



# EXECUTIVE COMMITTEE

## Teleconference Meeting

Call in: 213-338-8477 Meeting ID: 816-5776-1482 Passcode: 992555

Meeting Link: <https://us02web.zoom.us/j/81657761482?pwd=MndVL1JPc1NoWGpiTGpXLzNhN1N4dz09>

Monday, August 3, 2020

1:00 pm – 2:00 pm

## AGENDA

- |       |   |                 |                |
|-------|---|-----------------|----------------|
| I.    | CALL TO ORDER   |                 | CUSHMAN        |
| II.   | PROPERTY OWNER/PUBLIC COMMENT PERIOD                    |                 | CUSHMAN        |
| III.  | APPROVAL OF MINUTES: December 4, 2019                   | <b>(ACTION)</b> | CUSHMAN        |
| IV.   | DIVERSITY, EQUITY, AND INCLUSION PROGRAMMING            | <b>(ACTION)</b> | HOLLEY/GRIFFIN |
| V.    | CEO REPORT  |                 | HOLLEY         |
| VI.   | CLOSED SESSION  |                 |                |
|       | a. Contract Renewal, California Government Code § 54957 |                 |                |
|       | i. Suzanne Holley, President and CEO                    | <b>(ACTION)</b> | CUSHMAN        |
| VII.  | REPORT OF ACTION TAKEN AFTER CLOSED SESSION             |                 | HOLLEY         |
| VIII. | NEXT MEETING – <b>TBD</b>                               |                 | CUSHMAN        |
| IX.   | ADJOURNMENT   |                 | CUSHMAN        |

MEETING MATERIALS ARE AVAILABLE AT 600 WILSHIRE BLVD., SUITE 870. THANK YOU.

*Note: In compliance with the Americans with Disabilities Act and its implementing regulations, the DCBID will provide reasonable accommodations upon request, which must be received 24 hours in advance of the desired meeting date. To request such an accommodation, please contact Executive Assistant Kevin Thomas, at 213-416-7534 or [kthomas@downtownla.com](mailto:kthomas@downtownla.com).*

Posted Friday, July 31, 2020

# Memorandum

**To:** DCBID Executive Committee  
**From:** Nick Griffin, Executive Director  
**Date:** August 3, 2020  
**Re:** Diversity, Equity & Inclusion in the Downtown Center District

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## Summary

In the wake of significant civil unrest in Downtown Los Angeles and across the nation in response to racial injustice and inequality, the Downtown Center BID recognizes this as a time to explore opportunities it may have to make the Downtown Center District a more diverse, equitable, and inclusive place. Provided herein, as a basis of consideration for the Executive Committee, is a proposal on how this may be accomplished.

## Background

- With the goal of increasing Diversity, Equity & Inclusion (DEI) in the Downtown Center District, it is proposed that the DCBID pursue a strategy comprised of three main elements in two phases:  
  
Phase I:
  - 1) Assessment of adaptation of existing marketing, economic development, and operations programs  
Phase II:
  - 2) Development and distribution of targeted content and communications
  - 3) Incorporation of DEI perspectives into the DCBID's placemaking initiative; and implementation of related installation(s), intervention(s), or activation(s)
- In order to accomplish this, the DCBID would engage consultants with specialized expertise and allocate working budget for implementation of deliverables in each focus area. While the projects are distinct, a holistic approach will first be developed and then opportunities identified for coordination and integration with the BID's existing projects and programs.
- **Timing:** This combined initiative will take place during Q3 and Q4 of 2020 – from August-December, but is intended to provide a foundation for on-going efforts and adaptations.
- **Budget:** While specific proposals have not been finalized pending input from the DCBID board, initial inquiries suggest the following budget would be sufficient to accomplish these initial goals:



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Phase I:

- 1) Assessment & Adaptation
  - a. Consultant: \$30,000
  - b. Working budget: \$10,000

Phase II:

- 2) Content & Communication
  - a. Consultant: \$5,000
  - b. Working budget: \$10,000
- 3) Placemaking Integration & Implementation
  - a. Consultant: \$5,000
  - b. Working budget: \$10,000

**Recommendation**

It is requested that the Executive Committee provide input on these recommendations and approve a budget of \$40,000 for the Phase I consulting work. While initial estimates are that subsequent projects would result in an additional \$30,000 in expenditures, it is anticipated that staff would regroup with the Executive Committee following the initial evaluation to confirm the additional work to be done and the budget for this work.