



Quarterly Activity Report – 1st Quarter 2018: January to March

In accordance with CAHD's agreement with the City of Los Angeles Office of the City Clerk dated May 5, 2016 for operation of the Central Avenue Historic Business Improvement District (CAHD), this is the required 1st Quarter 2018 Report for CAHD. CAHD administers its services from its program office located at 2508 S. Central Avenue in the Historic Liberty Savings Building. The corporate office is located at 4301 S. Central Avenue, Los Angeles, CA 90011.

All CAHD programs, improvements and activities described in this 1st Quarter 2018 (January, February, and March) report are provided solely for the assessed parcels of land fronting Central Avenue for 1.53 miles (23 blocks) from Washington Boulevard to Vernon Avenue, as well as the side street frontage for corner properties and one half of any service alleys adjoining assessed parcels of land (See the District Overview Map in the Central Avenue Historic Business Improvement District Management District Plan), hereinafter described as the "District".

CAHD's contracted programs with the City of Los Angeles include: Streetscape Services, Enhanced Safety, Branding, Parking Demand Management and District Management.

I. Streetscape Services

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, regarding 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. CRCD's services for CAHD includes the following:

1. The Clean Streets Team consist of 5 members working on various days to provide services 7 days per week, Monday - Sunday from 7:00 a.m. to 2:30 p.m.
2. 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 a minimum of (2) times per week or on an as needed basis to ensure that the Corridor is kept as clean as possible.
3. Provide graffiti removal services above and beyond their contract with the City of Los Angeles 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.
4. 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**
5. 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.
6. Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns.
7. 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 provided the following information regarding their Clean Streets Services administered during the first quarter 2018:

Month	Trash Collection (number of bags)	Sidewalk Sweeping (blocks - 1 side)	Pressure Washing (blocks - 1 side)	Graffiti Removal (sq. ft.)	Bulky Item Removal/Clean Up	
					Number of Bulky Items Collected	Trash Collection - Loose Litter, Illegal Dumping, Weed Abatement (number of bags)
Jan-18	592	826	20	41156	136	179
Feb-18	448	544	20.5	6,820	85	59
Mar-18	508	604	22.05	34,839	54	94
TOTAL	1,548	1,974	63	82,815	275	332

- **Enhanced Safety**

During the March board meeting the Board of Directors elected to bring on CRCD Enterprises, Inc. to manage the Ambassador team so that Urban Design Center could focus on the resiliency planning, business development and fundraising. With the consolidation of the Ambassador and Clean Streets programs our teams can work in unison to ensure comprehensive delivery of services and to coordinate work efforts. It is expected that the transfer of the Ambassador program from Urban Design Center to CRCD Enterprises will occur in July. There will continue to be at least 3 Ambassadors on the Corridor each day or 2 Ambassadors and the CRCD supervisor between the hours of 10:00 am to 6:30 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: Community Engagement, Observe and Report, Information Distribution and Data Collection. The new CRCD supervisor will oversee both the Ambassador and Clean Streets program and serve as a liaison to the property owners and businesses as well as manage program reporting and team training.

CAHD went out to bid for Wi-Fi and Camera services along the corridor on February 15th and requested that bids be submitted by April 20th. The WiFi bid was for the installation of 20 hot spots at restaurants and areas where residents can gather along the Corridor. The camera bid was for the installation of cameras on each of the 23 blocks within the district on both sides of the street. The WiFi will not only facilitate the wireless camera system, it will create a marketing network for businesses and offer free WiFi for patrons to access great information.

II. Parking Demand Management

1. CAHD Board Member James Westbrook from The New 9th will follow-up with DOT on the Parking Demand Management elements we have been tracking including diagonal and/or reverse angle parking potential locations, assessing the curb areas where the red striping can be reduced to increase parking; and ensure that DOT synchronizes the traffic lights to facilitate traffic flow, particularly at Central Avenue and Jefferson Boulevard and at Central Avenue and Martin Luther King, Jr. Boulevard; and to ensure routine enforcement of parking restrictions.
2. Westbrook will also follow-up on the status of the Central Avenue Great Streets project and funding.

III. Branding – Revitalization Strategy

1. **Website and Social Media** - Images of collateral prepared for each quarter can be viewed on the CAHD Website: www.centralavenuehistoricdistrict.org. CAHD is working to expand traffic to the website and social media pages and to track the results on a monthly basis by sharing and linking social media sites of the businesses on the Corridor. We are also pushing out information about the Corridor through our regular e-blast which link to our social media pages and help to grow our contact database.

The following is a linkable summary of the eblast sent during this quarter and the response rates for each:

<p><u>Join Us!! Come Out and Attend Our Next Board Meeting and Board Nominations Hearing On January 10th!</u> - sent 29 Dec 01:16 PM</p> <ul style="list-style-type: none"> • 383 sent • 379 accepted • 106 viewed • 3 engaged 	<p><u>Happy New Years!! Join Us, January 10th, for Our First Board Meeting of the Year!!</u> Note:Board Meeting Rescheduled to Meet Every Other Month - sent 09 Jan 04:15 PM</p> <ul style="list-style-type: none"> • 382 sent • 380 accepted • 111 viewed • 6 engaged 	<p><u>Join Us this Saturday, February 3rd, for our First Let's Talk Charrette Event located at "A Place Called Home"</u> Note:Board Meeting Rescheduled to Meet Every Other Month 1 - sent 30 Jan 06:29 PM</p> <ul style="list-style-type: none"> • 387 sent • 381 accepted • 123 viewed • 7 engaged
<p><u>Join Us, February 14th, for our Executive Committee Meeting !! Come Out for Black History Month and Attend our Black History Trivia/ Dress Up</u> sent 07 Feb 05:17 PM</p> <ul style="list-style-type: none"> • 384 sent • 381 accepted • 101 viewed • 8 engaged 	<p><u>Join Us, SATURDAY February 17th, Come Out for Black History Month and Attend our Black History Trivia/ Dress Up 1</u> sent 15 Feb 10:25 AM</p> <ul style="list-style-type: none"> • 76 2sent • 761 accepted • 184 viewed • 2 engaged 	<p><u>Join Us, SATURDAY! February 17th, Come Out for Black History Month and Attend our Black History Trivia/ Dress Up 2</u> sent 15 Feb 10:30 AM</p> <ul style="list-style-type: none"> • 381 sent • 380 accepted • 95 viewed • 1 engaged
<p>Board Meeting Reminder <u>28 Feb 09:54 AM</u> - sent 28 Feb 01:04 PM</p> <ul style="list-style-type: none"> • 381 sent • 381 accepted • 93 viewed • 2 engaged 		

We are working to designate more volunteers and supporters to post to our social media sites and the sites for the businesses. The following are the social media and website traffic stats noted for the first quarter 2018:

Social Media Site Name	Number of Page Visits	Number of Posts	Number of Likes	Number of Affiliates	Number of Followers
January 2018					
Facebook	129	10	13	2	549
Twitter	0	0	1	42	20
Instagram	0	0	0	64	68
Google Plus	0	2	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0

Social Media Site Name	Number of Page Visits	Number of Posts	Number of Likes	Number of Affiliates	Number of Followers
February 2018					
Facebook	121	24	7	2	556
Twitter	0	0	0	42	20
Instagram	0	2	30	69	73
Google Plus	0	1	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0
March 2018					
Facebook	196	11	8	2	562
Twitter	2	2	0	42	20
Instagram	0	1	14	71	75
Google Plus	0	0	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0
Website		January Visits 1483	February Visits 3505	March Visits 1776	

2. **Black History Month:** CAHD hosted a Black History Celebration Soul Food and Trivia event and a Cultural Tour during Black History Month which included a tour of the historic African American Firefighter Museum and Second Baptist Church.
3. **Business Development** - as part of our strategy to promote businesses on the corridor we have a policy to buy products only from our district businesses unless they are not available. This quarter we purchased from the following District businesses: CVS y mas; Family Farms; Dollar Tree; Los Alondras Bakery; and Super Dollar.
4. **Resiliency Plan** - During this quarter CAHD ordered the new trash receptacles that were approved by the board in November, received a bid from Sunflower Farms for purchasing the shade and dwarf fruit trees and submitted a request to the Bureau of Street Service for installation of the street banners. We held several meetings with A Place Called Home to develop the strategy for working in partnership with City Plants and Urban Forestry to plant the new trees in the empty tree wells and in new box planters along the Corridor. We will plan a tree planting day and solicit the support of volunteers to assist with the effort.

IV. District Management

Board Officers:

Dani Shaker, President

People's Union, LLC, Historic Lincoln Savings Property

Mark Wilson, Secretary

Executive Director, Coalition for Responsible Community Development

Jonathan Zeichner, Vice President

Executive Director, A Place Called Home

Monica Mbeguere, Treasurer

Alfred Smith Property

Board Members:

Priscilla Al Uqdah, Member

Clara Muhammad School
National Alumni Association

Clent Bowers, Member

Trustee, Bowers Retail Complex

Councilman Curren D. Price, Jr., Member
The New 9th

Noreen McClendon, Member
Executive Director, Concerned Citizens
of South Central Los Angeles

Jerrel Abdul Salaam, Member
Masjid Bilal Islamic Center

Edgar Mariscal
Thomas Safran & Associates, Dunbar Village
Property Manager

Jhonny Vera
All Famous Barber Shop

Akeemi Croom
Croom Family Property

- **Board Meetings:** During its retreat in November 2017, CAHD elected to only hold its board meetings 6 times a year as of January 2018 on the first Wednesday of the odd months. The January 2018 board meeting was moved to January 10th to give time to get acclimated in the new year and the next board meeting was held on March 7th. Central Avenue Historic Business Improvement District Board held its board meetings from 10:30 am to 12:30 pm @ The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011. Minutes of the meetings are posted on the website.

- **Standing Board Committees:**
 - **Executive Committee:** From this quarter and going forward, Executive Committee meetings are being held on the third Tuesday of every odd month at A Place Called Home located at 2830 S. Central Avenue from 9:30 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. Standing agenda items include:
 - a. Finalize Board Meeting Agenda
 - b. Discuss operations management matters
 - c. Review partnership and Board presentation request

 - **Branding, Marketing and Business Development:** From this quarter, and going forward, this standing committee's meetings were concurrently held with the Ad-Hoc committee meetings on the third Wednesday of every month. Focus - Develop art & cultural events, promotions and branding collateral. **Members:** Priscilla Al Uqudah, Clent Bowers, Monica Mbeguere and Sherri Franklin. Items discussed and managed this quarter included:
 - a. Let's Talk Community Charrette was held on February 3rd to invite all residents and organizations to share ideas and priorities around what they want to see in the Central Avenue neighborhood.
 - b. Black History Month Central Avenue Historic Tour, Celebration of Soul Food and Trivia on February 14th.
 - c. Wi-Fi and camera program planning for the issuance of the RFP on February 15th.
 - d. Planning efforts to launch a Let's Talk workshop series focusing on business management, marketing, innovation, housing and development.

- **Ad-hoc Committees:**

The ad-hoc meetings for January, February and March were held on the third Wednesday of each month from 3:00 pm to 6:00 pm at the CAHD program office @ 2508 S. Central Avenue.

- **Illegal Street Vending: Members:** Priscilla, Noreen, Griffin and Felix. The Ad-Hoc Committee's focus is to work in partnership with The New 9th, the BID Consortium, the Los Angeles Police Department, the City Attorney's Office and Building & Safety to develop a policy and procedures for managing Illegal Street vending within the District. Now that the illegal street vending survey is complete, the board will prepare a letter to the City Council indicating that it wants to protect the interest of the businesses

first and foremost and only support vending within the district during organized events. CAHD will also work in partnership with the New 9th Business Resource Center to assist vendors with supplying products to stores or establishing their own brick and mortar business.

- **Parking Demand Management Solutions: Members:** Dani Shaker, Clent Bowers, Monica Mbeguere, James Westbrooks and Sherri Franklin and Griffin Wright from UDC. This committee was created to lay out the action plan to implement parking solutions detailed in the CAHD's Parking Demand Management strategy, coordinate efforts with The New 9th and the Los Angeles Transportation Department. We have also asked DOT to study the possible locations for diagonal parking, light synchronization and reduction of the curb red stripping.
- **The Central Avenue Resiliency Plan: Members:** Dani Shaker, Noreen McClendon, Clent Bowers, Monica Monica Mbeguere and Sherri Franklin and Griffin Wright from UDC. The Central Avenue Resiliency Plan sets forth guiding principles to foster the envisioned aesthetics and development along the corridor and the vibrancy of the business community. We are using the design guidelines set forth in the draft Southeast Community Plan and the Mobility Plan to address aesthetics and development needs and the Healthy LA Plan, the ULI Urban Retail Strategies document and our own findings to guide the vision for resiliency on Central Avenue.
- **Homeless Management:** Members: Jonathan, CD9 and CRCD. This committee is charged with developing a policy on how CAHD and its Ambassadors should address homelessness publicly and through engagement with homeless persons. The committee will also determine what type of partnership programs and funding is required to have a meaningful impact on homelessness in the District. CAHD will develop a resource guide.
- **Nomination:** Members include: Jonathan Zeichner, Monica Mbeguere, Priscilla Al Uqdah and Clent Bowers. Dani nominated Akeemi Croom who was elected in March to join the board as a representative of her family property located at 4101 S. Central Avenue. After Akeemi's election to the board there is 1 board seat vacant.
- **Management Team:** Urban Design Center team worked to implement the following task this quarter:
 - Sherri Franklin - City Clerk Contract Compliance Management, Financial Management, Board and Committee Meeting Facilitation, Strategic Branding, Business Development and Marketing Implementation, Program Contract Oversight, Website and Social Media Management, Correspondence Management and Development of Quarterly Reports, Newsletter Content and Promotional Materials. **This quarter Sherri facilitated the board meetings and worked to implement the resiliency plan.**
 - Griffin Wright – Property Owner Parcel Assessment and Database Management; Preparation of Annual Database for Submittal to the City Clerk; RFP and Contract Management; Contractor Performance Assessment; Management of Budget Tracking and Amendments; Preparation of Annual Planning Report; and Board Meeting Assistance. **This quarter Griffin worked to prepare the database of individually assessment parcel payment invoice amounts for input into the QuickBooks.**
 - Mustafa Al Uqdah – Check request management, preparation of board packages, Information Research; social media postings; database management and inventory control. **Mustafa worked diligently with our accounting consultant Crystal Mitchell to complete the input of accounts payables and receivables into the QuickBooks system and to upload invoices for each individually assessed parcel so that we can track which assessment fees have been paid and what is owed.**
 - David Morrison – Design and Brand Strategy Development for Business and Special Promotions Materials and Newsletters; Manage Layouts for Printed Materials and Facilitate Printing Services. **This quarter David created the decal designs for the trash receptacles.**
- **Financial Update:**
 - Samyr Codio of MTB Accountancy Group is preparing our 2017 Financial Statements.
 - Crystal Mitchell is preparing our 2017 990 tax returns.
 - The CAHD assessments received as of March 31, 2018: \$211,927.18