



Central Avenue Historic Business Improvement District Board Meeting Agenda

Serving Properties on Central Avenue from Vernon Avenue to Washington Boulevard

November 2, 2016 – 5:30 pm to 7:30 pm

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

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

Posted: October 27, 2016

- I. Welcome: Vivian Bowers, President (3 min)
- II. Public Comments – 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
- III. Review and Approve October 5th Board Meeting Minutes: Grant Sunoo, Secretary (5 min)
- IV. Review and Approve Financial Report: Dani Shaker, Treasurer (7 min)
 - a. Total Expenditures as of October 30, 2016.
 - b. Assessment Fees invoiced and received to date.
 - c. 2017 Budget Review
 - d. Bookkeeper Services Proposed
- V. Review and Approve Board Management and Operations Action Items: Jonathan Zeichner, Vice President (50 min)
 - a. Board Nominations
 - b. Annual Board Elections
 - c. Office Space Lease Agreement commencing November 1, 2016 with People’s Union, LLC at 2508 S. Central Avenue.
 - d. Parking Management Lease Agreement Services for 2300 S. Central Avenue
 - e. Board Retreat on November Agenda:
 - i. Central Avenue Corridor Resiliency Plan
 - ii. Branding and Marketing Strategy
 - iii. Affinity Partnerships
 - iv. Business Development Services
 - v. Parking Demand Management Strategy
 - vi. Homeless Response Plan and
 - vii. Illegal Street Vending Policy
- VI. Review and Approve Management Reports, Presentations and Partnerships: Sherri Franklin, Urban Design Center (40 min)
 - a. Partnership with Hollywood Community Housing Corporation to submit a grant application to the Great Streets program to create a community space on 35th at Jefferson.
 - b. Debriefing on Clean Streets Contract with CRCD Enterprises, Inc. and discuss system for ongoing performance feedback - Joe Gamez, CRCD Enterprises
 - c. Debriefing on Safety Ambassador Performance - Allen Muhammad, Able Solutions
 - d. Debriefing on Branding, Business Develop and Affinity & Cluster Marketing Strategies
 - e. Debriefing on promotions for Halloween, Small Business Saturday and the Holidays.
 - f. Business Outreach, Website and Social Media Performance
 - g. Reports: First Quarterly Report, First Planning Report and Third Quarter Newsletter
 - h. Parking Demand Management Initial Assessment
 - i. Discuss comments and feedback from property owners and reply status (5 min)

- VII. Review To-Do List and confirm deadlines/who is responsible (2 min)
- VIII. Meeting Schedule: Board Retreat, November 18th 10: 00 am - 5:00 pm. Next Board Meeting: November 2nd @ 5:30 pm
- IX. New Business
- X. Public Comments - 6 minutes with 2 minutes maximum per presenter. No Board action taken unless item is included on the Board agenda.
- XI. Adjourn – Promptly at 7:30 pm

Board Meeting conference line call in number: (408) 650-3123 | Access Code: 687-833-333