



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING**

March 4, 2015

#### **Board of Directors**

Eric Bender, Alex Capriotti, Robert Cushman, Robert Hanasab, Steve Hathaway, Richard Stockton, Simon Ha, Peklar Pilavjian, Carol Schatz, Cari Wolk

#### **Absent**

Barry Altshuler, Travis Addison, Barbara Bundy, Jim Bonham, Richard Costanzo, David Damus, Sauli Danpour, Clare De Briere, KC Yasmer, Adele Yellin, Peter Zen

#### **Staff**

Jeff Chodorow, Nick Griffin, Suzanne Holley, Lena Mulhall, Ken Nakano, Elan Shore, Jessica Whaley

#### **Guests**

Michael Czarcinski (as alternate for Peter Zen)

#### **CALL TO ORDER**

Pilavjian called the meeting to order at 8:36am without a quorum. Quorum was reached at 8:44am.

Nakano Reported:

#### **Safety:**

Problem Areas:

##### **5<sup>th</sup> & Hill**

An increase in panhandling and narcotics activity has been observed at 5<sup>th</sup> and Hill so additional bike, foot and T-3 patrols have been assigned to this area. LAPD has also been focusing resources into the area. The DCBID Operations committee has asked to see if the Sheriff's department representative for the Metro details would attend the next Operations Committee meeting.

##### **7<sup>th</sup> Street – Hill to Figueroa**

Increased quality of life issues occurring along this corridor has prompted both our safety units and LAPD to increase patrol activity in the area. LAPD has been putting out plain clothes officers who have been working an aggressive panhandling task force. This has led to one arrest at Bottega Louie's. In meetings with Captain Oreb, he has promised that he will continue to focus resources along 7<sup>th</sup> Street and added that the Senior Lead Officers will obtain training in order to work this plain clothes detail in the future.

	<u>January 2015</u>	<u>February 2015</u>
Calls For Service	2,835	2,057
Self Initiated Calls/Incidents	6,998	7,889
LAFD Assists	10	6
LAPD Assists	14	22
Misdemeanor Incidents	970	1,023
Felony Incidents	8	10
Quality of Life Incidents	2,380	2,393

**Maintenance:**

Planning for tree trimming in 2015 has begun and is currently being slated to commence at the beginning of May. This year we anticipate trimming approximately 308 trees.

The maintenance team took possession of two newly leased Tennant M-20 Sidewalk scrubbing machines. Previously we had leased one scrubber (which uses water) and one sidewalk sweeping machine (which does not use water), however once the lease expired we replaced the sweeping machine with the scrubber to improve cleaning. We are also changing the scheduling of the machines to ensure that they are used to their maximum efficiency.

**BID ACTION:**

Our outreach team has been focusing on attempting to assist several subjects that are currently encamping in the area of Hope and General Thaddeus Kosciuszko Way (K-Way). This stems from numerous complaints (and our own observations) of a growing encampment area there. Unfortunately for now, the subjects that we have encountered there are somewhat service resistant. The team will continue to outreach services.

The BID ACTION team in February started administering the CES Survey (Coordinated Entry System). The CES Survey is a thirty-two page document which assists with assessing the needs of those living on the street in an attempt to find suitable housing. At the time of this report, the outreach team has made contact with 80 subjects in an attempt to administer the survey. Out of those 80, 9 have volunteered to take the survey while 71 have declined.

Suzanne added that DCBID is working with BOMA to develop an educational flyer for downtown tenants on homelessness. She indicated that we have also partnered with Exodus Recovery on utilizing their mobile response team to assist our homeless population who are at highest risk. Ken noted that we scheduled an Exodus unit to be set up in Pershing Square and notified several of our homeless residents of the opportunity. Counselors, nurses, etc. were on hand to assist with all aspects of treating these critical cases. The focus is to treat their urgent needs and get them on the path to housing. Unfortunately none of our homeless population attended.

Suzanne advised that we continue to work with PATH to execute a third party agreement to provide a multi-service mobile response team to outreach to the homeless population within the DCBID.

Hathaway indicated that he would be willing to distribute a one page flyer regarding homeless issues at the LAAC. Simon suggested giving a comparison like \$10 a day will house homeless.

Cushman asked Nakano about the status of the safety team as a result of the recent shooting by an LAPD officer. Nakano advised that there is an uptick in aggressiveness from the homeless. Cushman asked if LACAN or another organization was responsible for the increased aggression. Nakano did not indicate that it was any one particular

organization and that there were a number of contributing factors including Prop 47 which reduced penalties for a number of crimes resulting in the homeless population being increased with formerly incarcerated individuals.

Cushman also asked about the status of implementing body cameras. Nakano indicated that he is continuing to work with UPS and LAPD on gathering information on the logistics of using body cameras. He noted that the cost for a body cam is approximately \$400 but the questions to be addressed regarding their use include chain of custody, storage requirements, who gets access, etc. He said that once the information has been gathered, he will present it to the Operations Committee for evaluation. Cushman feels it's in the best interest of DCBID and safety team to look into implementing body cams.

### **APPROVAL OF MINUTES**

A motion was raised by Cushman to approve the January 7, 2015 minutes as presented. Bender seconded and motion was approved.

Pilavjian announced a change requested to the Board seats and asked the Board for approval. Peter Zen has requested that Michael Czarcinski represent The Bonaventure Hotel as Board member and that he replace Michael as alternate. Pilavjian asked for a motion to approve as presented. A motion was raised by Hathaway. Ha seconded and motion was approved.

Chodorow reported:

The Finance Committee was unable to meet to review and approve December financials; however Chodorow reviewed with Danpour, the Finance Committee Chair and no adjustments were made.

Year-end expenses were favorable by \$230K primarily due to lower public safety costs due to permanent saves in personnel staffing and permanent saves in depreciation expenses due to tenant improvement costs for the new service center being less than budgeted.

Suzanne advised that these would be the financials represented in the audited financials and if able to get Board approval of these numbers, we would be able to submit by May 1 without requiring another Board meeting to approve. Stockton raised a motion to approve the Financials as presented. Wolk seconded and motion was approved.

### **PRESIDENT'S REPORT**

Carol Reported:

On the CCA side:

- Great news, Councilmember Jose Huizar was re-elected with 65% of the votes. It was a huge concern for everything that CCA/DCBID has been working on.
- It was noted that all candidates endorsed by CCA were successful in the elections.
- CCA is taking a position on CD4 race.

Carol had a meeting with Chief Charlie Beck and other BIDS regarding street vending and increase in crime Downtown. The biggest concern is that legalizing street vending will result in streets becoming uncontrollable. The fashion district is a prime example of the effects of street vending. These street vendors are being referred to as micro-entrepreneurs. Chief Beck advised that he would speak to Councilmember Price and Wesson to make it clear that he does not have the resources to manage street vending and it will be very damaging to what has been accomplished in Downtown. Carol and the other BIDS were disconcerted to hear that the Chief Legislative Analyst, without any direction from the Economic Development Committee, started setting up community

meetings even though the results of the report have not come in. This is a first for the CLA themselves to push for something that the committee didn't give them direction to do.

CCA along with BIDS interviewed consultants and have selected Matt Rodriguez – El Monte to assist with a community organizing campaign against legalization of street vending. Carol asked the Board to commit to \$3,500 towards this effort.

Stockton asked if there is, or has there been discussed, a solution that works. Carol mentioned that they looked at NY and the success of its street vendors. She feels that whatever is done should be something that involves all of the stakeholders.

Stockton asked for clarification on whether our position is supportive of the NY style. Carol would like to put all efforts against legalization now and wait until we get to that point to address our position. Suzanne added that the CCA position letter regarding this did not state that we don't want this but instead pointed out the deficiencies of the ordinance.

Carol wrapped up stating that she would like to discuss more on this topic and asked the Board if they wanted a special meeting. The Board asked to receive written updates. Pilavjian asked for a motion to approve the \$3,500 as presented. Hanasab raised a motion. Cushman seconded and motion was approved.

Griffin Reported:

#### **GET URBAN: Creative/Tech/Office Initiative**

The Economic Development team finalized production of a promotional brochure and video for the **Get Urban** C/T/O Initiative and scheduled the first two office space tours for March 26 and April 23. A launch event is planned for March 26<sup>th</sup> at CBRE's Global Headquarters to celebrate and promote the initiative. Invitees include the broker community, property owners, City officials and representatives from Downtown's innovative communities. We will premiere the **Get Urban** video, present a virtual tour of Downtown on CBRE's Liquid Galaxy Digital Mapping System, and tour CBRE's state-of-the-art offices. Remarks will be made by Lew Horne, President of the Greater Los Angeles-Orange County Region, CBRE, Inc., CauriJaye, CEO, rhubarb studios, Carol Schatz and Nick Griffin.

The team also produced preview showcases of the **GET URBAN** initiative at the *CCA Transportation Summit* and *BisNow's Rise of Silicon Beach*.

#### **EVENTS**

##### **Downtown Residential Managers (DRMA) Roundtable Business Meeting**

We produced a DRMA Business meeting at TASTE at FigAT7Th on February 6th. We invited managers and concierge staff from all Downtown residential properties. Approximately 31 people attended the event and were treated with breakfast hosted by Loteria Grill. Topics of discussion included filming in Downtown, tenant communication, tenant leasing activity, dogs and green space. Guests were also asked what type of information they would like to receive/discuss at future business meetings. Feedback included: development updates, discussion on bike storage facilities in Downtown, new business openings and how Quimby fees are being used.

##### **CCA Transportation Summit**

We previewed the GET URBAN brochure at CCA's Inaugural Transportation Summit on February 19th. The brochure and our new **Get Urban** banner attracted a great deal of interest and leads for the upcoming tours.

##### **BisNow: Rise of Silicon Beach**

We sponsored a table at Bisnow's Rise of the Tech Corridor event February 26th in Santa Monica, providing a great opportunity to promote our message about Downtown to a perfectly-targeted Westside audience.

## **TOURS**

### **Housing Tours**

We hosted two Saturday Housing Bus Tours on January 10 & February 7. We toured The Eastern Columbia, City Lights, Met Lofts, Ava, El Dorado, Chester Williams, Hanover, Evo, and Little Tokyo Lofts.

## **OUTREACH, PROMOTION & RECRUITMENT**

The Economic Development team met, toured with and provided information and assistance to over three dozen brokerage firms, business owner and property developers as part of its ongoing effort to attract, retain and support retail businesses, office space tenants and property development, including residential, commercial and hospitality.

The team also developed Press Briefs on the following topics: Retail Market, Residential Development, Commercial Office Space, Hospitality, Transit and Parking, and worked with media outlets – ranging from the LA Times to DTLA Rising to Dreams Magazine – to promote the message of Downtown's continued growth and evolution.

## **RESEARCH PUBLICATION & INFORMATION REQUESTS**

We responded to 20 external requests for information on the following topics:

- Updates to the Downtown LA Market Overview
- New retail and restaurant openings
- Parking inventory near 7<sup>th</sup> and Broadway
- Updates on new developments
- Downtown demographics
- Veterinary services in DTLA
- Nightlife and amenities
- Housing inventory
- Asian visitors to Downtown
- 7<sup>th</sup> Street Improvement Project
- How Downtown has changed since 1992

We provided research for internal support on the following topics:

- Avenue of Angels – list of affected property owners
- Jobs created in Downtown since 2006
- Inventory of concrete buildings in Downtown
- Stats for Mayor's Comstat Report

The **Q4 2014 Market Report** was published on February 23, 2015. It was posted to the DCBID website and distributed to external stakeholders and CCA and DCBID staff. It was also sent to a variety of media outlets by Macy + Associates with an accompanying press release.

We worked with Beacon Economics on a new study of the economic impact of the Downtown Renaissance, with demographic and economic trends in Downtown. We received a draft of the study on February 20, and will be providing comments to Beacon before the report is finalized.

We completed work with Brookfield and Pasadena-based Uber Retail on a Visitor Profile Analysis for FIGat7th including demographics, path to purchase, home and work locations. The analysis, based on Uber Retail's proprietary mobile app usage data, represents a potential new research tool for the DCBID. Study results were presented to Brookfield on February 19 and will be presented to the DCBID in the coming weeks.

## **ON-GOING PROJECTS**

The Economic Development team continued to support the following Downtown development projects:

- Bringing Back Broadway

Pershing Square Renew  
Avenue of Angels  
7<sup>th</sup> Street Improvement Project

Carol asked Nick to put together goals Get Urban plans to achieve. She also suggested putting up billboards in other areas like Santa Monica and West LA.

Carol announced upcoming events:

- March 26 is Downtown Residential Showcase at Cal Plaza.
- April 16 is DCBID's Annual Property Owner meeting at Athletic Club. She thanked Steve Hathaway for his continued generosity in hosting each year.
- May 14 is CCA's Annual Treasures of Los Angeles. Carol is being honored with the Heart of the City Award.

Carol reported on additional legislative updates:

The Jones Settlement, reached in a lawsuit filed by the ACLU in 2007, allows people to sleep on the sidewalk from 9p–6a. Under the terms of the settlement, there's a certain number of affordable housing units required to be built in Downtown and a certain number in other LA areas and once this number has been reached the ability to sleep on sidewalks would end. Downtown units have been reached and will be reached as a whole for Los Angeles by the end of 2015. Carol is concerned that another lawsuit will be brought once the required housing has been reached. CCA is engaging a new coalition of organizations to be there to demand new ordinances that will allow us to get people off the street.

Carol phoned Chief Beck to give our support, especially during this recent issue involving a police officer and a homeless person. Carol asked the Board if she has their support in supporting LAPD. Carol wants to know if when she offers something like that to Chief Beck that she does knowing she has the Board's support. Cushman confirmed that they support their efforts.

**PROPERTYOWNER OR PUBLIC COMMENT:** None

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**ADJOURNMENT:** The next meeting is scheduled for May 6, 2015. The meeting was adjourned.