

HISTORIC ROUTE



Annual Report 2020

NORTH FIGUEROA ASSOCIATION · OLDLA.ORG

North Figueroa Association

HIGHLAND PARK

CLEAN



CHRYSALIS

ENTERPRISES



Supervisor– Alex Huesca



Trash Bags Picked up 9,563
Graffiti Tags Removed 1,540



Bulky Items Picked up 408



Pressure Washing Hours 88



Trash Weight in lbs 219,949



Pressure Washing is 1st Thurs./month

PERSONNEL

- GSSi has continued to maintain an experienced and dedicated security team in Highland Park.

TRAINING

- Security officers trained in community-specific issues
- Increased inspections by GSSi management

COMMUNICATION

- Increased visibility and client relations activity accomplished by deployment of additional vehicle patrol
- GSSi management increased in-field client contacts

- Patrol Call for Service 291
- Patrol Client Contacts 4,180
- Public Contact 3,721
- Graffiti Reported 93
- Vehicle Patrol Hours 8,189.5
- Foot/Bike Patrol Hours 520




Safe

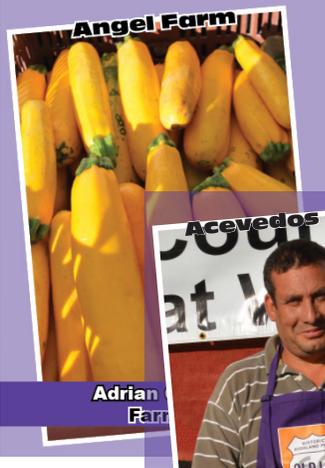
Old L.A.
Certified
Farmers Market

**N. Figueroa &
Ave. 58**

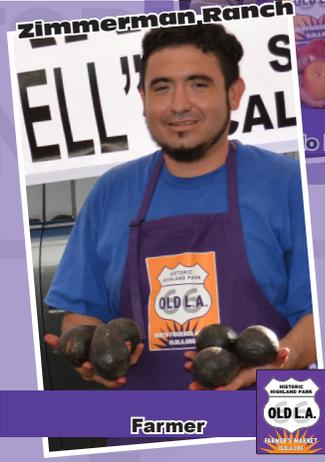


Open
Tuesdays 3 - 7 pm

Old LA CFM



**Adrian
Farmer**



Farmer



**Manny & Cindy Caldera
Farmers**

**Old L.A. CFM Guidelines for
Coronavirus (COVID-19)**

The North Figueroa Assn. knows that access to Fresh Produce is important to our community. Currently we are able to provide the Old L.A. Farmers Market as an open air Essential Service. Please be respectful of others and adhere to the strict guidelines provided with your safety in mind.

- Social Distancing will be strictly enforced, maintain a distance of **Least 6 feet**
- Mandatory Face masks must be worn at **ALL TIMES**
- No Sampling
- Wash all produce before consumption
- If touching product, you **MUST** sanitize hands
- Wash Hands with soap/water for 20 Seconds or hand sanitizer
- **STAY HOME**- If you are feeling sick
- No eating or drinking in the market
- Support Local Farms
- Market Match up to \$30 with your **cal fresh**

323.449.4100

@OLDLAFarmersMarket

#Highland Park Old L.A. Farmers Market



update 1/25/21

cal fresh EBT
BETTER FOOD FOR BETTER LIVING
**Market Match
Accepted Here**

Total CalFresh Distributed \$28,712
Total CalFresh Transactions 1346
Market Match Distributed \$26,276
Total Market Match Transactions 1280

Highland Park PBID

Designed by Misty Matsui ©2018



North Figueroa Assn. Board of Directors

Tom Wilson
President
Property Owner

Stuart Rapeport
Vice President/Treasurer
Property Owner

Amy Inouye
Secretary
Future Studio

Gina Alza
Property Owner

Gustavo Alza
Property Owner

Richard Calderon
Property Owner

Dalton Gerlach
Property Owner

John Harb
Security Chair
Property Owner

Dennis Hernandez
Property Owner

Irene Holguin
Arroyo Vista Family Health

Alex Rudisky
Property Owner

Misty Iwatsu
Executive Director

Contact the NFA 323-255-5030,
fax 323-257-1036 or website: oldla.org

Calendar of Events 2021

January 26	Board of Dir. mtg
February 16	Board of Dir. mtg
March 16	Board of Dir. mtg
April 20	Board of Dir. mtg
May 18	Board of Dir. mtg
June 15	Board of Dir. mtg
July	No Meeting
August	No Meeting
September 21	Board of Dir. mtg
October 19	Board of Dir. mtg
November 16	Annual Meeting
December	No Meeting

Meeting: monthly on the third Tuesday
No meetings: July, August & December

Time: 10:00 am

Currently meeting are on zoom in meeting
with the CA Governor Newsom Executive
Directive. Meeting information on [www.
OldLA.org](http://www.OldLA.org) website.

Contact us:
Misty Iwatsu, Executive Director
323-255-5030

NFA Goals

- Provide Educational, Cultural, Artistic, Charitable, Social Service and public improvements.
- Increase economic well being for property owners, employees and businesses.
- Provide improvements and activities to assist in economic and commercial revitalization.
- Provide clean, safe and beautification programs to improve economic prosperity for property owners, businesses and the community.
- Bring about investment of public and private capital within the Business Improvement District and surrounding area for public benefit and charitable purposes.

Mission Statement

North Figueroa Association is the management organization for the Highland Park Business Improvement District and is an advocate for the North Figueroa Property owners by empowering and aiding in the stimulation of growth, development, revitalization and maintaining the historic value of the North Figueroa Corridor.

The North Figueroa Assoc. will support an environment in which stakeholders can conduct commerce, live and play.

North Figueroa Association
Profit and Loss Budget Overview
January through December 2021

	Jan - Dec '21
Ordinary Income/Expense	
Income	
Assessment Collection	599,613.00
Total Income	599,613.00
Expense	
Sidewalk Ops & Beautifica...	578,000.00
Dist. ID, Org, Cont/Reserve	142,440.69
Total Expense	720,440.69
Net Ordinary Income	-120,827.69
Other Income/Expense	
Other Income	
Non Assessed Income	120,827.69
Total Other Income	120,827.69
Net Other Income	120,827.69
Net Income	0.00

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