

CENTRAL AVENUE

Historic Business Improvement District

Central Avenue Historic Business Improvement District Quarterly Activity Report - 1st Quarter 2017: January-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 2017 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 2017 (Jan, Feb & Mar) 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”. Below is a list of the block groupings utilized to manage and assess needs and work efforts within the District:

East Side		West Side	
Vernon Ave - 43rd Pl	32nd St - 29th St	Washington Blvd - 20th St	33rd St - 34th St
43rd Pl - 43rd St	29th St - 28th St	20th St - 21st St	34th St - Jefferson Blvd
43rd St - 42nd Pl	28th St - 27th St	21st St - 22nd St	Jefferson Blvd - King Blvd
42nd Pl - 42nd St	27th St - Adams Blvd	22nd St - 23rd St	King Blvd - 40th Pl
42nd St - 41st Pl	Adams Blvd - 25th St	23rd St - 24th St	40th Pl - 41st St
41st Pl - 41st St	25th St - 23rd St	24th St - 25th St	41st St - 41st Pl
41st St - 40th Pl	23rd St - 22nd St	25th St - Adams Blvd	41st Pl - 42nd St
40th Pl - King Blvd	22nd St - 21st St	Adams Blvd - 27th St	42nd St - 42nd Pl
King Blvd - 35th St	21st St - 20th St	27th St - 28th St	42nd Pl - 43rd St
35th St - 34th St	20th St - Walnut Ave	28th St - 29th St	43rd St - 43rd Pl
34th St - 33rd St	Walnut Ave - Washington Bl.	29th St - 32nd St	43rd Pl - Vernon Ave
33rd St - 32nd St		32nd St - 33rd St	

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

CAHD signed its initial contract with CRCD Enterprises, Inc. (CRCD) for May 1, 2016 to April 30, 2017 Clean Streets services in conjunction with their Clean & Green contract that they received from the City of Los Angeles for Council District 9, which includes the CAHD District. 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 CAHD District, they are to perform their City contracted services in a satisfactory manner as determined by CAHD. CRCD’s services for CAHD includes the following and will include expanded services effective May 1st under their second year contract as indicated below:

- Clean Streets services are currently provided Monday through Saturday from 7:00 a.m. to 2:30 p.m. They will expand to include Sundays for a 7 day per week schedule. This change is being made because activities along the corridor generate a lot of waste over the weekend. The trash receptacles are overflowing on Sunday.

- 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. CRCD will allocate for 2 liaisons to be on the Corridor to spot check cleaning needs so that they can direct the Clean Streets team to cleaning “hot spots”. CAHD has also asked CRCD to remove the damaged plastic trash receptacles and replace them with wired trash cans and to install new receptacles where requested by property owners or businesses.
- Additionally, we have asked them to **provide graffiti removal services above and beyond their contract with the City of Los Angeles which will include 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.**
- 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.**
- 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. **We have not received the call logs from CRCD and have requested that they do so as part of their invoicing.**
- Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns.
- 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 items removed and square footage of area pressure washed. The monthly report also provides information on the composition of CRCD’s workforce and **to ensure that they increase the pay for workers on July 1, 2017 in accordance with the City of Los Angeles minimum wage requirements.** CRCD provided the following information regarding their Clean Streets Services administered during the first quarter 2017:

Month	Trash Collection (# 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 (# of bags)
Jan-17	415	380	3.5	19,955	36	50
Feb-17	384	424	6.5	36,877	94	173
Mar-17	675	748	32.5	30,593	59	69
TOTAL	1,474	1,552	43	87,425	189	292

I. Enhanced Safety

The Ambassador contractor, Able Solutions, elected to terminate their contract effective February 28, 2017 because it wanted to continue to bill CAHD for the Ambassador’s lunch period and CAHD did not agree to do so. After much deliberation and review of Able Solutions’ performance, the **Board of Directors voted during their March 1, 2017 board meeting to move forward and contract with its district manager, Urban Design Center (UDC), to oversee the Ambassador Program operations until such time as CAHD obtains the required insurance to hire the Ambassadors directly.** As directed by the Board, UDC reached out to the previous Ambassadors to offer them an Ambassador position. 5 of the 7 original Ambassadors elected to come back on. UDC assisted one of the 2 Ambassadors that did not come back with connecting to creative work opportunities as he desired and with finding temporary housing. At least 3 Ambassadors are now assigned to work on the corridor each day between the hours of 10:00 am to 6:30 pm Monday to Saturday and 9:00 am to 4:00 pm on Sunday. **Under Urban Design Center, the Ambassadors are tasked with implementing the following duties:**

- Coordinate communications by and between the LAPD and property/business owners as well as with existing property security team members. Prepare property and business owner incident reports for transmittal to CAHD and LAPD when appropriate.

- Prepare Property & Business Information forms and worksheets to assist with the development of the District database and marketing outreach.
- Document property owner and business comments regarding needed Clean Streets and City of Los Angeles Street Service repairs and share information with service agencies.
- Assist in assessing parking issues and monitoring parking lots promoted for consumer use.
- Distribute promotional materials within the District and 1/4 mile of the District.
- Provide community liaison support for CAHD and partner events.
- Bike and walk the Corridor to request residents and visitors to sign-up to receive promotional information about Central Avenue Businesses.
- Document incidents that occur within the District.

The Urban Design Center Management Team will now be responsible for the following:

- Implement the CAHD affinity and cluster marketing strategies by outreaching to community based organizations, churches, civic entities, schools and housing developments to encourage organizations and residents to Shop & Visit Central Avenue.
- Provide a monthly report quantifying and documenting work efforts.

Additionally, **Al Crawford agreed to join the UDC CAHD Management Team as a consultant to oversee the Community Ambassador operations, to make sure the Ambassadors are properly trained and to prepare an Ambassador Training Manual.** It will also be Al's duty **to ensure that the Ambassadors are collecting proper feedback from property and business owners and are documenting any incidents that occur.**

Al is already a leader on the Corridor having served as head of security for A Place Called Home for over 19 years and counting! Creating a welcoming environment on Central Avenue is of the utmost importance to the vitality of any community and Al is the perfect person to insure that it remains a reality for Central Avenue. As a former United States Marine Platoon Sargent, LAPD Community Relations Officer, undercover narcotics unit member with additional expertise in bank robbery suppression and a gang suppression officer, Al will bring great expertise to Central Avenue. After starting his private security company Al worked with large retailers such as Home Depot, K-Mart and Footlocker. His client list also includes venue security for such notable events as The Grammy Awards, The Emmy Awards and Soul Train Awards as well as personal security services for notable public figures such as Beyonce and former President George H. W. Bush. His time working with A Place Called Home makes him no stranger to Central Avenue and provides him a clear understanding of the type of issues property and business owners may have faced.

Central Avenue Security Camera & Wi-Fi Projects - CAHD is now soliciting bids for the cameras and Wi-Fi network to be installed along the Corridor as indicated in the Management District Plan. The cameras help create a safer environment for patrons and businesses along the Corridor. The wi-fi will not only facilitate the wireless camera system, it will create a marketing network for businesses and offer free wi-fi for patrons to access to great information.

II. Parking Demand Management

1. **The New 9th Council District received approval from the Department of Transportation (DOT) to install a new traffic signal at 32nd & Central which is scheduled to be installed in April.** The new light signal will make it safer for bikers and pedestrians and is **a great win for Central Avenue!**
2. The City of Los Angeles Department of Transportation **accepted CAHDs request to eliminate the 7-9 AM and 4-6 PM parking restrictions** in support of extending the hours so patrons can park on Central Avenue continuously throughout the day.
3. The Parking Demand Management Committee will continue to work with UDC and DOT to identify street locations where diagonal and/or reverse angle parking could be feasible and request that DOT implement such parking where feasible; assess curb areas where the red striping can be reduced to increase parking; ensure the 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.

4. The Committee will wait until it can assess the outcomes of the removed parking restrictions to determine if parking meters should be pursued.
5. In addition, CAHD is still working to obtain a status update from the Mayor’s Office and the Department of Transportation on the proposed Great Streets road diet plan to modify the number lanes on Central and create a left turn only lane. We have been unable to get an update on the project or the \$5 million that was slated for the Corridor.

III. Branding – Revitalization Strategy

1. **Website and Social Median** - 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 track the results on a monthly basis by sharing and linking social media sites of businesses on the Corridor. The following are the traffic stats for the month of March 2017.

Social Media Site Name	Number of Posts	Number of Likes	Number of Affiliates	Number of Followers
Facebook	7	6	2	456
Twitter	80	0	19	12
Instagram	31		6	6
Google Plus	0	0	34	9
Yelp	12	36	0	0
Trip Advisor	0	0	0	0
Website	Tracking will commence in 2nd Quarter			

2. **Banners** - The initial two *Shop and Visit Central Avenue* banners for the corridor have been received. They are huge 14 by 8 feet and 6 by 10 feet banners that will be installed on the top of the 2510 S. Central Avenue building. The banners feature families. We are also designing banners that feature the Ambassadors and Clean Streets team. We plan to install a total of 20 banners for the *Shop & Visit series*.
3. **South Central Avenue Street Gallery:** Providing Artistic Input for Needed Transformation, Los Angeles (P.A.I.N.T. L.A.) is an arts organization focused on creating community and economic development through the implementation of public art. P.A.I.N.T.L.A. stands at the forefront of public art within underserved communities and is currently working with the Historic Central Avenue Business Improvement District amongst many partners to create the *South Central Avenue Street Gallery*. The Gallery will exhibit the work of community based artists on buildings and roll down exterior doors from Washington Boulevard to Vernon Avenue as well as showcase their art through Pop-up Art and Design Studios in vacant spaces along the Corridor and during the Central Avenue Jazz Festival. CAHD will partner with P.A.I.N.T. L.A. to pursue funding for the Street Gallery and to offer art classes for youth.
4. **Events:** Priscilla's Bistro is a Pop Up Social, Art and Entertainment event happening at Fernando's Bar & Restaurant located at 3230 S. Central Avenue for happy hour from 5-8 pm every 3rd Tuesday. Priscilla's Bistro is an African American enterprise and Fernando's Bar is a Hispanic American enterprise. Taco Tuesday is one of many efforts working to revive urban enterprises on Central Avenue. CAHD plans to invite local businesses and residents to the event each month for networking and a positive social experience. With this partnership, we celebrate the diversity of Central Avenue and hope Taco Tuesday becomes our “Cheers”.
5. **Business Development** - This quarter, CAHD purchased food for its board meetings and committee from:
 - Served to Enjoy - 3007 S. Central Avenue
 - Subway - 3300 S. Central Avenue
 - Tony's Burgers - 2115 S. Central Avenue
 - Las Alondra's Bakery & Pizza - 4118 S. Central Avenue

- El Conquistador Pupuseria - 3330 S. Central Avenue
- Larios Bakery - 2206 S. Central Avenue

IV. District Management

1. **Board Meetings:** This quarter, the Central Avenue Historic Business Improvement District Board met every 1st Wednesday from 10:30 am to 12:30 pm (Board change time from 5:30pm) @ The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011. Meetings were held on January 4th, February 1st and March 1st this quarter. Meeting agendas and minutes are posted on the website.

Board Officers:

Vivian Bowers, President

Owner, Bowers & Sons Cleaners

Dani Shaker, Treasurer

People's Union, LLC, Historic Lincoln Savings Property

Jonathan Zeichner, Vice President

Executive Director, A Place Called Home

Grant Sunoo (Jan/ Feb) and Mark Wilson (Mar) Secretary

Coalition for Responsible Community Development

Board Members:

Priscilla Al Uqdah, Member

Clara Muhammad School
National Alumni Association

Noreen McClendon, Member

Executive Director, Concerned Citizens
of South Central Los Angeles

Clent Bowers, Member

Trustee, Bowers Retail Complex

Councilman Curren D. Price, Jr., Member

The New 9th

Monica Mbeguere, Member

Alfred Smith Property

Jerrel Abdul Salaam, Member

Masjid Bilal Islamic Center

2. Standing Board Committees:

- **Executive Committee:** Meetings were held on January 24th, February 21st and March 28th. The meetings were held at A Place Called Home located at 2830 S. Central Avenue from 9:30 am to 11:00 am. **Members Include:** Vivian Bowers, Jonathan Zeichner, Dani Shaker and Mark Wilson. 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. Discuss and review contract proposals, amendments and terminations. Especially, the Able Solutions contract and proposed Ambassador management by Urban Design Center.
 - d. Review partnership and Board presentation request. Specifically discussed support for CRCD's Youth Source RFP response.
- **Branding, Marketing and Business Development:** Meetings were held on January 4th, February 1st and March 1st. The meetings were held at the New 9th Constituent Service Center - 4301 S. Central Avenue. Focus - Develop art & cultural events, promotions and branding collateral. Members: Priscilla Al Uqdah, Clent Bowers, Monica Mbeguere and Sherri Franklin. Dani Shaker and Jonathan Zeichner agreed to assist with the development of cultural events. Items discussed this quarter include:

- a. Potential Multi-Cultural Film Festival
- b. Taco Tuesday
- c. Jazz Festival Program
- d. Annual Meeting Theme and Program

3. Ad-hoc Committees:

- **Illegal Street Vending:** Meeting was held at Bowers Cleaners, 2509 S. Central Avenue, on January 20th. **Members:** Vivian, 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. **The committee voted to create a survey for property and business owners from Washington Boulevard to Slauson Avenue to garner consensus on how CAHD should respond to the proposed ordinance.**
- **Parking Demand Management Solutions:** Meetings were held on January 20th, February 15th and March 15th at the CAHD Program Office - 2508 S. Central Avenue. Next meeting: June 21st. **Members:** Vivian, 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 and to bring on a parking consultant to prepare parking analysis. **As indicated in the program section of this report, the Committee was able to get DOT to agree to remove the restricted 7-9 am and 4-7 pm parking signs along Central Avenue.**
- **The Central Avenue Resiliency Plan:** Meetings were held on January 20th, February 15th and March 15th at the CAHD Program Office - 2508 S. Central Avenue. **Members:** Vivian Bowers, Dani Shaker, Noreen McClendon, Clent Bowers, Monica Monica Mbeguere, and Sherri Franklin and Griffin Wright from UDC. This committee is creating guiding principles to foster the envisioned aesthetics and development of the corridor and the vibrancy of the business community. The committee will develop the core elements of the plan which will include building design guidelines, streetscape guidelines, public art and wayfinding signage guidelines, branding and marketing themes, public event guidelines and product and store diversity concepts. **The committee reviewed and provided input on the proposed Angels Walk LA Historic Stanchions and has been joined by Paint LA to develop a concept for a street gallery on the corridor.**
- **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 the partnership, programs and funding required to have a meaningful impact on homelessness in the District and develop a resource guide for the District. Presentation were made during the March board meeting by:
 - Marion Sanders, MPA, MSW | Senior Manager for Community Services and Evaluation Homeless Outreach Program Integrated Care System, a division of Special Service for Groups
 - Ishimine Caldwell, Supportive Service Manager at Coalition for Responsible Community Development
 - Jonathan Thompson, SPA 6
- **Nomination:** Meeting was held at A Place Called Home located at 2830 S. Central Avenue on January 20th. Members include: Jonathan Zeichner, Monica Mbeguere and Clent Bowers. The committee created a **BID Board Application and Bid Board Service Agreement** for CAHD and began to solicit nominations for the 3 vacant board seats.

4. Management Team:

Urban Design Center team members work to implement the following task on behalf of CAHD:

- 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 Material.
- 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
- Juan Carlos Ramirez - Business Liaison and Promotions Engagement; Spanish Translation of Documents; Facilitation of One-on-One Business Profile Development; and Liaison with Affinity Partners to Procure Opportunities for Central Avenue Businesses
- David Morrison – Design and Brand Strategy Development for Business and Special Promotions Materials and Newsletters; Manage Layouts for Printed Materials and Facilitate Printing Services
- Mustafa Al Uqdah – Accounts payable management, preparation of board packages, assist with Information Research; social media postings; database management and inventory control.

5. Financial Update:

- A total of \$208,989.62 in 2017 assessment fees were transferred from the City of Los Angeles to CAHD as of 3/31/17.
- A total of \$72,081.19 was expended by CAHD between 1/1/17 and 3/31/17.
- Line Item fund transfers: \$6,846.65 from Clean Street to Management approved @ the 2/1 Board Meeting.
- Funds available on hand as of 3/31/17: \$227,297.88
- Additional funds invoiced to the City Clerk: \$44,414.22
- CAHD's banking accounts are held with East West Bank.

Please note that the fund amounts listed have not been reconciled with the bank statements. Account and bank transactions will be uploaded to Quick Books and reconciled for the required financial report to the City of Los Angeles City Clerk and for preparation of the 990 tax returns.