

# North Figueroa Association

## Board of Directors Meeting

### Tentative Agenda and Notice of Meeting

Date: Wednesday, January 20, 2010

Time: 11:00 p.m. – 12:00 p.m.

Location: Oldla.webex.com

Log into oldla.webex.com and follow directions

Board Members: Steve Homel, President  
Tom Wilson, Vice President  
Bill Vasquez, Treasurer  
Amy Inouye, Secretary

Robert Akhavan- Design Chair  
Alex Rudisky- Operations Chair

### Meeting Agenda

- I. Call to Order
- II. Public Comment
- III. Approval of Minutes of November 18, 2009
- IV. Introductions
- V. Discussion and Action Items:
  - i. Budget
  - ii. Maintenance Contract Review
  - iii. Security Contract Review
  - iv. Board Elections
  - v. Overview Next 10 years
    1. Economic Development
    2. Market Promotion for NFA Businesses
    3. WiFi launch
    4. Beautification
  - vi. Executive Director Review
- VI. Other Business
- VII. Adjournment-

Next Meeting: Wednesday, February 17 at 11:00 p.m. Oldla.webex.com

### **We have important agenda items.**

Please RSVP to: Misty Iwatsu at 323-255-5030 or at mistyli@aol.com

As a covered entity under Title II of the Americans with Disabilities Act, the North Figueroa Assoc. 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 the Commission Executive Assistant at (213) 485-1360 OR toll-free at 3-1-1.

## North Figueroa Association Board Meeting

Via Webex

Thursday, January 28, 2010 at 11 am

In attendance: Steve Homel, Tom Wilson, Bill Vasquez, Alex Rudisky, Amy Inouye, Misty Iwatsu, and Rick from Chrysalis

The NFA renewal has been approved with a 10-year span. Congratulations to Misty especially for guiding the process. We learned that the Toy District BID decided not to renew, and the resulting garbage and security issues have shown the value of the BID to the city council, who is trying to qualify a new BID.

Minutes from the annual meeting in November were approved unanimously.

Misty & Alex attended the BID Consortium meeting on 1/27/10 and learned of new trends in BIDs. Residential properties are being included in more BIDs, and BID overlay groups (such as restaurants and hotels) are being formed for special-interest needs. NFA follows the Brown Act regarding BIDs, which means that we are a private non-profit and need to quantify and place emphasis on “special benefits” which are for the promotion and maintenance and security within the physical boundaries of the BID. General benefits (which would benefit the entire community) may be encouraged, but because of a recent lawsuit regarding who benefits from a BID, we need to be mindful of and keep record of who our work directly benefits—emphasizing the corridor within the legal boundaries of the BID.

The lawsuit involved a property owner who wanted to opt-out of the BID. He lost the suit. It has also been determined that tax-exempt properties are not exempt from a BID.

### BUDGET

Misty will submit a revised 2010 budget in Feb. We currently have a shortage in the checking account, but because of the way the city handles assessments and payouts to the BID, we are expecting enough money transferred into our account to cover January and into the first quarter soon. According to our bookkeeping, we are in good financial shape, with some padding. With the renewal, we are going to restart a whole new register, with the funds carried forward. At the same time, we will be starting to a calendar year bookkeeping system.

### CONTRACTS

Misty got new bids for security (from General Security and American Guard Service), which were comparable but slightly higher than POST. We all agreed that POST has done a great job and we see no reason to change. Motion by Bill to retain POST, seconded by Tom, voted unanimously.

### MAINTENANCE

Rich from Chrysalis presented a new proposal with updated pricing of \$9055 per month (approx \$1700 per month increase). We did use updated pricing in the renewal budget. It was determined that we should obtain competitive bids for the sake of our own knowledge, though we are happy with the Chrysalis team. Before the next meeting, Misty will obtain estimates from other similar companies (although Chrysalis is the only non-for-profit service company providing these services). Rick will submit a written estimate and we will revisit this issue in Feb.

## BOARD ELECTIONS

For now, the current board will carry over. We need to check w/ our charter to see if the board is permanent or if and when we need to conduct elections. News in Feb.

## MARKETING

Misty and Amy are working on a new logo and also marketing materials (map guide to resources in the NFA). Budget will be presented at a future meeting. We would like to perhaps do a mass mailing the the neighborhood.

## SECURITY ISSUES

It was reported that there was a robbery at Radio Shack, and an arrest at CVS in the past several weeks.

## WIFI

Academia Avance has completed installation of their T1 lines. Misty has spoken w/ the wifi company that we have been working with and they offered us a deal to upgrade equipment as part of the old contract (when the neighborhood council was spearheading the wifi program). We will need to pay for labor and some equipment rental for the installation; prices are forthcoming, and we should soon have wifi.

## OTHER BUSINESS

Amy spoke about the grants she has been applying for to relight the Highland Theater sign and also restore and relight the historic "Manning Coffee Store" sign atop Las Cazuelas.

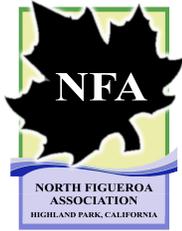
The 4<sup>th</sup> quarter 2009 newsletter will go out to the BID soon. Our taxes are done. 2009 financial statement will be available soon. We have all 2009 stats from Post and Chrysalis.

The new management district plan has been expanded up to the library and just south of Arroyo Glen. We need to readjust figures because we had anticipated expanding to just south of York. Once we look at the new figures, we will revote on the 5% increase in assessments.

City council has cut back on supporting events in the city, which means that now events are expected to pay full fees for permits and services. However, CD1 has informed us that they will continue to cover many of our fees because we are considered a low-income/enterprise zone. There still may be fees we will need to pay however, we will learn more about this in the future.

Meeting adjourned 12:16 pm

The February meeting is very important—Wed., Feb. 17 at 11 am via Webex.



# North Figueroa Association

## Board of Directors Meeting

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Time: 11:00 p.m. – 12:00 p.m.

Location: Oldla.webex.com

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Tom Wilson, Vice President  
Bill Vasquez, Treasurer  
Amy Inouye, Secretary

Robert Akhavan- Design Chair  
Alex Rudisky- Operations Chair

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  - i. Budget
  - ii. Maintenance Contract Review
  - iii. Board Elections
  - iv. Executive Director Review
- VI. Other Business
- VII. Adjournment-

Next Meeting: Wednesday, March 17 at 11:00 p.m. Oldla.webex.com

### **We have important agenda items.**

Please RSVP to: Misty Iwatsu at 323-255-5030 or at mistyli@aol.com

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## NFA Board Meeting

Wednesday, February 17, 2010, 11 am (via Webex)

In attendance: Steve Homel, Tom Wilson, Bob Akhavan, Bill Vasquez, Alex Rudisky, Misty Iwatsu, Amy Inouye, Dennis (Post), Rick (Chrysalis), Suzanne Jimenez (CD1), Nina Preciado (LAPD)

Meeting called to order 11:09 am

January 2010 minutes approved unanimously.

Report from Dennis (Post): Post hours have been shifted to 4pm to 4am (except Tuesdays), but they will change to alternate hours because of the recent crime activity. We need to remind business owners that they need to call Post (in addition to the police) and let them know what is going on. Frequent calls to 7-Eleven are an ongoing issue (in January, there were 20 calls), also the CVS parking lot around 2 am (from the nearby bar closing).

Report from Nina (LAPD): Radio Shack was robbed Mon 2/15 for the second time in about a week. It was 2 street robbers during the day, taking cell phones and iPods in the afternoon. Street robbers (may not be the same people) were caught using the Gold Line but could not be positively identified. The PD is working with the sheriff (they have the Gold Line security contract) on cases like this.

Graffiti—the “KOMA” tags have stopped. There is still much gang tagging (painted out by Chrysalis and the city paint-out people).

Every Tue at 8am, there is a security meeting that Post or NFA can attend in the NE station roll call room.

Check n Go was also robbed twice recently. The company provides a security guard for 2 weeks after a robbery, so it will be unguarded again soon.

Report from Rick (Chrysalis): They have submitted a new proposal including quarterly power-washing. Chrysalis has offered to split the difference between the old contract and new proposal and continue with them through 2010 while we wait for competitive estimates.

## BUDGET

Our projected 2010 budget, with the new BID contract changing to a calendar year, is estimated to be \$47,000 over-budget if we get all the money from assessments. This seems like reasonable in case of contingencies or problems, so we agreed that we do not need to increase assessments this year for 2010-2011. There are places we can adjust the budget to economize if we need to. Motion by Tom to keep assessments as-is, seconded by Bob, approved unanimously.

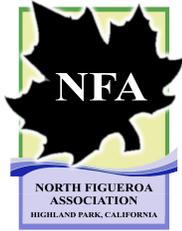
Because of the new BID formation and that we were previously on a June-July fiscal year, we have filed 2 returns for July 2008 to June 2009, and July 2009 to Dec 2009.

There was a discussion about the legality of increasing some assessments based on history of dependence on BID services but the state law is that we cannot do this. Likewise, Bill did not think it was legal for us to send invoices for excess services and security calls. We can send a letter suggesting that they consider their own services and security, and perhaps get the council office involved because the majority of security calls happen around 2am, when liquor sales have to stop, and perhaps there can be a connection made to their license. We will explore these options.

Board elections will need to be scheduled for year-end 2010. We will assign a selection committee this summer.

Next meeting is Wednesday, March 17 at 11 am via Webex.

Meeting adjourned 12:12 pm.



# North Figueroa Association

## Board of Directors Meeting

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  - iii. Maintenance Contract Review
  - iv. Tree Trimming
  - v. Board Elections
  - vi. Executive Director Review
- VI. Other Business
- VII. Adjournment-

Next Meeting: Wednesday, April 21 at 11:00 p.m. Oldla.webex.com

### **We have important agenda items.**

Please RSVP to: Misty Iwatsu at 323-255-5030 or at [mistyli@aol.com](mailto:mistyli@aol.com)

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North Figueroa Association

Board Meeting Wed. March 17, 2010 at 11 am

Via Webex

In attendance: Steve Homel, Dennis Mealey (Post), Nina Preciado (LAPD), Misty Iwatsu, Sonia Jimenez (CD1) , Tom Wilson, Amy Inouye, Bill Vasquez, Rick (Chrysalis), Bob Akhavan

Revision to Feb Minutes: NFA will NOT increase assessments in 2010. Motion by Tom, seconded by Bob, unanimously voted to support.

With that revision, Feb. minutes adopted unanimously.

#### REPORTS:

Chrysalis: has emailed a report to Misty that includes before & after images of cleanup.

Post: All is relatively quiet, but 7-11 is active again. Post is doing alternating hours for patrol, and a supervisor will attend LAPD Tue briefings.

LAPD: Two gang-related robberies occurred in early March: March 7 @ 1:45 am, male African American delivery person was making a delivery, approached by gang members who took his wallet and beat him up; March 12 @ 6:50 pm (5237 N. Figueroa), gun robbery, they took \$700 cash + \$2000 merchandise. The victim was the son of the owner who recognized the suspect from Franklin HS, and was able to ID him. As of Mar 17, LAPD was still looking for him. Several autos have also been stolen in HP. LAPD has requested help from LAPD for back-up and footbeat unit. Please call or email Capt. Lindsey @ LAPD to request more patrol for the area. A \$5000 bicycle was stolen; footbeat officers found & arrested suspect. Most of the crime in the corridor is gang-related.

CD1: The fees for the farmers market will now be yearly (somewhere between \$500 to \$2000), yearly fee structure started in March. Sonia to email flyers for these events: Census Town Hall (March 31), Small Business workshop; Cal-Trans freeway closings (starting April 23); The development at Ave 57 & Marmion is still alive but not moving forward at the moment. Due to budget cuts, all public safety issues regarding traffic will slow down. Rumored fatality @ Food4Less has not been verified. NE Peace March scheduled for May 15.

NEW NFA LOGO: We will add "66" somewhere, and see a revised version at next meeting.

NFABUDGET: Yearly budget is \$375,606; expenses \$328,240, which puts us \$47,000 under-budget. Misty is working on balancing the budget for the city clerk's office.

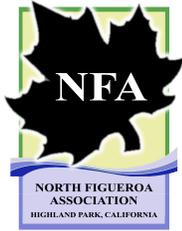
Upcoming expenses include changing holiday lighting to LED & changing fuses (figures to come; Misty will also look into fluorescent). Tree trimming quote received for \$7,700 for 67 ficus, 56 palms, 31 sycamores. City services also provides tree trimming for \$2048 per day (8 hours/4 people), they estimate 4 days work but they have not called back, and so now we know their pricing is competitive. There is also a Personal City Services program (or it might be Urban Forestry) that may be able to provide tree trimming; Sonia to find out more. At any rate, the trees need trimming; city regulations say the work needs to be done between 9am & 3pm, but we might be able to get around that (Sonia to find out more).

Board Elections: We need to have board elections later in 2010. To be discussed soon.

Maintenance Contract: Misty received a competitive estimate for cleaning services (\$9000 per month); Chrysalis has offered to give us a reduced rate through 2010 (totaling \$8055 per month). Motion to keep Chrysalis for maintenance made by Bob, seconded by Tom, approved unanimously (including Alex via Misty). Chrysalis gave an estimate for pressure washing as \$475 per month (\$5600 per year); this will be discussed at the next meeting.

Misty was asked to leave the conference so her compensation could be discussed. It was decided to increase her gross wages by \$3500 (Motion made by Tom, seconded by Bob, voted unanimously). Misty did much of the renewal work in order to save us consulting fees, and everyone agreed that she did above & beyond the usual great job on the renewal so a raise is well deserved.

Meeting adjourned at 12:30pm



# North Figueroa Association

## Board of Directors Meeting

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Date: Wednesday, April 21, 2010

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### Meeting Agenda

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- V. Discussion and Action Items:
  - i. Logo Review
  - ii. Budget
  - iii. Tree Trimming
  - iv. Board Nomination Committee
  - v. Premier in a Box
  - vi. Old LA Bulk Mailing
- VI. Other Business
- VII. Adjournment-

Next Meeting: Wednesday, May 19 at 11:00 p.m. Oldla.webex.com

### **We have important agenda items.**

Please RSVP to: Misty Iwatsu at 323-255-5030 or at [mistyli@aol.com](mailto:mistyli@aol.com)

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## North Figueroa Association Board Meeting

April 21 2010, 11 am via Webex

Meeting started 11:06 am

In attendance: Steve Homel, Amy Inouye, Misty Iwatsu, Elizabeth Wilson (Chrysalis), Tom Wilson, Alex Rudisky, Bill Vasquez,

### REPORTS:

Elizabeth: New contract signed for 2010; no complaints, all is status quo on corridor; Peace March happening Sat. May 1 (need to find out time), please revise schedules for cleanup after march. Trash stats available from meeting agenda.

Minutes for March 17: Tom moves to accept as-is, approved unanimously.

New Logo: Incorporated Route 66 icon & shield, we looked at color (purple/black/orange) and BW version; everyone seemed to like it. Motion to accept logo: Tom, Alex seconded, accepted unanimously. Amy will finalize art and send to Misty asap.

Budget for 2010: \$367,606.87; under-budget by approx \$38,000. Misty to adjust for submitting budget to city (right of way and corporate ID budgets will be raised to balance out budget). According to MDP, we can move 10% of budget total to another budget category. Budget will be balanced and re-presented next meeting; Misty will add Web site redesign to corporate ID budget. If we receive all assessments, we will have a budget surplus at year end; we may have \$100,000 to \$140,000 to start 2011 depending on if we spend over budget and if all assessments come in (we need the money to carry us through the first 4 months of each year; for instance, our money for 2010 has not been released yet). Misty has been trying to find out the status of the money; Lincoln Hts BID has also not received funds.

Tree trimming: quote from TLC \$17,700; LA dept of street services quote: 4-person crew w/ equipment in public right of way: \$1,416 per day; (63 ficus, 31 sycamores, 1 Chinese elm), they estimate they can trim 4 trees per day (spread over time, on their schedule), total over \$33,000. City tree trimming is on 12-year plan. Ask TLC to trim half of trees (ficus, palms & sycamores) this year, half next year? Develop maintenance plan over 10 year lifespan of BID, so we can figure out a monthly budget item for trees. Check to make sure Chrysalis is watering sycamores weekly; ficus & palms don't really need as much maintenance. We cannot remove ficus. We will look at new plan in May, and hopefully approve at that time.

Nomination Committee for NFA board: Tom to chair committee, put together list, vote in mid-Sept. (requirements of board rules). Election calendar to be finalized by May meeting.

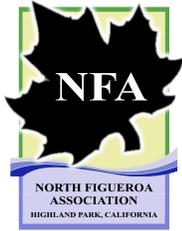
Annual meeting scheduled for Nov 17, 2010 (results announced then).

"Premiere in a Box" asking for donation for fundraiser: \$100 line producer donation voted unanimously. Motion by Steve, seconded by Bill.

Bulk mailing postcards for Farmers Market, also introducing new logo. \$400 printing (5,000), postage for 5,000--\$850 for bulk mail postage (to 90041-90042, possible to do 90065?; Misty to get estimate; figure approx \$2,200). Need to allocate a new budget item for promotion costs. Authorize \$4000 for marketing? Motion by Bill, Alex seconded, voted unanimously.

Meeting adjourned: 12:15 pm

Next meeting: Wed May 19, 11 am.



# North Figueroa Association

## Board of Directors Meeting

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### Meeting Agenda

- I. Call to Order
- II. Public Comment
- III. Approval of Minutes of April 21, 2010
- IV. Introductions
- V. Discussion and Action Items:
  - i. Budget
  - ii. Office of Beautification Update
  - iii. Tree Trimming
  - iv. Webex
  - v. Highland Theater Lighting
  - vi. Revote for assessments
- VI. Other Business
- VII. Adjournment-

Next Meeting: Wednesday, June 16 at 11:00 p.m. Oldla.webex.com

### **We have important agenda items.**

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## North Figueroa Association Board Meeting

Tue May 18 2010, 11 am via Webex

In attendance: Steve Homel, Misty Iwatsu, Elizabeth Wilson (Chrysalis), Amy Inouye, Bob Akhavan, Tom Wilson

Minutes from April meeting unanimously accepted as posted.

### REPORTS:

Elizabeth: Peace March cleanup OK (Michael Homes stepped in for Oscar to supervise), Oscar Enriquez due back from vacation soon.

Misty: Passed out info on farmers market at Peace March community fair (Sun. May 16). Office of Community Beautification has been providing our trash bags (55 gal, 30 MIC, clear) and graffiti paint-out paint (approx \$21,000 to \$36,000 per year). This item has been on the city's chopping block; Misty (and other BID representatives) went to City Hall to lobby for keeping these supplies. It is either going to be partially or fully funded (for now). Chrysalis is also meeting w/ Office of CB to discuss this issue. We do have some money in contingency in case we do need to help pay for supplies, but hopefully the city will agree to pay for these supplies in consideration of all the money a BID saves them and services the BIDs provide. Tree Trimming: Tree-trimmers gave us an estimate of \$150 per tree (total of approx \$10,000 per year). City tree trimming services will be cut back from their current 12-to-15 year cycle. Bob suggests that we offer to property & business owners to help pay for trimming or additional services. We will see if we have budget to pay for this (balance this expense with possible added expense of bags and paint). BTW, we do not pay for dumping as other BIDs do, and we try and reuse bags whenever possible. Misty negotiated a lower rate on Webex.

Amy: Explanation of Relighting Highland Theatre & Figueroa Street historic signs project. We will take donations of \$19.24 per bulb to sponsor a bulb for a period of 5 years. We will also accept umbrella donations to help pay for Manning sign restoration, then possibly Highland Hotel, etc. As a 501(c)3, we can offer tax-deductible status to donations; NFA will also function as fiscal receiver. Tom made motion to include NFA as sponsor of the lighting program, Bob seconded, approved unanimously. Amy will keep everyone posted with progress.

### BUDGET

Formal motion made to not increase assessments for 2010-2011, Tom made motion, Bob seconded, unanimously passed.

We have received \$187,000 from city (this is half of money due). Assessors office has laid off employees, so disbursements are now taking about 6 months to process. Bottom line is we need to watch money because of this, but we are anticipating lag in processing time and will be diligent.

Budget: Started year with \$187,000; current balance is approx \$70,000; payables are approx \$10,000. We are receiving approx \$189,000 (balance of assessments collected in Dec 09) soon. Clarification by June meeting.

Meeting adjourned 11:50 am

Next meeting: June 16, 11 am via Webex



North Figueroa Association

Wednesday June 16, 2010 \* 11 am via Webex

In attendance: Steve Homel, Misty Iwatsu, Amy Inouye, Elizabeth Wilson (Chrysalis), Bill Vasquez, Lynelle Scaduto (CD1, new field deputy), Dennis Mealey (Post), Tom Wilson

## REPORTS

Lynelle (CD1)--events: Summer Night Lights in HP, 3pm to midnight, starting this Friday at HP Rec Center.

Elizabeth: Natividad has retired, has a serious illness and has been replaced. We will contribute to a fund that Chrysalis is starting for him. May—952 trash bags picked up, 22 tags, 56 bulky items.

Dennis: A lot of activity on Fig lately; including window-smashed. Hours still being rotated. CVS parking lot/bar traffic/late night noise-related problems. Trespass-arrest forms still being circulated to be signed by business owners (approx 50% done to date). While they are working on signed forms, they are also doing a business survey that we will use for a district map brochure. 7-11 accounted for nearly half the service calls, there are new owners.

May 2010 minutes reviewed, approved unanimously.

Amy: Route 66 Corridor mapping project meeting. National parks dept. office involved in Route 66 is going to do a survey of Route 66 and Historic Route 66 in California and will be conducting a selected survey of resources. We are lobbying for them to choose Highland Park as one of the study subjects; will hear in a couple of months. In any case, they are a resource for Route 66-related tourism, grants, etc.

Historic signs of Figueroa St. update: we (Amy & Nicole Possert) are still working on the logistics. Lynelle from CD 1 offered help from CD1

Also discussing street improvements—bumpouts and diagonal parking, LANI might have monies available.

## AGENDA

Budget:

There has always been a six month delay in processing; now staff has been cut to 1 person for ALL BID assessments.

City clerk's office has assessed \$299,962, total paid to date \$261,238

Government assessments \$61,644 which has all been paid.

We can now ask for \$106,065 (private assessments, collected thru April for Dec). We are expecting a total of \$322,000 eventually (it's being processed).

Currently our expenses are approx \$22,000/month.

We think if we are diligent, we have (and are expecting collected & owed) money thru next May. Bill suggests we apply for a line of credit as back-up. Misty will check on city contract to see if this is OK. We all agreed this is a good idea.

Defaulted (uncollected) taxes from 2003 to 2008 approx. \$25,000. Buildings may have been sold and we should be collecting back taxes on those. Misty will talk to city clerk's office about this.

Total budget for year \$375,000; city collected approx. \$325,000. We have accounted for difference so we feel we are in great shape.

Beautification update:

Partial funding (approx half) for trash bags; they are looking for other funds so they can continue to provide trash bags and graffiti supplies. We may have to contribute to make up difference.

Tree trimming:

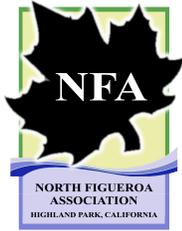
Since our cash flow is inconsistent, we will move tree trimming decision to fall when we have money in the account.

Board elections: Tom will chair nominations, need to have slate done before Sept meeting.

Meeting adjourned 11:55 am

Next meeting: September 15, 11 am via Webex

Have a great summer!



# North Figueroa Association

## Board of Directors Meeting

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  - d. Phantom Galleries
  - e. San Diego Conference
  - f. Farmers Market Update
    - i. Sales
    - ii. Branding
    - iii. Haunted Harvest
  - g. Branding
    - i. Posters
    - ii. Vehicle Logo
    - iii. Trash receptacle logo
  - h. Financial
    - i. Budget
    - ii. Reimbursement
- VI. Other Business
- VII. Adjournment-Next Meeting: Wednesday, October 20 at 11:00 p.m. Oldla.webex.com

### **We have important agenda items.**

Please RSVP to: Misty Iwatsu at 323-255-5030 or at mistyli@aol.com

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## North Figueroa Association

Board Meeting Wed Sept 15, 2010, 11 am via Webex

In attendance: Steve Homel, Amy Inouye, Misty Iwatsu, Elizabeth Wilson (Chrysalis), Nina Preciado (LAPD), Alex Rudisky, Lynnelle Scaduto (CD1),

Chrysalis: August removed 1,035 bags = 23,805 lbs. Remove 43 tags, 31 bulky items.  
How are we doing on trash bags? Our supply has been halved by the city so we need to purchase some. Chrysalis found a price of \$29 or \$39 per box of 150 trash bags

Nina: Corridor has been pretty good; robberies behind Chase bank mentioned to Nina, not reported to LAPD (2 males Hispanics), one for \$300, one for \$2000. Lotto scam—man & woman in nice SUV, approach older Hispanic women—and ask for help to claim their ticket because they are illegals. If the person will trade in their supposed winning ticket for them, they ask the person to give them money to insure they will return w/ the winnings. Has happened in the past regularly, then not so much, now reports of it happening again. Attempted kidnapping of middle school girl Fig & 60<sup>th</sup>, happened last week, light blue van. Graffiti down. **Anything to do w/ graffiti, report to Officer Marco Briones (send photos of tags, w/ date, time, location to 31635@lapd.lacity.org)**. Additional footbeat officers have been patrolling, activity down, arrests up. Vehicle burglar caught in sting operation last Fri., responsible for over 30 crimes. Vendor task force has shut down some illegal food vendors (expected to return).

Lynnelle: Working w/ HHPNC for outreach campaign for the AS library. Library gets tagged all the time, looks messy--working on ways to outreach (neighbors on Piedmont, rec center). Replace damaged planters, clean up. Tagging happens mostly on the walls, not the rocks (very hard to clean), library has matching paint—NFA will pick it up from Doris (librarian) so Oscar can do paint-outs. Work w/ neighbors, students, schools and parent groups to inform them and ask for help to report damage and questionable activity. "Paseo Figueroa" signs—we don't know much about the origins, should signs come down? Can make new NFA logo signs in metal to replace? Lynnelle to find out about specs, etc. Status of new construction behinds Franks Camera—project on hold, still looking for new financing, have asked for an extension, community concern still very high. CD1 working on their official statement on the project. Old SPB bldg status: City owns the bldg., will be cleaned (complaints about dirt, smell), plans to develop bldg. are in process, will involve asbestos removal so will be expensive and time-consuming. NFA will pressure-wash bldg.

Misty made presentation about NFA at HP Chamber of Commerce meeting in Aug. Helped to inform different factions from HP. In the future, Lynnelle and Misty to make presentations together to neighborhood groups to create more awareness about the business district.

June minutes approved by Alex, Steve, Amy (need one more board member to make it official, Misty to email other members)

Elections: Need to officially nominate slate—need board members to approve the Memo before it goes out. Election letter will then go out to property owners. New nominations requested, can be added. Lynnelle may have suggestions for new board members: need to be property owners (can also have non-voting non-property owner members, like business owners) in the district, in good standing w/ their assessments, willing to attend meetings and actively participate. Committees are developed as we need them.

Beautification: Cut our supply of trash bags in half. Need to find money (approx \$4000-\$4500 per year) to help pay for bags. We use 15-17 boxes per month. So far they are still supplying graffiti supplies, but that may change in 2011.

Route 66: National Park Service Route 66 Corridor Preservation grant received to help restore MANNING COFFEE STORE sign on top of Las Cazuelas, and replace bulbs & install timer on Highland Theatre sign. Fund-raising campaign needs to kick off soon. Lynnelle to work w/ Amy, Misty & Nicole Possert on ideas for fund-raising and promotion.

Phantom Galleries: rename to Old LA Window Galleries—w/ temporary art installations like Phantom Galleries. Stuart Rapeport to work w/ Bob Akhavan on the first one. We will look for other artists to coordinate other windows.

San Diego Conference: Marco running half day conference for BIDs (\$70 admission—NFA to pay). Fri. Sept 24.

Farmers Market update: 2010--\$122,000 gross; net \$10,000 (includes market dollars, EBT, foodstamps). After expenses (\$300-400 per week), TBD. Getting close to breaking even. Mass mailing to be done (Misty working on it), Haunted Harvest Festival coming up. CD1 can put market on their weekly newsletter and community calendar. Misty working on other promotional ideas.

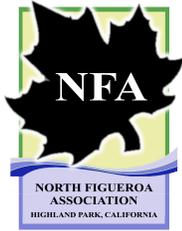
Branding w/ new logo: Misty creating posters for store windows (LAPD, fire station, rec center, library, CD1) to have security #, maintenance #, farmers market; T-shirts are being worn by Chrysalis, placards on trucks, placards for trash cans to be created, new metal pole signs to be created.

\$356,000 just received by city from assessments (assessment office has only one employee). Can we expedite? Money is 6-7 months late.

Next Webex meeting: Oct 20, 11 am. **Please use non-toll free number to call in to save NFA money.**

Annual meeting: Nov. 17, in person. Location TBD.

Meeting adjourned: 12:13 pm



# North Figueroa Association

## Board of Directors Meeting

### Tentative Agenda and Notice of Meeting

Date: Wednesday, October 13, 2010

Time: 11:00 p.m. – 12:00 p.m.

Location: Oldla.webex.com

Log into oldla.webex.com and follow directions

Board Members:

Steve Homel, President	Robert Akhavan- Design Chair
Tom Wilson, Vice President	Alex Rudisky- Operations Chair
Bill Vasquez, Treasurer	Amy Inouye, Secretary

### Meeting Agenda

- I. Call to Order
- II. Public Comment
- III. Approval of Minutes of September 13, 2010
- IV. Introductions
- V. Discussion and Action Items:
  - a. Elections
  - b. Route 66- Grant
  - c. Phantom Galleries
  - d. Farmers Market Update
    - i. Sales
    - ii. Branding
    - iii. Haunted Harvest
  - e. Branding
    - i. Posters
    - ii. Trash receptacle logo
  - f. Financial
    - i. Budget
- VI. Other Business
- VII. Adjournment-Next Meeting: Annual Meeting, Wednesday, November 17 at 11:00 p.m. Good Girl Diner, 110 N. Ave. 56, LA, CA 90042

### **We have important agenda items.**

Please RSVP to: Misty lwatsu at 323-255-5030 or at [mistyli@aol.com](mailto:mistyli@aol.com)

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## North Figueroa Association Board Meeting

Wed Oct 20, 11 am via Webex

Meeting called to order 11:03 am

In attendance: Steve Homel, Amy Inouye, Alex Rudisky, Elizabeth Wilson (Chrysalis), Misty Iwatsu, Tom Wilson, Dennis Mealey (Post), (Bill & Bob not in attendance, out of town)

Minutes of Sept 13 meeting approved unanimously

ELECTIONS: vote to approve slate (motion to approve slate—current board members—Tom Wilson, 2nded by Alex, voted unanimously). Slate will be sent out by Misty

### REPORTS:

POST—Hours are alternated, seems to be helping. Lots of transient & panhandling activity, parking lot at CVS, “semi-peaceful”, 7-11 ownership change has also helped some, # of calls reduced. Hours changed to more daylight so patrols are more visible. LAPD—reported attempted kidnappings (alley behind Ave 60 recent situation) so Post is patrolling alleys and residential more often.

CHRYSALIS—1009 trash bags in Sept (23,207 lbs), 61 graffiti tags removed (images sent to LAPD), 31 bulky items removed. Chrysalis now ordering 5 cartons per month trash bags for us at wholesale rate (to make up for shortage of bags supplied by Beautification), council office looking for alternate funding for trash bags. Hours changed to more daylight, business hours so there is more visibility,

LANI grant for pressure washing being submitted for 2011. City is no longer letting us dump for free, so Chrysalis has ordered 4-yard dumpster w/ pickup 3X week behind Steven’s property. We need to track if this is sufficient, etc.

LAPD Security meeting Thu night @ Monte Vista—Misty will attend.

ROUTE 66—Fundraising campaign kickoff! Misty to mail copies of the flyer to all board members and NFA partners. NPS Route 66 Corridor program has been doing a mapping project including parts of Highland Park.

LANI Ave 57 Transit District Plan—LANI received grant for study, Misty talking to them.

“PHANTOM GALLERIES” concept—Bob Akhavan talking to Stuart Rapeport about doing an art installation in vacant storefront. We would like to expand this concept to other vacant spaces. Property owners can be paired with artists for rotating shows every 2-3 months. We can present idea to property owners at Nov mtg.

FARMERS MARKET—food stamp program has brought new revenue to market. Program for Occidental students to show ID and receive free market dollars. We are still subsidizing market, but it seems to be getting better. Actual expenses are approx \$1,000 month (budget item is for approx \$2000 per month). Next week will be Haunted Harvest Festival event at the market.

BUDGET & ASSESSMENTS--Money recently received from city—from assessments \$329,783; we will have actual figures and accounting at Nov meeting so we can anticipate upcoming expenses.

NFA BRANDING—Ad campaign in Blvd. Sentinel—half page each month features a farmer and craftperson or food vendor. We are also preparing postcards featuring each vendor to distribute for cross promotion. Posters and trash receptacle signs are coming in soon. Misty will be working on redesigning oldla.org web site.

2011 CONTRACTS—Maintenance (Chrysalis)—same contract as 2010 (\$8,200 mo.)—motion to approve by Tom, 2nded by Alex, voted to renew contract for one more year at current rate, passed unanimously.

Security (POST)—12 hours/day; 7 days; 16 hrs day on Tue=\$7,150; going to 16 hrs/day; 7 days=\$8,150. Dennis will report back on going 14 hrs/day; 7 days. Motion to contract with POST as-is (12 hrs/day; 7 days +4 extra hrs on Tue ) by Tom, 2nded by Amy—vote to approve unanimously. Amended to run for one year, voted unanimously.

Annual in-person meeting Wed. Nov 17 at 11 am, Good Girl Dinette, 110 N. Ave. 56.

Meeting adjourned 12:06 pm



# North Figueroa Association

## Annual Meeting Board of Directors Meeting

### Tentative Agenda and Notice of Meeting

Date: Wednesday, November 17, 2010

Time: 11:00 p.m. – 12:00 p.m.

Location: Good Girl Dinnette

110 N. Ave. 56

Los Angeles, CA 90042

Board Members: Steve Homel, President  
Tom Wilson, Vice President  
Bill Vasquez, Treasurer  
Robert Akhavan- Design Chair  
Alex Rudisky- Operations Chair  
Amy Inouye, Secretary

### Meeting Agenda

- I. Call to Order
- II. Public Comment
- III. Approval of Minutes of October 20, 2010
- IV. Introductions
- V. Discussion and Action Items:
  - a. Maintenance
  - b. Security
  - c. Route 66- Grant
  - d. Scenic Byway Program
  - e. Farmers Market Update
    - i. Staff & Sales
    - ii. Advertising & Branding
    - iii. Haunted Harvest
  - f. Branding
    - i. Posters & Trash receptacle logo
  - g. Elections
  - h. Financial
    - i. Budget
- VI. Other Business
- VII. Adjournment-Next Meeting: Wednesday, January 19 at 11:00 a.m. Via videoconference on [oldla.webex.com](http://oldla.webex.com)

### **We have important agenda items.**

Please RSVP to: Misty Iwatsu at 323-255-5030 or at [mistyli@aol.com](mailto:mistyli@aol.com)

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## North Figueroa Association Annual Meeting

November 17, 2010, Location: Good Girl Dinette, 110 N. Ave. 56

In attendance: Nina Preciado (LAPD), Bobby Hill (LAPD), Lynelle Scaduto (CD1), Christopher Nyerges (farmers market manager), Joe (co-manager), Saul Ruiz & Dennis Mealey (Post), Rick Stott & Elizabeth Wilson (Chrysalis), Eugene Van Cise (city clerk office), Steve Homel, Alex Rudisky, Amy Inouye, Misty Iwatsu, Diep Tran (owner, Good Girl)

Meeting called to order 11:10 am

Delicious lunch from Good Girl included spring rolls, eggrolls, chicken baguettes, mushroom baguettes, garlic fries, chocolate cakes

Reports:

LAPD (Nina Preciado, senior lead officer & Ofcr Bobby Hill, senior lead officer Echo Park): Nothing serious occurring, thank you to POST for their help. LAPD is getting calls about dim lighting in the corridor and also tree trimming. There are 4 bicycle officers that sometimes patrol our area (depends on problem spots). Recently there have been burglaries in Mt Washington. Someone is dumping pallets illegally so we are asked to report license plate #s or descriptions if we see anyone doing this (email or call LAPD). Lottery scammers seem to have gone. Kidnap suspect was caught due to a citizen reporting a license plate #. New officer monitoring graffiti is Adam Maceda. Library gets tagged all the time, they have their own clean-up policy. NFA will work out an agreement to help handle paintouts at the library if they provide the paint, which their Friends group will possibly pay for. Lynelle will help with this. LAPD has done some sting operations to catch taggers. When NFA sets up the wifi, there will be 2 cameras that we can perhaps place at the library. Thank you Nina for a great job.

Lynelle Scaduto, field deputy CD1: Also reports concerns w/ lighting and tree trimming. For lighting, we need to report specific lights that are out. For tree trimming, it is only trimmed if the tree is dead or dangerous. Property owners can handle trimming but need permits. Tree trimming is on the NFA agenda. Neighborhood council reports concerns about the Sycamore Grove tunnel and alleys off Figueroa. These would be specific areas to monitor with wifi cameras. There may be some funds available in 2011 to "green" some areas that need attention such as alleys. There is reward money available to catch illegal dumpers. This has been a particular problem near the apartment building on Monte Vista between Ave 58 & 59. CD1 is drafting a letter to send to residents. CD1 is working on a new location for bulky item collection and will let us know.

Eugene Van Cise, city clerks office: NFA is set until 2019 with BID paperwork. Thank you Eugene for help with our renewal process.

Chrysalis (Rick Stott) provides transitional training and is a nonprofit that provides maintenance services for 11 BIDs. They praised Oscar in particular for his great work for NFA (we concur). They are submitting a proposal to increase their rate so they can add benefits for Oscar.

POST (Saul Ruiz, Dennis Mealey): the corridor has fewer transients; they have walked the corridor and spoken to all business owners. New owners at 7-11 have fewer problems or at least don't call POST as often as before; CVS parking lot problem has been mitigated by owners posting TOW warning signs and sometimes towing cars away. Post & Oscar attended illegal dumping enforcement training. Post says tagging has slowed down; they have been photographing tags and emailing to LAPD.

Amy Inouye: Gave a report on the Relighting of the Historic Signs of Figueroa Street project which is a grassroots campaign to raise money to relight the Highland Theatre sign and restore the Mannings sign above Las Cazuelas. The project has received a grant from the National Park Service Historic Route 66 Corridor Preservation Program. Misty also spoke about the NPS survey including historic resources in the BID, the Scenic Byways program, the LANI grant that will be contributing to improvements in the BID, and the city bike lane program that is being developed that may affect the corridor.

Christopher Nyerges, Farmers Market manager: The market has been operating for almost 5 years now, with 30-40 vendors. Joe is the new co-manager. Post has been very helpful with security at the market. Attendance has been increasing; the Halloween event this year was super-successful. New people are still discovering the market. Our growers are not necessarily organic but it is all farm grown and Christopher has been vetting them and checking their Dept. of Agriculture credentials because of recent farmers market undercover reporting. Consumers are getting smarter about shopping at farmers markets; other market managers need to be more diligent, which will be good for the farmers market movement in general. For craft vendors, they must make their products; this is also verified by Christopher. Misty has instituted an ad campaign with ads in the Boulevard Sentinel, and postcard trading cards featuring vendors. The market employs a couple of "street youth" to help w/ the market and distribute literature, etc.

Budget: the market is exceeding financial expectations so far and is under-budget.

Branding: Misty has been working on placing our new logo on posters, postcards, trash cans, etc. We are looking into new signage all along the corridor. Annual meeting attendees received a new logo purple Tshirt.

2011 Board Elections are postponed until January. Mailing is being prepared and will be sent out to property owners.

Complete budget reports are included in meeting agenda.

This is the last meeting of 2010. Next meeting in January via Webex. Happy holidays everyone!