



# Old L.A. News

Issue 4 2023

[www.OLDLA.org](http://www.OLDLA.org)

Publication of the North Figueroa Association



## North Figueroa Association

Highland Park Business Improvement District  
Website: [oldla.org](http://oldla.org) Email: [Misty@oldla.org](mailto:Misty@oldla.org)  
Office: 323-255-5030 Fax: 323-257-1036

**North Figueroa Association**  
Board of Directors

December 7, 2023

**Tom Wilson**  
President  
Southwest Shopping Centers

Dear Fellow Property Owner,

We are in the process of renewing our Highland Park Business Improvement District, which expires next year. Our BID is so vital to our community. We can't afford to let it expire.

**Stuart Rapeport**  
VP /interim treasurer  
Property Owner

The primary focus of our BID is to keep North Figueroa clean and safe—our security teams patrol day and night to help support businesses, shoppers, and residents safe. Our crews are blowing and sweeping the street, steam cleaning the sidewalks, removing trash, and painting out graffiti. This year alone, we removed 10,097 trash bags weighing 227,891 lbs., 1,011 bulky items, and 1,586 graffiti tags. Can you imagine what North Figueroa would look like if these services were to stop?

**Amy Inouye**  
Secretary  
Future Studio

**Gina Alza**  
Board Member  
Alza, MD

Our board comprises volunteer property owners like yourself interested in making their businesses and tenants thrive. The new stores and restaurants that have opened, the reduced crime on the street, and the overall appearance of North Figueroa show that our 22 years of work have paid off. We need to keep that going.

**Gustavo Alza**  
Board Member  
Alza Properties

**Richard Calderon**  
Board Member  
Crown Reina Insurance

We all worked hard during the COVID-19 years to keep our businesses alive. We cannot let that go to waste. We have to support the renewal of the BID.

**John Harb**  
Security Chair  
Angelus Properties

We urge you to sign the petition and vote "YES" when you receive a ballot to vote for the renewal of our longtime and influential BID.

**Aron Harkham**  
Board Member  
Aire Capital

Feel free to email or call me at (310) 478-8757 if you want to know more about the North Figueroa Association. We are all in this together, and we look forward to working alongside you in the years to come.

**Alex Rudisky**  
Property Owner  
Board Member

Sincerely,

*Tom Wilson*

Tom Wilson, Volunteer President of the North Figueroa Association  
North Figueroa Property Owner

**Misty Iwatsu**  
Executive Director  
North Figueroa Assn.

[President@OldLA.org](mailto:President@OldLA.org)



## Security

### Q4 2023

Patrol calls for service	67
Patrol BID contacts	1,501
Public contacts	749
Vehicle patrol hours	1,488



## Maintenance

### Q4 2023

Trash Bags (removed)	2,592
Trash weight lbs	59,616
Graffiti tags removed:	439
Bulky items:	268
Pressure Washing hrs	24

## Calendar 2023

January 17- Board of Directors mtg  
 February- Dark  
 March 22- BOD Mtg  
 April 18- BOD Mtg  
 May 16- BOD Mtg  
 June 20- BOD Mtg  
 July- Dark  
 August- Dark  
 September 19- BOD Mtg  
 October 17- Annual Meeting  
 November 21- BOD Mtg  
 December- Dark

All board meeting are in person at the Highland Park Rec Center at 6150 Piedmont Ave, Los Angeles, CA 90042 at 10 a.m. unless otherwise noted. Please check the OldLA.org website for updates.

Any property owner interested in becoming a board member please contact us at: Misty.Iwatsu@OldLA.org or call 323-255-5030.

## 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 Assn. Board of Directors

**Tom Wilson**, President  
 Duckett Wilson, Property Owner

**Stuart Rapeport**, Vice President/  
 Treasurer  
 Property Owner

**Amy Inouye**, Secretary  
 Future Studio, Property Owner

**John Harb**, Security Chair  
 The Shop, Property Owner

**Gina Alza**  
 Alza, MD, Property Owner

**Gustavo Alza**  
 Alza MD, Property Owner

**Richard Calderon**  
 Reinas Insurance, Property Owner

**Aron Harkham**  
 Aire Capital, Property Owner

**Alex Rudisky**  
 Property Owner

**Misty Iwatsu**, Executive Director

Contact: 323-255-5030

**Visit: [www.oldla.org](http://www.oldla.org)**

## Annual Budget 2023

<b>Public Right of Way</b>	\$521,940 (77%)
<b>Corporate Identity &amp; Organization</b>	\$153,000 (23%)
<b>Total Annual Budget</b>	\$674,940 (100%)

## 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.

## How You Can Help

You can help keep the district clean, safe and pedestrian friendly by:

- Making sure your businesses do not place their trash in the sidewalk receptacles. These receptacles are for pedestrians only.
- Keep windows & awnings clean
- Take down any old, torn or faded signs or banners.
- Sweep your store front. While the crews sweep the streets, they do not sweep private property
- Post store hours in windows.
- Call security with concerns. The number is: 800-350-1944. Report to LAPD, as well.