



Mission Statement

To enhance the Business Improvement District's aesthetic streetscape curb appeal and overall attraction in order to promote and support the community and create a thriving commercial district through image enhancements and maintenance services within the BID district, which lies on Devonshire St. between Topanga Canyon Blvd. and Mason Ave in Chatsworth, California

Agenda for April 17th

Zoom 9:30am

Clear Goals...Clear Roles....Clear Accountability

Call the Meeting to Order - Nicolas Montaña

Approval of Minutes — Martina Turner

Reports of Officers and Committees1. Invoices for BID dues have gone out

2. Financials

3. Newsletter-Todd

4. Update on progress with City & docs

5. Invoices due to Security

Open Forum

- 10 Minutes

Old Business-

- Todd has a decal sticker idea-update
- BID Admin Job Description-provided in email, in addition see the 2024 Annual Report
- Storage space for BID files-currently bags and easy up is with Ranay. Admin files are with Martina

New Business

1. Administrative Position-how do we fill this role with no funds at this time.
2. A review of the goals set forth in the 2024 Annual Report

2024 PLANNED ACTIVITIES:

The BID worked very closely with a strategic planner to develop a long-term plan to improve the Corridor while preserving the history and heritage of our Chatsworth community. 2024 will be the Tenth year in the execution of this plan. Our focus will continue to be on:

- Communication to Stakeholders
- Marketing our Stakeholder in the Community
- Security Services
- Landscaping & Art Installations

The 2024 objectives include:

- A. **Administration:** We will **outsource administration to R. Grace Rodriguez** to accomplish the day-to-day operations of the BID. The administrator will also oversee part-time personnel and all volunteers' work including data entry and the preparation and distribution of all communication materials to stakeholders. The annual CPA review required shall be conducted in this category as well. The Administrator will also support and coordinate programs, events, advertising and promotional programs intended to increase business within the BID among Stakeholders and with the community at large.
- B. **Communication:** For 2024, the BID will continue to improve all aspects of its communication strategy.
 - The highlight of our communication plan will be the **Ambassador program** which has proven to be an effective communication outreach program. The BID will continue to utilize its hired Security Service to outreach to Stakeholders on a weekly basis.
- C. **Security/Business Watch:** Both the Night Security Patrol Program and Business Watch Program during the afternoon will continue in 2024. This year the BID will continue the increase of the night-time and afternoon security patrols during the week to meet the needs and concerns of its stakeholders highlighted in the results of the survey and focus groups. Patrols will also act as ambassadors to communicate the services of the BID to its stakeholders via brochures and other tools. This program will continue to be this year's focus to enhance Chatsworth as a safer place to work and do business.
- C. **Landscape & Local Art Installation:** For 2024, we will continue to pursue streetscape enhancements accomplished in 2023 which include the maintenance of all tree-wells and our concrete benches to enhance the overall look of the Devonshire corridor.

3. Guest from CD 12

Adjourn

Next Bid Meeting-May, 2024 9:30am via Zoom

