



**Central Avenue BID Steering Committee
Planning Meeting
4/2/2014 10-12pm
A Place Called Home
Minutes**

NOTE: Minutes are not verbatim nor in order.

- I. Mingling and Sign In
- II. Introductions
 - a. J. Zeichner welcomed folks to A Place Called Home. Video presentation.
 - b. Consultants reintroduced themselves. Everyone shared introductions.
 - c. Sign in sheet was passed around.
- III. Your Street, Your Vision
 - a. S. Franklin: What do you expect to achieve through a BID?
 - i. B. Hayslett: I find this to be a vibrant community. **Improving an area through services and jobs is a long-term goal.** I like the idea of training kids for future involvement. As business owners, we tend to only focus on our little space, and we forget about the larger space. The business owners will see a benefit in the BID and will want to get involved again.
 - ii. JZ: In addition to the infrastructure, safety, safe/clean considerations - my bell to ring for this circle is for the BID to **strengthen the fabric of this community.** To invite all the stakeholders in this community - those who live here, work here, and those that can make decisions for this community. I'd like the BID to bridge that. I'd like to shape the identity of the community that can attract a certain type of engagement, and repel others.
 - iii. J. Friedman: I like the political empowerment aspect of it. I feel the area has been short changed. For an example, the fire department has been closed. We used to get inspected by the local department, but now we're inspected by another. As a group, we have common problems to deal with, and a BID can help us **speak with one voice.** The national problem is pot holes and that's the case here as well. I think we can shift the paradigm to the smaller things that are important.
 - iv. S. Hernandez: We need to **work together** with the police and fire department to fix the problems on the street. I feel a BID can give an answer to us.
 - v. K. Urduna: I'm in support and do not have any major concerns at this point.

- vi. J. Andrade: On a personal level, I live in the area, grew up in the area, and now work here. I really like the momentum that's going and I'd like to see a vibrant corridor. The work can definitely impact the youth, and I'd like to see a **domino effect in the residential area**.
- b. D. Sotelo: I love the words you're using - empowerment, engagement. The fact that you all have stuck with it for so long, shows your investment. I'm more concerned about what happens after the formation of the BID. I always view the work that we do in the community development lens. It's not just about cleaning the street frontage, etc, but it's about what doing all those things really mean in terms of **investment to the people that support the businesses**. For the list of priorities that Cecilia handed out, I think it's important to develop themes around it. So that we can start seeing the vision. My personal experience is around doing physical development to change how the community sees itself. Congratulations on taking this huge step.
- c. V. Scott: Empowerment, education. This process is very empowering. You can always build a building and make it look nice - but if you don't maintain it and if you don't set aside reserves, you'll have to tear it down later. It's our job to do this process right, engage everyone, and **focus on sustainability and longevity**. My whole life was off of Central Avenue, it's great to be a part of this process.
- d. J. Westbrooks: A BID can really change the quality of life in the neighborhood.
- e. K. Rodriguez: I work for the mayor's office. My goal is to mainly listen and communicate to the mayor.
- f. E. Van Cise: The City Clerk's website shows a list of BIDs.
 - i. C. Ngo: I've shared that information on the cloud and will share it again.

IV. What can a BID do for you?

- a. H. Bowers: I'd like to see what a BID is supposed to do, as opposed to what we want it to do. What do we expect to accomplish here? How do we go about it?
- b. SF: Refer to capital improvements in handout. Medians, changes in lanes, etc. can help make it less dangerous for pedestrians and improve access to your businesses.
- c. DS: South Park BID is a great example. Creative uses of empty store fronts. Creative uses on parking lots during non-peak hours.

V. How can we make this happen together?

- a. G. Wright: The tools we'll be using to engage - We'll be setting up a website, walking the street, engage the youth through social media, etc.
 - i. BH: I think there's a lot of youth in this neighborhood that would like the online forum.
- b. S. Franklin: We want to look at a few BIDs. We'll have homework for you - to read on information, and to spy on other BIDs.
 - i. BH: CABA has looked at several BIDs. I have also looked at BIDs in other areas. It can change the community.
 - ii. J. Andrade: I was with CABA to see City Heights and Huntington Park. It was great to see how they used improvements.
 - iii. JZ: It makes sense for us to have another field trip for this group.
- c. SF: Refer to the handout for steps to form a BID.
- d. SF: There'll be a formal process of determining the formulas.
 - i. SF: Leimert Park got prop 1C dollars. Fig corridor went directly to the state for money, leveraged by assessment dollars.
- e. HB: What happens if the BID isn't renewed?
 - i. EVC: The assessment is removed from the tax roll.

- ii. JZ: Historically what happens to tenants' rents?
 - 1. SF: We'll need to work with businesses to have savvy leases.
 - 2. DS: It's a factor that can be used to entice property owners.
 - f. SF: One of the things we'll have to decide on is the boundaries of the BID, and the reasoning for it. The feasibility study will help us determine the 1. boundaries, 2. whether it's a business-based or property-based BID, and 3. how we would raise money. Later we'll need to legally form ourselves, we'll help form the entity. We'll need to select members and what membership composition looks like. Lastly, we'll need to make decisions on the programs that the BID will do. We have a lot of decisions to make.
- VI. How do you see yourself engaging?
 - a. JZ: How much time do you expect us to put in?
 - i. SF: What you can do. You'll need to do what you can do, and we'll cast a wider net.
- VII. How do you engage other stakeholders?
 - a. SF: How do we engage more people? Why are they not engaged?
 - i. BH: Most property owners here are absentee. My landlady didn't come down here but I have updated her and she's on board. We need to explain to property owners why it's good for them. Business owners don't necessarily see the benefits and that's why they haven't attended.
 - ii. SF: We want to expedite the process of getting to that decision. We want to move faster than to the timeline so we can move onto the other decisions.
 - iii. JZ: We need to determine *who* we want at the table. I think many are not even aware that this is happening. We need to identify who we want at this table. There are probably people we each can invite.
 - b. SF: Refer to focus group slide in handout. This gives us an idea of who can we target. Who else are we missing?
 - i. JZ: CD9 Coalition - nonprofits working as a kitchen cabinet for Curren Price.
 - ii. JW: Korean Manufacturing Association
 - iii. SF: There's one for Armenians as well.
 - iv. JA: Korean Grocery Association
 - v. JZ: CHP needs to be included because Central Ave is a freeway.
 - vi. JZ: Land trusts.
 - vii. JW: CPAB.
 - c. SF: Let's assume for now that our footprint is from Washington to Slauson. We need to look horizontally as well. Parcels zoned for residential are out.
 - d. KP: Online meetings for those who cannot attend.
 - i. SF: Leimert Park launched a channel for broadcast meetings.
 - ii. JZ: Jorge Nuno from Nuevo South can support us with that technology.
 - e. SF: We'll divide Central into zones to help target our outreach. Washington to Adams, Adams to Vernon, and Vernon to Slauson. Does that sound good?
 - i. Everyone agrees.
 - ii. SF: We need you as leaders of your zones. We need to identify leaders on the southern end.
- VIII. Next steps & wrap up
 - a. SF: Within the next two weeks, we'll start having activity on those zones. We'll send out a press release. Griffin will create an online portal. What will it be called?
 - i. HB: Rebuilding Central.
 - ii. DS: Do you like the word "historic" in it?
 - 1. Everyone agrees.

- iii. BH: Tie the past and future together.
- iv. HB: I like the word "corridor"
- b. CN: The steering committee wants a training on how to outreach and communicate.
 - i. SF: We'll do a training and create a cheat sheet. We can create 3 different focus groups with the leadership teams.
- c. SF: Next meeting, Wednesday 10am three weeks from now - 4/23/14.
 - 1. Everyone commit to bring 1 new person.