DRAFT BOARD MINUTES
August, 2017 – 10:30 am to 12:30 pm
Location: New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011

Board Member Attendees

1. Dani Shaker, President
2. Monica Mbeugere, Treasurer
3. Priscilla Al Ugdah, Member
4. Edgar Mariscal, Member
5. Noreen McClendon, Member
6. James Westbrooks for Councilman Curren D. Price, Jr., Member
7. Clent Bowers, Member

MINUTES:

I. Welcome: Dani Shaker, President (2 min) DANI SHAKER 10:43AM
   a. INTRODUCTIONS

II. To-do list update from previous month’s work efforts (3 min)
   a. Illegal Street Vending Committee will come out with a consensus regarding activating sidewalk space and requesting permit
   b. Find out why LAPD did not send anyone to June meeting
   c. Generate homelessness response resource guide by next Board Meeting
   d. BID needs call logs from CRCD
   e. Noreen to reach out to Saeed/ James will help connect with DWP
   f. Dani will send in acceptance letter to Board
   g. Board will need to make transfer from clean streets to cover for office management during the August Bid Meeting

III. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
   a. JAMES WESTBROOKS-INTRODUCED Genevieve Ariz WHO IS NEW FIELD DEPUTY EAST OF CENTRAL, REPLACING MIKE CASTILLO

IV. Los Angeles Police Department – Newton Division (5 min)
   a. ABSENT

V. Review and Approve April 5, 2017 Board Meeting Minutes: Mark Wilson, Secretary (5 min)
   NOTE: Please review minutes prior to meetings so we are ready to approve or discuss without delay.
   a. PRISCILLA QUESTION OF WHERE IS LIST OF BOARD MEMBER PRESENCE. DANI MOVE TO APPROVE MINUTES WITH BOARD SIGN-IN SHEET ATTACHED. MOTION Second BY NOREEN.

VI. Vote to elect Nominee, Edgar Mariscal of Dunbar Village, to the Board of Directors
a. **DANI MOVES TO VOTE IN NOMINEE ELECT EDGAR MARISCAL OF DUNBAR VILLAGE**

b. **MOTION SECOND BY NOREEN**

c. **ALL IN FAVOR**

VII. **Review and Approve Financial Report: Dani Shaker, Treasurer (20 min)**

a. **Total Expenditures as of July 31, 2017**
   - **HAVE COLLECTED 393K SO FAR**

b. **Assessment fees invoiced and received to date**
   - Noreen’s referred accountant helping put in order Financial Assessment

c. **Draft Financial Statement for fiscal year ending December 31, 2016**
   - Organizing parcels from each account drawn from city that makes up city funds as a whole

d. **Draft 990’s for fiscal year ending December 31, 2016**
   - We have retained the services of Crystal Mitchell to train Mustafa on how to step up the books and insert transactions into QuickBooks. Crystal will also prepare the 990 tax returns.
   - 990’s to be ready by next Board Meeting

e. **Draft 2016 Financial Report due to City Clerk**
   - MONICA Cleaning up financial input for Financial Report

f. **Vote to approve resolution to add Monica Mbeguere as a signatory to the East West Bank Account**
   - **DANI MOVES TO APPROVE MONICA TO EAST WEST BANK SIGNATORY**
   - **MOTION APPROVED BY CLINT**
   - **SECOND BY PRISCILLA**
   - **ALL IN FAVOR**

g. **Vote to transfer funds not to exceed $18K from the Clean Streets Program to the Management Program to cover Office Rent, Supplies and Equipment**
   - **DANI MOVES NOT TO EXCEED 18K**
   - **MOTION SECOND BY NOREEN**
   - **ALL IN FAVOR**
   - CRCD not available to explain missing call logs and docs

VIII. **Review and Approve Board Management, Operations and Partner Action Items:**

a. **Executive Committee Report**

i. Sherri to make check list for board members to accommodate more work load. Full access to CD9 Constituent Center facilities on October 2nd 2017. Board retreat coming up in November (11/17 – to be confirmed). Wants to include South Central Ave. Historic Tour during Black History month

b. **Branding, Business Development and Events Committee (3 min)**

i. **Annual Meeting Date and Theme**
   1. **JAZZ FESTIVAL RECAP** - Heard all positive remarks and comments towards the event. Maybe more signage needed as far as program listing for the actual event itself. Issues with stores selling play guns during the festival. Feedback from Ambassadors informing that a lot of the businesses liked the event. Seemed that attendance of Jazz Festival has lowered from last year. Improve on marketing and branding for Jazz Festival and improve on set-up of artist performances to accommodate the area; maybe add more speakers within center of festival radius. Ambassadors retrieving comments from businesses on recap of festival; McDonalds said it was too busy.
   2. **SOUTH CENTRAL HISTORIC TOUR** - Two 37 passenger bus for both days. Need to make revision and reform bus route. All good feedback regarding the tour
Councilman wants to begin funding the tour out of his budget/ Empowerment Budget. Angels Walk talks of copyright of map, so we made our own map for tour. Update map of any historic site we missed in our brochure.

3. **TASTE OF CENTRAL** - Did good, had good feedback on vegan menu. Four businesses on corridor wanted to participate, only one, Alondras Bakery, actually showed up.

4. **POP-UP RETAIL** - One business showed up, CJ’s Electronics, CAHD T-shirts sold up to $318 worth, gave away a lot of shirts to tour bus goers.

5. **SOUTH CENTRAL STREET GALLERY/ART STUDIO** - Did good with set-up, banner was not as anticipated once it was hung up in studio.

c. **Ad hoc committee updates:**

i. **Homeless Response Committee** – Jonathan (5 min)

1. **WORKING ON DRAFT OF RESOURCE GUIDE IN ADDRESSING HOMELESS**. UDC will follow-up to complete the guide along with CAHDBID/CRCD and include resource information in the South Central Avenue Newspaper and on the Website.

2. Housing developers to be reached out to, to see about taking in foster youth. Partnering with housing developments in finding more spaces to use for rent and to coordinate with homeless response.

**Members:** Jonathan, CD9, CRCD, Carlos, Erica and Felix

ii. **Central Avenue Resiliency Committee** (20 min)

1. South Central Avenue Street Gallery Pop-up Exhibit & Grants
   a. Noreen to work with art gallery pop up exhibit on any grants to be submitted; Connected with Home Depot already

2. Banner Project
   a. Needs to be made bigger

3. South Central Avenue Booklet
   a. Have one for Historic District and one for Business Corridor. Working on having an actual newspaper

**Members:** Vivian, Dani, Noreen, Clent, Monica, Sherri and Griffin

iii. **Illegal Street Vending Committee** – Noreen (3 min)

1. **AMBASSADORS TO BEGIN PASSING OUT SURVEY FORM TO BUSINESS OWNERS**

2. **JAMES SAYS ABOUT A MONTH AWAY FROM RECEIVING OFFICIAL MODEL ON CITY ORDINANCE**

3. **AMBASSADORS ARE MONITORING SIDEWALK OF FAMILY FARMS AND PRESENTING PRESENCE OF ENFORCING BUSINESS OWNER REJECTING OF ILLEGAL SIDEWALK VENDING**

4. **PLAN TO SUBMIT REQUEST PERMIT FOR BOARD TO SETUP SIDEWALK ACTIVATION**

**Members:** Vivian, Priscilla, Noreen, Griffin, Felix and Johnny

iv. **Parking Demand Management** – Sherri (5 min)

1. Petition to create 2 hour parking limits and to install parking meters to be circulated put on hold till the receiving of more feedback of the 1 hour meter parking
2. More enforcing of 1 hour parking on central corridor. Ambassadors to begin putting notices on cars until enforcing begins
3. Move forward with DLT to come out and do assessment on setting up parking area
4. Restripe parking zones from DLT
5. Order BID Signs to put up on all poles on the corridor
6. CHECK IF WE HAVE TO HIRE SOMEONE FOR THIS WORK

Members: Vivian, Dani, Clint, Monica, James, Sherri and Griffin

v. Board Nominations Committee – Jonathan (10 min)

1. Two seats available
   a. OWNER OF FAMOUS BARBER SHOP TO BE PRESENTED TO NOMINEE COMMITTEE

Members: Jonathan, Monica, Clint, Priscilla and Carlos

IX. Review and Approve Management Reports, Presentations and Partnerships:
    Sherri Franklin, Urban Design Center (5 min)

   a. Debriefing on Clean Streets work efforts and discussion on system for ongoing performance and feedback - Joe Gamez and Feliz Cruz, CRCD Enterprises, Inc.
      i. Still need to bring in call logs, invoices and contract
   b. Debriefing on the Safety Ambassador outcomes
      i. Ambassador supervisor Al Crawford resigned from position. Want to oversee CRCD operations yet was not otherwise to do so.
   c. Debriefing on Wi-Fi and Security Camera proposals
      i. Priscilla has given a reference. Looking to bring on different security camera system to accommodate Central Avenue Corridor. Ambassador Curtis to connect with Property Owners and coordinate with system set-up.
      ii. Wi-Fi Committee- Dani, Monica, Priscilla
   d. Outreach letters to new businesses, affordable housing developments and apartment buildings
   e. 2nd Quarter 2017 Newsletter
      i. In next newsletter will address illegal dispensaries and inform them of state policies/references to property owners of penalties for noncompliance with regulations. Resources to help business owners
   f. 2nd Quarter 2017 Report
      i. 2ND QUARTER REPORT TO BE PREPARED AND READY BY NEXT WEEK
   g. Discuss comments and feedback from property owners and reply status
      i. none

X. Review New To-Do List and confirm deadlines/who is responsible (2 min)

   a. EXIT INTERVIEW WITH AL CRAWFORD
   b. GET ILLEGAL STREET VENDING SURVEY PASSED OUT
   c. JAMES TO CONTACT DWP TO COME OUT FOR NEXT MEETING TO SPEAK ON STREET LIGHTS
   d. CRCD TO SEND IN CALL LOGS, INVOICES AND CONTRACT
   e. TALK TO PROPERTY OWNERS TO HELP CONTRIBUTE IN FUNDING FOR LIGHTING IN ALLEY WAYS.
   f. CONTACT NEWTON POLICE STATION REGARDING ATTENDANCE
   g. PROPOSAL TO PUT TOGETHER WORK PLAN TO HELP CONVERT A COUPLE MEAT MARKETS INTO SANDWICH DELIS’ AND COME UP WITH BUSINESS PLAN/RESOURCES
   h. DISCUSS PARTNERING WITH CITY TO PLANT TREES ALONG STREET CORRIDOR
XI. Meeting Schedule: Next Board Meeting: September 6, 2017 @ 10:30 am

XII. Adjourn – Promptly at 12:30 pm

a. MOVED BY NOREEN
b. SECOND BY DANI
c. ALL IN FAVOR