Documents:

Statement of Information - Filed in August 2019

**Quarterly Reports - Management** brought on Collateral Damage to lay out the publication and Neighborhood Graphix to design the map and business highlight pages. The Los Angeles Metropolitan Churches Administrative Team and Akeemi Croomi provided much needed support for editing the newsletter publication.

**Annual Registration for Attorney General Charitable Trust:** CAHD finally received a copy of its 1023 tax exemption form from the IRS so that it could submit the Initial Application for the Attorney General Charitable Trust. Management could not find the original file copy of the 1023 form. Subsequently, the Annual Registrations for the Attorney General Charitable Trust for 2016 and 2017 were filed in October. CAHD did not receive any revenue in 2015. The 2018 Annual Registration will be filed by the November 15th deadline.

#### Statement of Activity for the Period Ending September 2019:

CAHD's 2019 3rd Quarterly financial information reports were prepared by UDC team member Myesha Morrison and include a Statement of Activity for the period ending September 30th, the Statement of Activity for the 3rd Quarter period from July 1 to September 30th and the Check Register for the period ending September 30th which includes all checks written and voided.

#### Management Note:

Now that Myesha has finalized inputting the 2019 transactions into Quickbooks, reconciliation of the bank statements through September and setting up the report formats, she will train Akeemi on Quickbooks transaction entry so that Akeemi can input the check request amounts and then prepare the checks for signature (Checks will be printed straight from the computer once the new computer checks arrive). After Akeemi takes over the transaction inputs, Myesha will then only review the inputs and prepare the reports. The next steps for Quickbooks are to break out the City Clerk account interest from the assessment amounts received, update all check description memos and follow-up on uncashed and stale dated checks.

The City Clerk is still holding the funds from the 2018 invoice for \$33,721.6 because they said they request was filed too late and therefore has not approved the 2019 Planning Report. Management is encouraging the Board to rebuff the City Clerk on this matter because the funds will be needed to sustain the budget expenses for the CRCD Enterprises Clean Streets contract if it is increased per CRCD's request to help pay for the Clean Street services they are no longer grant funded for plus the cost of minimum wage increases as well as the Concerned Citizens of South Central LA Ambassador contract services CAHD increased in January 2019 to cover the Ambassador health insurance cost, increased wages and Worker's Compensation insurance.

#### CAHD 2021-25 BID Renewal Process:

**Meetings:** In conjunction with the Special Board Meeting, the Steering Committee meeting was held on August 13th at

12:00 pm at The Bridge Conference Room @ A Place Called Home (APCH), 2901 S. Central Avenue, Los Angeles, CA 90011. The main issue discussed during this meeting was the BID's decision to enter into a 5-year renewal period as well as the budget for in the BID Management Plan.

Assessment Formula, Database and Budget: The parcel database is the same as the 2016 -2020 assessment district. The draft renewal budget approved during the September 4th Steering Committee meeting was \$366,000 and only includes Clean and Safe and Management services. No Branding.

Management District Plan: The draft Management District Plan was prepared and reviewed by the City Clerk. Management will make the corrections and resubmit.

Engineer's Report: The draft Engineer's Report was prepared by Kristin Lowell and includes the proposed assessment formulas and amounts per individually assessed parcel.

The final Management District Plan and Engineer's Report is scheduled to be mailed to all property owners in December 2019 in preparation for a Petition Drive in January 2020.

Please contact me at (323) 230-7070 if you have any questions.

Sincerely,

*Dani Shaker*

Dani Shaker  
Chair  
Central Avenue Historic BID

**Third Quarter Financials**

<b>Budget Category</b>	<b>Annual Budget</b>	<b>3rd Quarter Amount Spent</b>	<b>YTD Amount Spent</b>	<b>Projected Remaining Balance</b>
Streetscape Services Program	166780.32	\$49,904.40	\$124,084.40	\$42,695.92
Enhanced Safety Program	243833.89	\$30,200.86	\$124,286.84	\$119,547.05
Parking Demand Management Program	920.39	\$0.00	\$0.00	\$920.39
Branding Program	93026.85	\$31,126.24	\$61,805.55	\$31,221.30
District Management Program	107832.26	\$38,902.16	\$110,338.73	\$-2,506.47
<b>Total</b>	<b>\$612,393.71</b>	<b>\$150,133.66</b>	<b>\$420,515.52</b>	<b>\$191,878.19</b>