Central Avenue District BID Formation Committee Meeting
MINUTES - January 12, 2016

I. Welcome – President Bowers

II. President Bowers moved to take a vote on close the Steering Committee
   a. Priscilla 2nd, all in favor - Motion passed

III. 2nd motion to transfer, accounts information as requested by Sherri:
   a. Includes all necessary components of hosting a website for $29/month
      i. Centralavenue.net – Can provide all business websites for free
      ii. .org – nonprofit
      iii. .com – general site
   b. Google $5/month
   c. Email, and Google Drive

IV. 3rd Motion by President Bowers moved to Adjourn meeting, and Martha second

Central Avenue Historic Business Improvement District Board Meeting
MINUTES – January 12, 2016

I. Bowers called meeting to order at 6pm. Meeting is being recorded by Sherri at GoToMeeting.
   Business

   a. Sherri’s Report:
      i. She will be creating folders on GMAIL with email addresses and the files
   II. Filing:
      i. Need to review status of business exemption
      ii. Review State filing
   III. City Contract
      i. Jonathan requesting an attorney to assist with any legal documents
         a. Others are encouraged to also send in any legal referrals
      ii. Sherri commented that we now have a 501C so that we can receive contributions tax benefits to donors
   III. Bills & other tasks:
      a. Dani recommended that we ask some financial institutions to offer a credit line
      b. Street Cleaning RFP template needed
      c. Discussion re. Safety Ambassadors – should we fly an RFP and hire a third party or hire and manage them directly?
         i. Action: research how other BID’s are doing it
      d. Sherri recommends a hybrid approach to obtain funding especially for May activities
      e. James requested that whomever is brought onboard should be brought early on to the discussions
      f. Sherri stated that in May we will have about $175,000 coming in from assessment fees.
      g. Sherri will help move the BID forward until end of February and has offered to stay on until the end of the year
      h. Jonathan suggested to create job descriptions for the Safety Ambassadors
2. **Established 3 Standing Committees**: President Bowers moved that the BID form committees to continue the work, 2nd by Bonnie and all in favor. Motion passed.

   I. **Executive Committee**- (OFFICERS) - its purpose will be review and make recommendations on:
      1. Budget, Contract, Grants
      2. Items discussed for further action in meetings
      3. Agendas for upcoming Board meetings
      4. NOTE: NOT making decisions just flushing out and will make recommendations back to full Board

   II. Jonathan moved to form a 2nd committee, 2nd By Bowers and all in favor...Duties are to oversee the following:
      1. **Clean Streets and Safety Ambassador Program Oversight Committee**
      2. Members: Priscilla, James, and someone from Police Dept.
         a. CRCD will not participate due to conflict of interest
      3. RFP creation
      4. Research on how other BIDs do it

   III. President Bowers moved to create **Events, Marketing & Branding Committee**: Motion passed.
      1. Members: Bonnie, Priscilla, Martha, James
         a. To create & coordinate the BID’s branding, marketing, and event activities including the Great Streets event on Feb. 27th

   IV. Jonathan motioned to create a Board Service Agreement and it was approved and 2nd Motion passed to have the following:
      a. Jonathan volunteered to bring a draft of the board service agreement to the next meeting.

   V. **Discuss insurance requirements (AGENDA Item 3d)**
      1. Driving insurance
      2. Workers comp
      3. Directors & Officers Insurance
      4. Fidelity BOND
         a. Sherri recommends for insurance quotes to ask for list of insurance agencies in community for General Liability
         b. Sherri will send out list of recommendations
         c. JZ, Grant will send referrals
         d. Urban Design can help pay for it meanwhile
      5. Discuss checks and balances
         a. Best practices for signatures
            i. One committee reviewing and other for signing
      6. City signed contract
         a. Ordinance 10/20th
         b. Signed Mayor 11/3rd
         c. It became effective 12/16th
VI. Jonathan to send Banking RFP to Dani – some suggestions:

1. USC Credit Union
2. US Bank
3. Union Bank
4. JZ and others will send referrals

3. Sherri will put a list for application submittals (Agenda item 3D)

I. Sherri contracted only through February
   1. Proposed to work Pro Bono beyond that as long as there aren’t any expenses to incur:
      - Help with website, marketing, and events
      - Managing meetings
      - Continue throughout RFP process and bring people on board
      - Community Economic Development
      - Parking Demand

2. Jonathan thanks acknowledges Sherri and Urban Design
   - Suggests formal MOU for extension to make a decision with the BID
   - Put something in writing so that there clear expectations
   - Martha to be relieved and work on Marketing and Branding
     - Someone to help with meetings etc...
   - Use money/resources in a better way
     - to create event production
     - Hire administrative support
   - Sherri has a possible fellowship in August will know by April
   - Need to create/discuss this RFP for management team

3. Financial Report: Draft budget and cash flow projections - Sherri will update and send out

I. Going back to Phone
   1. Phone for BID can be installed at CD9 - James will follow up RE: MOU
   2. Boost Mobile in the meantime $30/month

II. Website Storyboard;
   1. Website Builder Partnership with Sherri (Resource Hubz.com)
   2. Send Sherri Pictures
   3. Comparable sites: Melrose Avenue, San Pedrobid.com
   4. Release form for BID
   5. Facebook Page
   6. Historical Central Avenue
      - Dunbar Hotel
      - Saxophone on Vernon Ave.
      - Central City Association ccala.org
      - BID and Housing Development
      - Huntington Park BID
   7. Griffin has report from all those that have accessed the website
   8. Templates for sites
4. **ADD TO MEETING AGENDA:**

   I. **STANDING ITEM:** VIEW TASK ITEMS ON LAST MEETING’S MINUTES

5. New Business

   I. **PROTOCOL to cancel Board meetings:**
      1. Min. of two to call cancellation: The Chair or the Vice Chair plus one more member of Board
      2. Persons calling the cancellation will establish whether to have a complete cancellation with rescheduling or move meeting to a phone conference
      3. Notification of cancellation should be done by 3PM. All can be notified via TEXT ONLY IF THERE IS A CANCELLATION – if no notice, it means the meeting will take place.
      4. Action: need to create Board text group

5. **UPDATES:**

   I. **DWP 1st Phase starting in May from Washington to 28th Street**
      - Underground wiring
      - James will bring updates as they develop for DWP & DOT
      - Sand bags – will be available at the fire stations (Station 21 on 51st and Main St.)
      - Clean Storm drains – Sanitation Department
      - James to provide information to provide on the BID Website
      - Martha to work with James to develop a welcome letter package

**NEXT MEETING:** Wednesday, February 3, 2016 at 5:30PM