



## Central Avenue Historic Business Improvement District Board and Committee Meeting Agendas

*Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard*  
New 9<sup>th</sup> Constituent Service Center - 4301 S. Central Avenue, Los Angeles, CA 90011  
323-230-7070 p | [bid@centralavenuehistoriccidistrict.org](mailto:bid@centralavenuehistoriccidistrict.org)

### **DRAFT BOARD MINUTES**

September 5, 2018– 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. Jonathan Zeichner, Vice President
3. Monica Mbeguere, Treasurer
4. Mark Wilson, Secretary
5. Edgar Mariscal, Member
6. Akeemi Croom, Member
7. Mike Castillo for Councilman Curren D. Price, Jr., Member
8. Jhonny Vera, Member
9. Jerrel Abdul Salaam, Member

### **MINUTES:**

- I. Welcome: Dani Shaker, President (2 min) **DANI SHAKER 10:43AM**
  - a. **Presntation by the Manager of the Mayor's Promise Zone Project, Tammy Barraras from Slate-Z regarding the objective of the "Back to Basics Small Business Digital Series**
  - b. **Jonathan to be CAHD representative at Slate-Z meetings**
  - c. **Board member Priscilla present via phone conference**
- II. To-do list update from previous month's work efforts (3 min)
  - a. **No to-do list generated**
  - b. **Sherri to produce in later 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. **Owner of JC Foot Wear says that the illegal street vending is affecting his business; Hhe is competing with illegal vendors**
  - b. **Mike proposes to revisit having a Task force voicing verbal notice of illegal street vending**
  - c. **Resident wants to find out how to play musicperform in the Jazz Festival; was told to send live performances to Central Avenue Jazz Festival website**
- IV. Los Angeles Police Department – Newton Division (5 min)
  - a. **ABSENT**
- V. Review and Approve May 2, 2018 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. **Jonathan moves not to approve board minutes, until corrections have been made, at the next meeting; spell check board minutes.**
  - b. **All in favor**

- c. Unanimously approved
- VI. Review and Approve Financial Report: Dani Shaker, Treasurer (20 min)
- a. All files have been dropped into the Google Drive
  - b. 990's are done
  - c. Plan to start Financial reports 3 months ahead of time
  - d. Total Expenditures as of August 31, 2018
    - o \$17,327.15
  - e. Assessment fees invoiced and received to date
    - o See Google Drive box
    - o Up to date on Transfers
    - o City to prepare a detailed parcel analysis report
  - f. Set date for Budget Committee Meeting
    - o Next meeting with the Executive Committee
  - g. Establish an Audit Committee
    - o Jonathan asks for a quote from Samyr for an Audit
    - o CAHD had an Review Statement for 2016/2017
    - o Audit Committee would review the Review Statement
  - h. Jonathan motion to approve Financial report, Second by Dani, unanimously passed
- VII. Review and Approve Board Management, Operations and Partner Action Items:
- a. Executive Committee Report
    - I. CRCD Contract Merge of Clean Streets Team and Community Ambassadors to be reviewed and executed with Executive Committee by next month-
    - II. Ambassador roles will stay the same
    - III. Merge will create unity and coordination.
    - IV. Board Member Priscilla A. strongly against contract merge, says CRCD doesn't uphold the current contract in regards to consistency in trash pickup and power washing
    - V. Plan to have Ad-Hoc Committee Supervise progress of contract upheaval.
    - VI. Plan for each Board Member to setup email only used for CAHD business; for brown act extremists
    - VII. Wants to raise limit on prepaid gift cards; Jonathan moves to look into raising the cap on the prepaid card to \$2,000.00/gift card; unanimously ~~avored~~ approved
  - b. Branding, Business Development and Events Committee (3 min)
    - i. Hispanic Heritage Month
    - ii. Halloween Trick or Treat Event and Movies
    - iii. Small Business Saturday Dry Bar Event
    - iv. Annual Board Meeting and Retreat – Need to decide on what date to have retreat on; Jonathan Motion to run board meeting consecutive with day of retreat; Priscilla is against, says they did not get anything done; Jonathan motions to try again; Priscilla is not in favor, motion unanimously approved
    - v. Winter Wonderland Event with CD9 and Winter Sale Extravaganza
    - vi. Black History Month Tour and Cultural presentations with Watts Labor Community Action Committee, Leimert Park Village and the Pan African Film Festival in Feb. 2019
    - vii. 2018 Jazz Festival Recap
      - 1. Postponed until the next board meeting in November during the retreat
      - 2. Jazz Festival 2019
  - c. Ad hoc committee updates:
    - i. Homeless Response Committee – Jonathan (5min)

1. Meets every third Wednesday at 2:00pm at the CAHD BID office
2. Plan for LAPD and other non-profits to meet and discuss homeless issue within the CAHD corridor
3. Resource data base and guide

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

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

1. South LA Resiliency Coalition Meeting to be added with CAHD resiliency committee checklist
2. 20 to 24 south central avenue street gallery wall banners installations on various buildings by CRCD
3. Street Banner design
4. Branding Monument Signage Concept: The next step will be to obtain permit approval, fabricate the sites and install them in approve Bureau of Street Services locations.
5. Tree Planting Plan and Tree Types: Trees need watering
6. New Business developments, Businesses and Properties for lease and sale on Central Avenue: Baby J's Burgers; The Fade Shop; CRCD New Location
7. New Trash receptacles design selection
  - a. 50lb Gallon metal trash bins
  - b. Sanitation trash bins can be replaced with our trash bins
  - c. Trash cans to be branded
  - d. Dani says to wash the new trash cans

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

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

1. Owner of JC Foot Wear says that the illegal street vending is affecting his business; he is competing with illegal vendors
2. Mike proposes to revisit having a Task force voicing verbal notice of illegal street vending
3. Draft letter on CAHD's Stated Position on street vending

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

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

1. Follow up with DOT parking enforcement, light synchronization and diagonal parking.

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

v. **Board Nominations Committee** – Jonathan (10 min)

1. One seat open – outstanding nomination of Ramin Halavi, family owns 4021 & 4109 S. Central Avenue by Priscilla.

**Members:** Jonathan, Monica, Clent, Priscilla and Carlos

VIII. 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. Priscilla A. says CRCD isn't doing good job of upholding current contract in regards to power washing and consistency on trash pick and graffiti removal
  - b. Debriefing on the Safety Ambassador outcomes
    - I. Contract to merge Community Ambassadors and Clean Streets will be reviewed and executed by Exec. Committee by next month
    - II. Ambassador roles will stay the same
    - III. Priscilla A, is strongly against the contract merge
  - c. Debriefing on Wi-Fi and Security Camera proposals
    - I. Set topic for Exec. Committee meeting
    - II. Dani suggests to interview the each bidder and figure out how to plan to go forward
    - III. Next month the week of the 17<sup>th</sup>, plan for 1hr/30min interviews of Bidders with Exec. Committee
    - IV. Decide on what kind of Tech we want to use
    - V. Going for solar powered energized equip
    - VI. Lionel P. is working on installation report?
    - VII. Wi-Fi Committee- Dani, Monica, Priscilla
  - d. Discuss comments and feedback from property owners and reply status
    - i.
- IX. Review New To-Do List and confirm deadlines/who is responsible (2 min)
  - a. Sherri and Mustafa will create a new format from our to-do list; to do list will be in google docs and updated accordingly
  - b. Make corrections and Review May Board meeting minutes
  - c. Jazz Festival Recap
  - d. CRCD contract merge to be reviewed and executed by Exec. Committee
  - e. Decide on Tech to use for WiFi/Camera assessment
- X. Meeting Schedule: Next Board Meeting: March 7, 2018 @ 10:30 am
- XI. Adjourn – Promptly at 12:30 pm
  - a. Dani motion to adjourn
  - b. UNANIMOUSLY PASSED