

CENTRAL AVENUE

Historic Business Improvement District

May 2018 Board and Committee Meeting Agendas

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard

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

Board Meeting, May 2, 2018 - 10:30 am to 12:30 pm

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

(Posted April 27, 2018)

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Join the CAHD Board Meeting Via Conference Call: (712) 770-4751 Access Code: 414060

Board Meeting Documents will be Available on the Website

Central Avenue Historic Business Improvement District Board of Directors

Officers

Dani Shaker, President
People's Union, LLC, Historic Liberty Savings Property

Jonathan Zeichner, Vice President
Executive Director, A Place Called Home

Monica Mbeugere, Treasurer
Alfred Smith Property

Mark Wilson, Secretary
Executive Director, Coalition for Responsible Community Development

Members

Priscilla Al Uqdah, Member
Clara Muhammad School National Alumni Association

Clent Bowers, Member
Trustee, Bowers Retail Complex

Edgar Mariscal, Member
Dunbar Village, Thomas Safran & Associates Housing

Jerrel Abdul Salaam, Member
Masjid Bilal Islamic Center

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

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

Jhonny Vera, Member
All Famous Barber Shop

Akeemi Croome, Member
Croome Family Building

CAHD Management Consultant - *Urban Design Center*

Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Central Avenue Historic BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting our office at [ph. 323-230-7070](tel:323-230-7070) or email bid@centralavenuehistoricdistrict.org.

Central Avenue Historic District May 2, 2018 Board Agenda

- I. Welcome: Dani Shaker, President (2 min)
- II. Los Angeles Police Department – Newton Division (3 min)
- III. To-do list update from previous month’s work efforts: Jonathan Zeichner, Vice President (5 min)
See Attached Worksheet
- IV. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda
- V. Review and Approve March 7, 2018 Board Meeting Minutes: Mark Wilson, Secretary **NOTE:** Please review minutes prior to meetings. (5 min)
- VI. Review and Approve Financial Report: Monica Mbuegere, Treasurer (15 min)
 - A. Total Annual Expenditures as of April 30, 2018
 - B. Assessment fees invoiced and received to date April 2018
 - C. Budget Committee Meeting Report Rollover Expenditure Plan
 - D. Statement of Activity Report and Check Register for 2017 Fiscal Year
 - E. Draft 990’s - Due May 15th to the IRS
 - F. Financial Statement Due to City Clerk May 1st - Board Elected to Contract for Audited Statements.
- VII. Hollywood Community Housing Corporation Request for Partnership and Support of their proposed People’s Street Application on E. 35th Street @ Jefferson between their two housing developments. The application will be submitted to the Department of Transportation. Presented by Sarah Letts, Executive Director, Eleanor Atkins, Senior Project Manager and Yianeth Saenz-Solis, Project Manager - 5 min
- VIII. Communities for Responsible Community Development Request for Partnership and Support in conjunction with SLATE Z to apply for U. S. Department of Justice Grant for Community Safety and Capacity Building - Mark Wilson, Executive Director - 5 min
- IX. Standing Committee and Ad Hoc Committee Reports, Approvals and Actions:
 - A. Executive Committee Report: **Members:** Dani, Jonathan, Mark and Monica -10
 1. CRCD Contract for Combined Clean Streets and Ambassador Services. Presentation by Joe Gamez and Felix Cruz.
 - i. Transition Considerations: Interview and Application Process for Existing Ambassadors, Payroll Transfer, Worker’s Comp, Benefit Costs and Operating Procedures for Consolidated Services
 2. Revised Ambassadors Employee Manual and Job Descriptions
 3. WiFi and Camera Proposal Received by 4/20 in Response to the RFP
 - B. Branding, Business Development and Events Committee Report: **Members:** Priscilla, Clent, Monica, Jerrell, Jhonny, Sherri and Terry - 10 min
 1. Business Rebranding Efforts: Initial 10 businesses surveyed by Bridgett Kidd for Product Diversity & Resources, Curb Appeal, Technology Integration and Branding & Marketing
 2. 2018 Central Avenue Jazz Festival Business Activations, Youth Band Stage, Historic Tour, Billie Holiday play @ APCH Theater and Souvenir Book
 3. “Let’s Talk” Series: Business and Housing Workshops
 4. Department of Cultural Affairs Art Activation Grant for Halloween on Central Avenue

C. Ad hoc committee Strategies & Work plan: 5 min

1. Homeless Response Committee: **Members:** Jonathan, James, Edgar, Sherri and Terry
 - i. Resource Guide and Database. Partnership with Gabriella Garcia, Field Organizer, Everyone In Campaign - United Way of Greater Los Angeles
 - ii. Purpose Statement for the Guide Prepared by Jonathan Zeichner
2. Central Avenue Resiliency Committee: **Members:** Dani, Noreen, Clent, Monica, Jhonny, Sherri, Griffin and Terry - 15
 - i. New Perforated Stainless-Steel Trash Receptacle with Solid Center Band for Branding Decals have been Selected. To be installed by CRCD Enterprises, Inc. in May.
 - ii. 20 to 24 South Central Avenue Street Gallery Wall Banners installations on various buildings by CRCD in April and May
 - iii. Street Banners design is ready for approval. To be installed @ the Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard intersections by July 1st ahead of the Jazz Festival.
 - iv. Central Avenue Bloom Project Partnership with A Place Called Home. Discuss partnership elements to be included.
 - v. Tree planting efforts include installation of at least 50 flowering trees and 40 potted fruit trees on Central Avenue. Need to finalize the tree planting plan, tree types selection and locations, Urban Forestry permit application, soil softening efforts and establishment services provided by CRCD.
 - a. Tree Planting on May 12th: Our first tree planting of will take place during the APCH Health and Garden Expo @ St. Patrick's Church. CRCD will facilitate the plantings along with volunteers. The New 9th to obtain some trees from City Plants.
 - b. Tree planting on May 19th: Our second tree planting will occur in partnership with The New 9th
 - vii. Branding Monument Signage Concept for Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard are ready for design review. The next step will be to obtain permit approval, fabricate the sites and install them in approve Bureau of Street Services locations.
 - viii. Update on the Cal Poly Pomona Design Development Concepts for the Croome Family Building on 41st.
 - ix. New Developments and Properties for Lease and Sale on Central Avenue
3. Illegal Street Vending Committee: **Members:** Priscilla, Noreen, Jhonny, Griffin and Felix - 10 min
 - i. City Council Committee's Vote to Move Forward to Create a Draft Ordinance with no Property Owner or Business Consent Required
 - ii. Draft Summary Report of Survey Results.
 - iii. Draft Letter on CAHD's Stated Position on Street Vending
4. Parking Demand Management Strategy Committee: **Members:** Dani, Clent, Monica, James, Sherri and Griffin - 2 min
 - i. Follow-up with DOT parking enforcement, light synchronization and diagonal parking.

5. Nominations Committee: **Members:** Jonathan, Monica, Clent and Priscilla - 2 min

- i. One Seat Open - Outstanding Nomination of Ramin Halavi, family owns 4021 & 4109 S. Central Avenue by Priscilla Aluqdah

X. Review and Approve Management Reports, Presentations and Partnerships:
Sherri Franklin, Urban Design Center (10 min)

A. Urban Design Center Team Update:

Sherri Franklin	<ul style="list-style-type: none"> ● Oversee program implementation, ● Budget and financial report development management ● Coordinate team member efforts, ● Manage partnership agreements, ● Preparation of the Quarterly Report and Newsletter, ● Facilitate board and committee meeting meetings and ● Facilitate policy and planning Initiatives
Griffin Wright	<ul style="list-style-type: none"> ● Prepare the annual planning report, budget and parcel database, ● Serve as the government agency liaison and ● Expedite project permits
Mustafa Al Uqdah	<ul style="list-style-type: none"> ● Daily office management Monday through Thursday, ● Manage the accounts payable including preparation of check request, ● Track time sheets, ● Input transactions into QuickBooks and prepare the monthly transaction activity reports, ● Prepare the board packages and business forms, ● Manage public an online files and ● Assist with social media and website postings
David Morrison	<ul style="list-style-type: none"> ● Design collateral materials and manage printing process and ● Design wall, standing and street banners to site specifications and manage printing process.
Terry Scott	<ul style="list-style-type: none"> ● Preparation of the resiliency plan presentation documents and information, ● Preparation of the jazz festival souvenir book as a quarterly Newsletter ● Facilitate jazz festival programming for the historic tour, youth stage and theatrical vignettes
Jaron Hamilton	<ul style="list-style-type: none"> ● Facilitate the Wi-Fi and camera bid process, ● Assist with project permit expediting, ● Prepare flyers and facilitate out reach for the Let's Talk Series, ● Create database and resource guide content for the homeless response project, and ● Manage social media postings and website updates

B. CRCDD Enterprises Clean Streets Services Report:

- 1. Graffiti Removal, Street Cleaning, Sidewalk Steam Cleaning, Trash Removal and Bulky Item Pick-up. Proposed Community Clean-up day. - Felix Cruz, Manager

C. Community Ambassador Report:

- 1. Report on Ambassador performance, status of assignments, incident reports, Police Advisory Board meeting - Ambassador Supervisor Danian McCully

D. Comments and feedback from property owners and reply status

XI. Review New To-Do List and Confirm Deadlines/Who is Responsible (5 min)

XII. Next Board Meeting: Vote to Determine Next Meeting Date

XIII. Adjourn – Promptly at 12:30 pm

CENTRAL AVENUE HISTORIC DISTRICT

MAY AND JUNE 2018 COMMITTEE MEETING DATES

CAHD Ad-hoc and Standing Committee Meetings

Third Wednesdays 2:00 pm to 5:00 pm May 16th and June 20th 2018

Location: CAHD Program Office: 2508 S. Central Avenue, Los Angeles CA 90011

Ad-hoc:

1. **Homeless Committee**

- a. Development of a homeless resource guide.

● **Members:** Jonathan, James, Edgar, Sherri and Terry

2. **Illegal Street Vending Committee**

- a. CAHD Street Vending Position Letter

● **Members:** Priscilla, Noreen, Griffin and Felix

3. **Parking Demand Management**

- a. Follow-up with DOT regarding enforcement, light synchronization and diagonal parking.

● **Members:** Dani, Clent, Monica, James, Sherri and Griffin

4. **Central Avenue Resiliency Committee**

- a. Review monument design review
b. Review planting plan. Tree planting on May 19th and next phase.
c. Wall banner placement

● **Members:** Dani, Noreen, Clent, Monica, Sherri, Griffin and Terry

Standing:

5. **Branding, Business Development and Events Committee**

- a. Discuss Jazz Festival youth stage, souvenir book, theatrical vignettes and tour logistics.
b. Department of Cultural Affairs Art Activation Grant for Halloween on Central Avenue

● **Members:** Priscilla, Clent, Monica, Jerrell, Sherri and Terry

Executive Committee Meeting Agenda

June 19th - 9:30 am to 11:00 am

Location: A Place Called Home – 2830 S. Central Avenue, Los Angeles, CA 90011

- I. Finalize Board Meeting Agenda
II. Discuss Operations management matters
III. Discuss and review contract proposals, amendments and terminations
IV. Review partnership and Board presentation request

Members: Dani, Jonathan, Mark and Monica