

Chatsworth Business Improvement District  
21704 Devonshire St. Unit 158 Chatsworth, CA 91311  
info@chatsworthbid.com



### **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 May 15th 9:30am**

### **In Person Meeting-21758 Devonshire St.**

Call the Meeting to Order - Nicolas Montaña

Pledge of Allegiance-Nicolas Montaña

Approval of April Minutes — Martina Turner

### **Special Guest**



**David Bright**  
He/Him/His  
West Valley Area Representative  
Office of Mayor Karen Bass

*David Bright is the new West Valley Rep for Mayor Bass, and I'm working on meeting various groups to learn more about them and what challenges they might be facing.*

*He would love to learn more about the Chatsworth BID and the businesses in it.*

### Reports of Officers and Committees

1. Update from Accounting 2022 & 2023
2. Financials
3. Newsletter update on returned pieces
4. Update on progress with City & docs
5. Invoices due to Security
- 6. Liability Insurance is due May 18<sup>th</sup> for the City**

### Open Forum

- 10 Minutes

### New Business

1. **Featured Business for the home page of the website.**
2. **Welcoming Plan for new businesses**
3. **Scarecrow Contest**
4. **CleanUp of BID's mailing list**

### 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
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
  3. Email Updates. Goal dates for moving forward.

### Bid Board Members

Nicolas Montaña Interim President

Todd Drootin-Vice President

Ingrid Castro-Secretary

Martina Turner-Interim  
Admin/Outreach Chair

Laura Lichter-Beautification Chair

Treasurer-Open position

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### **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** \_\_\_\_\_ 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 its 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.

## **Adjourn**

Next Bid Meeting-June 19<sup>th</sup> 2024 9:30am via Zoom