

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
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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