



**Central Avenue Historic Business Improvement District
Board Retreat Reception and Discussion Agenda**

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard

November 18, 2016 – 10:00 am to 5:00 pm

New 9th Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011

323-230-7070 p | bid@centralavenuehistoricdistrict.org

Posted: 11/15/16

I. Reception

- a. "Water Cooler" Ice Breaker

II. Retreat

Review, discuss and build consensus on the following community development and organizational management elements, and vote to assign tasks, create ad hoc committees, allocate resources and codify policies or procedures as need to move each element forward:

- a. SWOT Analysis: Discuss the Strengths, Weaknesses, Opportunities, and Threats
- b. Central Ave Corridor Resiliency Plan
- c. Branding and Marketing Strategy
- d. Affinity Partnerships
- e. Business Development Services
- f. Parking Demand Management Strategy
- g. Homeless Response Plan
- h. Illegal Street Vending Policy