C-11

CITY OF LONG BEACH

DEPARTMENT OF ECONOMIC DEVELOPMENT

333 West Ocean Boulevard 3rd Floor • Long Beach, CA 90802 • (562) 570-6099 FAX (562) 570-6380

November 7, 2017

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution approving the Annual Report for October 1, 2017 to September 30, 2018, for the East Anaheim Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for December 5, 2017. (Districts 3, 4)

DISCUSSION

The East Anaheim Street Business Alliance (EASBA) promotes and markets the commercial area along Anaheim Street using funds generated through the assessment of businesses located in the East Anaheim Street Parking and Business Improvement Area (EASPBIA). State law governing Parking and Business Improvement Areas requires that an Annual Report be submitted to the City Council by the Advisory Board designated for this Assessment District. On July 13, 2017, the EASBA Advisory Board voted to recommend to the City Council approval of the EASPBIA Annual Report (Exhibit A to Resolution).

The Annual Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no significant change in the boundaries, basis and method of levying the assessment, and no significant change in proposed activities.

The Fiscal year 2018 Annual Report, transmitting the recommendations of the Advisory Board, proposes the following assessment rates:

Method of Assessment
Special benefit assessment of businesses operating within the area. The estimated 2017-2018 fiscal year revenue from business assessments is $140,000. Assessments are calculated as follows:

- Type 1 Businesses: Retail, recreation and entertainment, and unique businesses shall pay annual assessment fees of:
  - Base Fee: $300 per year, except that secondary licensees in these classes are exempt; and,
  - Employee Fee: $15 per employee up to $300 maximum.

- Type 2 Businesses: Service, vending, professional, wholesale, contractor, manufacturing and miscellaneous mobile businesses shall pay annual assessment fees of:
  - Base Fee: $200 per year, except that secondary licensees in these classes shall pay a base fee of $120; and,
  - Employee Fee: $15 per employee up to $300 maximum.

- Type 3 Businesses: Non-residential space rental businesses shall pay annual assessment fees of:
  - Base Fee: $120 per year; and,
  - Employee Fee: not applicable.

Residential property rental is exempt from the assessment.

The recommended Resolution grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for December 5, 2017. The issue is being re-noticed in order to comply with noticing requirements.

This matter was reviewed by Deputy City Attorney Amy R. Webber on October 17, 2017 and by Budget Analysis Officer Julissa José-Murray on October 18, 2017.

TIMING CONSIDERATIONS

City Council action is requested on November 7, 2017, to set the date of the public hearing for December 5, 2017. The new contract year began on October 1, 2017.

FISCAL IMPACT

It is estimated that the EASPBIA will generate $140,000 in FY 18 through the proposed continuation of the assessment. Assessment funds are collected through additional fees attached to EASPBIA business licenses. All revenues are passed directly through to the EASBA for implementation of annual programs. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:

PATRICK H. WEST
CITY MANAGER

JPK:er
ED - East Anaheim Street PBIA ROI FY 18 11.07.17

Attachment: Resolution

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2017 TO SEPTEMBER 30, 2018 FOR THE EAST ANAHEIM STREET PARKING AND BUSINESS IMPROVEMENT AREA ("EASPBIA") AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the East Anaheim Street Parking and Business Improvement Area Advisory Board has caused a Report to be prepared for October 1, 2017 to September 30, 2018 relating to the East Anaheim Street Parking and Business Improvement Area ("EASPBIA"); and

WHEREAS, said Report contains, among other things, with respect to October 1, 2017 to September 30, 2018 all matters required to be included by the above cited Section 36533; and

WHEREAS, having approved such Report, the City Council hereby declares its intention to:

A. Modify assessments and confirm levy of and direct collecting assessments for the EASPBIA for October 1, 2017 to September 30, 2018. Said assessments are proposed to be levied on such classifications and at such rates as are set forth in Exhibit "A" attached hereto and incorporated herein. These assessments are not proposed to be levied on owners of commercial or residential property;

B. Provide that each business shall pay the assessment annually, at the same time the business license is due. This is the same collection procedure which occurred in the previous fiscal year; and

WHEREAS, to this end, the proposed activities and improvements undertaken by the Area include those generally specified in the establishing Ordinance ORD-10-0012, as adopted by the City Council on May 4, 2010; and

WHEREAS, a copy of the Report is on file with the City Clerk and includes a full description of the activities and improvements to be provided from October 1, 2017 to September 30, 2018, the boundaries of the area, and the proposed assessments to be levied on the businesses that fiscal year and all other information required by law; and

WHEREAS, it is the desire of this City Council to fix a time and place for a public hearing to be held in the City Council Chamber of the City of Long Beach on December 5, 2017 at 5:00 p.m., regarding the Report, the levy and the proposed program for October 1, 2017 to September 30, 2018;

NOW THEREFORE, the City Council of the City of Long Beach resolves as follows:

Section 1. That certain Report entitled "East Anaheim Street Parking and Business Improvement Area - Initial Assessment Report and Proposed Service Plan" for the period October 1, 2017 to September 30, 2018, as filed with the City Clerk is hereby approved.

Section 2. On December 5, 2017 at 5:00 p.m., in City Council Chamber, City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of the City of Long Beach will conduct a public hearing on the levy of proposed assessments for October 1, 2017 to September 30, 2018 for the EASPBIA. All concerned persons are invited to attend and be heard, and oral or written protests may be made, in accordance with the following procedures:

A. At the public hearing, the City Council shall hear and consider all protests. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

B. Every written protest shall be filed with the City Clerk at or before the

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

time fixed for the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

C. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest which does not comply with this section shall not be counted in determining a majority protest.

D. Testimony is also invited relating to any perceived irregularities in or protests to previous years' proceedings/assessments.

Section 3. The City Clerk shall give notice of the public hearing called for in Section 2 by causing this Resolution of Intention to be published once in a newspaper of general circulation in the City not less than seven days before the public hearing.

Section 4. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2017, by the following vote:

Ayes: Councilmembers: _____

_____

_____

_____

Noes: Councilmembers: _____

_____

Absent: Councilmembers: _____

_____

_____

City Clerk

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

EXHIBIT "A"

EAST ANAHEIM STREET PARKING
and
BUSINESS IMPROVEMENT AREA

Respectfully Submitted by Kristine Hammond - EASBA Executive Director

5150 E. Pacific Coast Highway, Suite 200, Long Beach, CA 90804

ZAFERIA

EAST ANAHEIM STREET BUSINESS ALLIANCE
In the Zaferia Area of Long Beach, CA

ANNUAL DISTRICT MANAGEMENT REPORT

for 2017 – 2018

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1. DISTRICT OVERVIEW

Conceived by a coalition of business owners located along Anaheim Street east of Junipero, the East Anaheim Street Parking and Business Improvement Area (the "District") is a benefit assessment district proposed to provide a more attractive and vibrant business environment in the East Anaheim Street business area. The organization overseeing the management of the District is the East Anaheim Street Business Alliance (EASBA), an IRS 501 C-6, tax-exempt organization.

a. Location

The District is bounded by Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, and 14th Street to the north. See map, Section 2. Historically, this area is known as Zaferia.

b. Services

Marketing, promotions, and cleanliness programs to improve the appearance and attractiveness of the District.

c. Method of Assessment

Special benefit assessment of businesses operating within the area. The estimated 2017-2018 fiscal year revenue from business assessments is $140,000 (includes $28,000 anticipated uncollected, per City of Long Beach Business Licensing Department). (Note that the Types of Businesses outlined below include changes from the 2016-2017 fiscal year, per the approval of the members of EASBA at the Annual Meeting on October 25, 2016.) Assessments are calculated as follows:

- Type 1 Businesses: Retail, recreation and entertainment, unique businesses, and banking institutions *(NEW)*, shall pay annual assessment fees of:
  - Base fee: $300 per year except that secondary licensees in these classes are exempt, and:
  - Employee Fee: $15 per employee up to $300 maximum.

- Type 2 Businesses: Service, vending, professional, wholesale, contractor, manufacturing and miscellaneous mobile businesses shall pay annual assessment fees of:
  - Base Fee: $200 per year except that secondary licensees in these classes shall pay a base fee of $120; and
  - Employee Fee: $15 per employee up to $300 maximum.

- Type 3 Businesses: Non-residential space rental businesses shall pay an annual assessment fee of:
  - Base Fee: $120 per year;
  - Employee Fee: not applicable.

- *(NEW)* Type 4 Businesses: Non-profit businesses shall pay an annual assessment fee of:
  - Base Fee: $100 per year;

- Employee Fee: not applicable.

- *(NEW)* Type 5 Businesses: Home-based businesses that voluntarily choose to be a member of the organization shall pay an annual assessment fee of:
  - Base Fee: $100 per year;
  - Employee Fee: not applicable.

Residential property rental is exempt from the assessment.

d. Method of Collection

Types 1 – 4 assessments will be invoiced and due with annual City of Long Beach Business License renewal statements. Assessment revenue received will be segregated into a special fund for transfer to EASBA. Type 5 will be collected by EASBA.

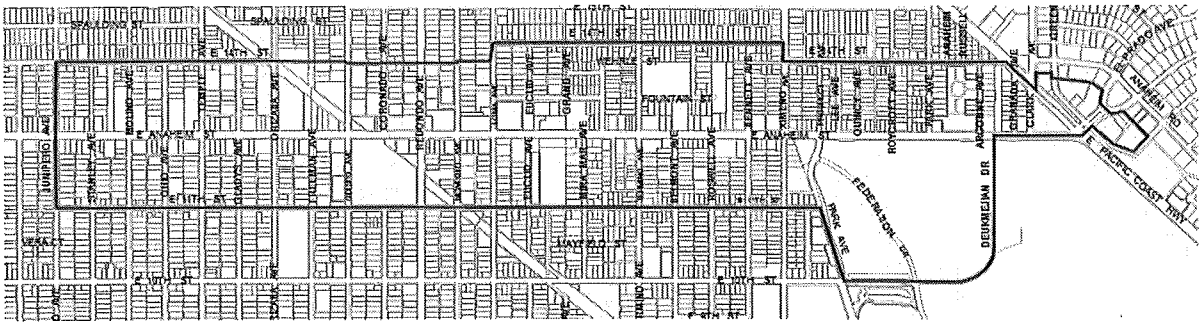
e. Authority

The East Anaheim Street Parking and Business Improvement Area is a benefit assessment district formed under the authority of the State of California, Streets and Highways Code Part 6 (commencing with Section 36500) of Division 18, the Parking and Business Improvement Area Law of 1989 (the "District Law").

2. GENERAL INFORMATION

a. District Boundary

Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, and 14th Street to the north. This area is located in the historically known area of Zaferia.



b. General Description

Based on the results of the 2008 Business Survey taken by business owners in the district area, and using the funds received from the EASPBIA assessments, the East Anaheim Street Business Alliance (EASBA) has been working with member businesses on enhancing the identity and promoting the area for the benefit of all businesses. EASBA coordinates with the Conservation Corps of Long Beach to conduct sidewalk trash and debris pickup, as well as sidewalk power washing on a weekly basis and distribution of promotional materials on an as-needed basis.

c. Board of Directors

The EASBA Board of Directors meets once per month. In accordance with the *Brown Act*, the meetings of the Board of Directors are publicized to the members and the public via the Corporate Calendar on the organization's website (https://www.zaferia.org/easba-corporate-calendar/), and regular electronic mail news blasts to the members and the public.

OFFICERS		TERMS
President Tracy Ames	Proprietor – The Red Leprechaun	2016 - 2018
Vice President Michael Shafer	Financial Advisor – Edward Jones	2017 - 2019
Secretary Kourosh Davatolhagh	Vice President, Relationship Manager – Farmers & Merchants Bank	2016 - 2018
Treasurer Alisa Admiral	Principal - Law Offices of Alisa Admiral	2016 - 2018
DIRECTORS		
Cameron Crockett	Principal Architect - Ultra-Unit Architectural Studio	2016 - 2018
Madison Mooney	Executive Director – Long Beach Playhouse Theatres	2017 – 2019
Becher Neme	Principal Architect – Nemė Design Studio	2017 - 2019
Executive Director Kristine Hammond	director@easba.com Work: (562) 735-4921	

3. SERVICE PLAN AND BUDGET

a. The Year in Review

On October 25, 2016, the membership voted to adopt amendments to the *Bylaws of East Anaheim Street Business Alliance* (see attached). The following is a summary of the amendments:

- Clarification of district boundary
- Clarification of purpose
- Clarification of General and Voluntary membership
- Annual Meeting of the Members to be held during first quarter of the fiscal year rather than in October

- Clarification of Board of Director terms
- Refinement of duties of the Officers
- Addition of Executive Director and their duties
- Clarification of Annual Election timeline
- Specification of either President, Treasurer, or Executive Director as the two signers on all checks

The organization participated in *Beach Streets,* a City of Long Beach event facilitated by the Special Events and Filming Department. EASBA received a $5,000 grant and a committee made up of members was formed who disbursed the funding to member participants who offered a family-friendly activity. Twenty-one EASBA members participated in some fashion on this day in November. Leading up to the event a beach cruiser raffle was launched utilizing an online platform, marketed through social media, that helped grow the email distribution list to almost 3,000.

A small contingent of members participated in the Belmont Shore Christmas Parade, providing local exposure to the Zaferia area.

The Board of Directors undertook the lengthy process of reviewing and discussing the organization's mission statement and past marketing efforts and activities of the organization. This resulted in a succinct mission statement and established clear goals and objectives to reach those goals that will be reviewed on a regular basis:

> *The mission of the East Anaheim Street Business Alliance is to promote, enhance, and represent the business members of the Zaferia district.*

Goals:
- Increase customers for members
- Improve cleanliness and enhance visual appeal of the district
- Create community and communication within the membership
- Increase the visibility of Zaferia with City of Long Beach business community

Objectives:
- Promote Zaferia / business recruitment
- Welcoming committee
- Lunch/breakfast program
- Shakespeare
- Involvement with City Hall
- Mixers
- Education resource
- Parade
- Sidewalk cleaning
- Committees:
    - Urban Design
    - Business Recruitment
    - Welcoming Committee

During fiscal year 2016-2017 the Board of Directors continued with its rebranding efforts that began the previous fiscal year with the approval of a new logo using the historical name of Zaferia. To aid in public awareness of the district, a social media marketing firm has been contracted to provide expertise with the online platforms of Facebook, Twitter, Pinterest, and Instagram. (See *Social Media Summary November 2016 – June 2017*, attached.)

Power washing of the E. Anaheim St. sidewalks has been increased. The two-times per year contract that was in place for several years was terminated and the Conservation Corps of Long Beach was hired to perform this task on a weekly basis. The Conservation Corps of Long Beach also continues to perform trash and debris cleanup weekly and flyer distribution as needed. (See *CCLB Yearly Stats November 2016 – June 2017*, attached.)

The Board also approved for funds not expended on a winter or spring event to help to underwrite district/group advertising in the *Travel Host Beach Cities* quarterly magazine (see attached), as well as the *Grunion Gazette* (currently in process).

The lunch program and quarterly breakfast program continued. Both are open to members and the public free of charge. We had speakers from various City of Long Beach Departments, the East Division of the Police Department, 3rd and 4th District Councilmembers Suzy Price and Daryl Supernaw, The Port of Long Beach, small business lenders, and a training on social media to help your business grow. Mayor Robert Garcia was the guest speaker at the July 25 Quarterly Breakfast along with Craig Beck of the Public Works Department to present information on the Pedestrian Safety Grant obtained for improvements to public safety on the Anaheim corridor.

On July 15, EASBA contracted with the non-profit Long Beach Playhouse and provided a free and open to the public *Shakespeare in the Park Festival* (see attached) at the Recreation Park Band Shell stage. Some members participated either by selling food or retail items. A coupon page for summertime deals offered by business members was distributed to all in attendance, along with Zaferia business information.

b. The Year Ahead

EASBA will continue with providing cleaning services to the common areas of the District with sidewalk cleaning and litter/debris removal. EASBA intends to focus much of its efforts in 2017 – 2018 on marketing the vast variety of services, restaurants, bars, and retail, to the Long Beach residents, particularly those in the immediate neighborhoods. EASBA will continue to make improvements to the website www.Zaferia.org with the goal of increasing visitors to learn more about our area. The Board of Directors will take under consideration the changing the name of the organization to include "Zaferia" to better represent all of its members. The Urban Design Committee will participate to the greatest extent possible in the discussions surrounding the Pedestrian Safety Grant secured by the City for the E. Anaheim corridor. We hope to have greater participation in the Belmont Shore Christmas Parade, and aim to refresh the District-wide pole light banners.

c. Budget

Based on the information provided by the City of Long Beach, the annual revenue for the EASBA assessment is $168,000, of which $28,000 is uncollectable. The following are the major budgeted

expense categories for the 2017-2018 fiscal year (see complete budget details, attached):

MAJOR BUDGET EXPENSE CATEGORIES	2017-2018 Budget
Administrative Expense	$59,942.00
Uncollected Assessments	$28,000.00
Marketing Expense	$30,800.00
Pole Banner Expense	$10,000.00
Cleanliness Expense	$38,008.00
Other Misc. Expense	$1,250.00
TOTAL	$168,000.00

4. ASSESSMENTS

a. Methodology

Improvements and activities identified in the Service Plan are designed to improve the appearance of pedestrian areas, improve safety and make the area more attractive to customers. All businesses in the District will benefit from these improvements and will be assessed according to the fee schedule as outlined above under Section 1, Subsection c.

b. CPI Adjustments

The assessment may be increased each year to reflect the annual change in the Consumer Price Index for All Urban Consumers in Los Angeles-Riverside-Orange County. The annual increase shall not exceed three percent (3%) of the previous year's assessment. The Annual Consumer Price Index variance will be calculated in March and applied in July of each year. The District has a fiscal year of October 1 through September 30.

5. ATTACHMENTS

BYLAWS OF

EAST ANAHEIM STREET BUSINESS ALLIANCE

A CALIFORNIA NON-PROFIT MUTUAL BENEFIT CORPORATION

BYLAWS OF

EAST ANAHEIM STREET BUSINESS ALLIANCE

A CALIFORNIA NON-PROFIT MUTUAL BENEFIT CORPORATION

1. NAME
   The name of the corporation shall be EAST ANAHEIM STREET BUSINESS ALLIANCE.

2. PRINCIPAL OFFICE
   The principal office of the Corporation for the transaction of its business shall be located in the City of Long Beach, County of Los Angeles, State of California. The Board of Directors is hereby granted sole power and authority to place the principal office of the corporation and change same from one location to another anywhere within the East Anaheim Street Business Alliance boundaries.

3. PURPOSE
   The purpose of the East Anaheim Street Business Alliance shall be:

   A. To promote the common business interest of all merchants, property owners and professionals doing business in the East Anaheim Street business area, which the boundaries are defined as follows: Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, 14th Street to the north.

   B. To facilitate the exchange of business information and encourage business cooperation between and among all retail merchants, property owners and professionals doing business in the East Anaheim Street business area.

   C. To market, conduct public relations and develop/sponsor such activities as shall be found to best advance the welfare of its members, encourage tourism, and effect the purpose for which this organization was formed.

4. MEMBERSHIP
   Classification of Members
   The Corporation shall have two classes of members: General and Voluntary
   Qualification:

A. General Member: Any assessed corporation, business partnership, sole proprietor or company who maintains an office or place of business within the geographic boundaries of the East Anaheim Street Business area and maintains a business license with the City of Long Beach shall be admitted. As determined by the Board of Directors, General Members shall have all the privileges assigned to the members including serving on committees, and Director and Officer positions.

B. Voluntary Member: Any person not already a General Member that holds an active business license with the City of Long Beach, elects to pay annual dues, and said business is located within the East Anaheim Street Business Alliance geographic boundary, may be a Voluntary Member with privileges allotted to General Members.

5. DUES

The nonrefundable dues are required by members of the East Anaheim Street Business Alliance are established by the East Anaheim Street Parking and Business Improvement Area and collected by the City of Long Beach for the corporation.

Dues for Voluntary Members will be assessed annually.

The Board of Directors of this Corporation shall from time to time determine an amount that shall be charged to each member and for membership assessments.

6. MEETINGS OF MEMBERS

Meetings of the membership of the corporation shall be held at the principal office of the corporation or at such other location within the East Anaheim Street Business area or as directed by the Board of Directors to accommodate the organization as may be designated from time to time by resolution of the Board of Directors. Such meetings shall be held at such times as are selected by the Board of Directors. Such meetings of the members shall include an Annual Meeting held during the first quarter of the fiscal year, which will be set by the Board of Directors, at which there shall be a review of the goals and activities of the corporation and a presentation of the annual work plan and budget.

7. SPECIAL MEETINGS

Special meetings of the membership of the corporation shall be called by the Board of Directors and held at such place as is allowed by these Bylaws for regular meetings of the members. Five (5%) percent or more of the members of the corporation are entitled to vote may call a special meeting for any lawful purpose

8. NOTICE OF MEETINGS

Written notice of every meeting of the membership shall be emailed out to the membership list not less than ten (10) days nor more than thirty (30) days before the date

of the meeting. It is the responsibility of each member to make sure the Board of Directors has the latest email address.

The notice of any meeting shall give the general nature of the business to be transacted at the meeting.

9. VOTING OF THE MEMBERSHIP
   Each General Member is entitled to one (1) vote on each matter submitted to a vote of the members. Single memberships in which two or more persons have an indivisible interest shall be voted as but one vote.

10. CUMULATIVE VOTING
    Cumulative voting shall not be authorized for the election of Directors or for any other purpose.

11. PROXY VOTING
    No proxy votes shall be recognized for any purpose.

12. GOVERNMENT
    The government of this Corporation shall be vested in a Board of seven (7) Directors, each of whom shall be elected to the Board for two (2) year term and may serve for a maximum of three (3) consecutive terms at the discretion of the Board of Directors. Members not eligible for re-election may continue to serve on the Board (with Board approval) until such time that a qualified and appropriate successor is identified and seated.

    The election of the Directors shall be rotated so that two members are elected during the first election, two the next and three the third which rotates.

    Directors shall be elected at large.
    In addition, a community liaison(s) may be invited to join the board and its deliberations but shall serve without a vote. Community liaison(s) can be appointed annually and serve at the will and pleasure of the majority of the Board.

13. BOARD OF DIRECTORS AND OFFICERS
    The Officers of the Corporation shall be elected from the members of the Board of Directors by the Board of Directors at the May meeting of the Board. The term of office shall be for one year and shall commence immediately upon election by the Board of Directors. Any officer may resign at any time on written notice to the corporation without prejudice to the rights of that officer to remain as a member of the Board of Directors.

Duties of the President

The President shall be the Chief Executive Officer of the organization and shall preside at all meetings of the membership, the Board of Directors and the Executive Board and shall be an ex-officio member of all committees except the Nominating Committee.

Duties of the Vice President

The Vice-President, in the absence of the President, shall perform the duties of the President and shall perform such duties as the Board of Directors may prescribe.

Duties of the Secretary

The Secretary shall perform the duties of a corporate secretary as required by law and take or cause to be taken minutes of all meetings of the corporation and the Board of Directors. The Secretary shall make available copies of the minutes to the Board of Directors at their next regular meeting.

Duties of the Treasurer

The Treasurer shall perform the duties of a corporate treasurer as required by law and shall have charge of the funds of the corporation and of their disbursement under the direction of the Board of Directors.

Removal for Cause

A. The Board may declare vacant the office of a Director with cause on the occurrence of any of the following events:
   1. Director has been declared of unsound mind by a final order of the court.
   2. The Director has been convicted of a felony.
   3. The Director has been found by a final order or judgment or any court to have breached duties imposed by the Corporation Code on directors who perform functions with respect to assets held in charitable trust, or
   4. The Director failed to attend three (3) consecutive meetings of the Board without a reasonable excuse.

B. Any or all of the Directors may be removed without cause if, where the Corporation has fewer than fifty (50) members, such remove shall be approved by a majority of all members pursuant to Section 5033 of the Corporations Code; or where the Corporation has more than fifty (50) members, such removal shall be approved by the members within the meaning of Section 5034 of the Corporations Code.

Resignation of Director

A. Any director may resign effective on giving written notice to the Board of Directors, the President, the Secretary, or the Board of Directors of the Corporation, unless the notice specifies a later time for the effectiveness of such resignation. If the resignation is effective at a future time, a successor may be elected to take office when a resignation becomes effective.

Filling Vacancies

A. Vacancies on the Board of Directors shall exist on the death, resignation or removal of any Director; whenever the number of Directors authorized is increased; and on the failure of the members in any election to elect the full number of Directors authorized.

B. Vacancies shall be filled by reference to the election of the prior period. From the list of those persons who were nominated but were not selected as Directors, the Board shall appoint that person who had the highest number of votes as the person to fill the vacancy. If there is a tie for the highest number of votes, then the Board of Directors shall choose by majority of the Directors voting between the two such nominees. If there is a lack of candidates from the previous election cycle, then the Board of Directors shall decide to appoint someone in the interim or call for an election.

C. Vacancies created by removal of Director shall be filled only by the approval of the members within the meaning of Section 5034 of the Corporations Code. The members may elect a Director at any time to fill any vacancy not filled by the Directors.

14. EXECUTIVE DIRECTOR

The Executive Director shall be the chief administrative officer of the Corporation and compensation shall be determined by the Executive Board and confirmed by the Board of Directors. It shall be the duty of the Executive Director to conduct the official business of the Corporation, preserve all documents, answer all communications, keep books of accounts and maintain an accurate record of all proceedings of the meetings of the Board of Directors and all committees. The Executive Director shall submit a financial statement at the end of each month and shall perform all other duties as may be incident to the office. The Executive Director shall be responsible to the Board of Directors to supervise the work of persons or contractors employed by the corporation.

15. EXECUTIVE BOARD

The Executive Board shall consist of the President, Vice President, Secretary and Treasurer.

16. MEETINGS OF THE BOARD

Regular meetings of the Board of Directors shall be held at a regularly appointed time every month. Notice of the date, the hour, and place of the regular meeting of the Board of Directors shall be given to the Directors via email at least three days before the time for holding said meeting to each Director sent to their last email address appearing on the books and records of the corporation. It is up to each Director to make sure the corporation has their latest email address.

Special meetings may be called at the discretion of the President or by email request of five (5) or more Directors. Each Director shall be notified of the date, hour and the place of any such meeting at least twenty-four hours in advance thereof, which said notice may be given either orally or in writing.

At the meetings of the Board of Directors, members of the Corporation who are not Directors may be heard, but shall have no vote.

17. QUORUM

A majority of the Board of Directors shall constitute a quorum of the Board for the transaction of business.

Any action required or permitted to be taken by the Board may be taken without a meeting if all members of the Board individually or collectively consent in writing to such action. Such action by written consent shall have the same force or effect as a unanimous vote of the Directors.

18. ANNUAL ELECTION

The annual election of members of the Board of Directors shall be by mail ballot conducted as follows:

A. The President shall announce the appointment of a Nominating Committee consisting of no less than three voting members of the Corporation at the February Board Meeting.

B. The Nominating Committee shall prepare a list of nominees to be presented at the March meeting of the Board of Directors. This meeting shall be open to the full membership. Additional nominations shall be permitted from the floor. Such nominees shall be members in good standing and shall agree to serve.

C. Upon closure of nominations, ballots containing the names of the nominees shall be mailed to all voting members at least fourteen (14) days prior to the date set for the closing of the polls.

D. Voting by mail for directors shall be open until four (4) days prior to the April meeting of the Board of Directors. All ballots shall be opened and counted by the Nominating Committee, in the presence of the Secretary, on the morning of the regularly scheduled April meeting.

19. COMMITTEES

The President, with advice and consent of the Board of Directors, shall appoint whatever committees are deemed necessary to carry out the purpose of this Corporation. The duties of these committees shall be determined by the Board of Directors. A minimum of one (1) member of every committee shall be a Director; said member shall represent the committee to the Board of Directors.

20. FINANCES

All financial aspects of the corporation shall be handled in the following manner:

A. All expenditures during the year shall be made within the framework of the budget, unless authorization is given by the Board of Directors to expend a higher amount than provided. Expenditures not included in the budget must be specifically authorized by the Board of Directors.

B. All checks shall be required to have any two (2) of the following three (3) signatures: President, Treasurer, or Executive Director

C. No indebtedness shall be created, appropriated or dispensed unless the amount thereof is at the time in the general fund of the Alliance or approved in advance as set forth in the budget, which budget has been approved by the Board of Directors, no member, agent or employee shall have the power or authority to bind the corporation by any contract, purpose or in any amount.

21. FISCAL YEAR

The fiscal year of the corporation shall be from October first (1st) to September thirtieth (30th).

22. AMENDMENT OR REPEAL

The bylaws may be amended or repealed only by a vote of two-thirds (2/3rds) of the members voting at an Annual or Special Meeting of the Corporation upon two weeks'

email notice specifying the nature of the proposed amendment or repeal. At the discretion of the Board of Directors, under such terms and conditions as it shall deem fit, a mail ballot may be taken upon any proposal to amend or repeal these Bylaws, but such ballot shall clearly specify the nature of the proposed amendment or repeal and must be carried by a vote of two-thirds (2/3rds) of the members voting.

To present a proposed amendment to, or repeal of, these Bylaws, or any provision(s) thereof, the following procedures shall apply:

A. Any such proposal may be presented to the Board of Directors by a Member or may originate with the Board of Directors and shall, thereafter, be referred to the Bylaws Committee for its consideration.

B. Upon receipt thereof, the Bylaws Committee, the same shall be considered and the Committee shall report its recommendation(s) to the Board of Directors within ninety (90) days thereafter.

C. Should the Bylaws Committee recommend an amendment to, or repeal of, a Bylaw, the Board of Directors shall set the same for a debate and vote as required by the applicable provisions of the California Corporations Code.

D. Anything to the contrary herein, notwithstanding, in the event a proposal for an amendment to, or repeal of, a Bylaw is presented to the Board of Directors by a member and such proposal, after review and consideration by the Bylaw Committee, is not presented to the Board of Directors for debate and vote, any twenty (20) Members may petition the Board of Directors for the presentation of such proposed amendment or repeal and a vote at a special Meeting of the membership shall be called for that purpose. Upon receipt of such petition, the Board of Directors shall set a Special Meeting of the membership at which the proposal offered by the petition shall be debated and voted upon.

23. DISSOLUTION

The Corporation may be dissolved by a vote of two-thirds (2/3rds) of the General Members at Annual or Special Meeting. Dissolution may not be carried out by mail ballot. Two (2) weeks written notice of the time and place of such a meeting and the proposed dissolution shall be given to each member before the matter may be taken up at an Annual or Special Meeting. Except as otherwise herein provided, dissolution of the Corporation shall be conducted according to the applicable provisions of the California Corporation Codes.

Any remaining revenues derived from member dues or revenues derived from the sale of assets acquired with the revenues, shall be refunded in equal shares to the member businesses in good standing, then located and operating within the East Anaheim Street Business area after all obligations of the Corporation are met.

24. RULES OF PROCEDURE

Except as herein provided, at all meetings of the Corporation, the rules of parliamentary procedure, as provided in Robert's Rules of Order shall govern. The Board of Directors shall operate in accordance with the Brown Act.

The undersigned President and Secretary of the Corporation known as the East Anaheim Street Business Alliance do hereby certify that the above and foregoing Bylaws were duly adopted by the membership of said Corporation, on the 25th day of October, 2016, and that they do now constitute the Bylaws of said Corporation.

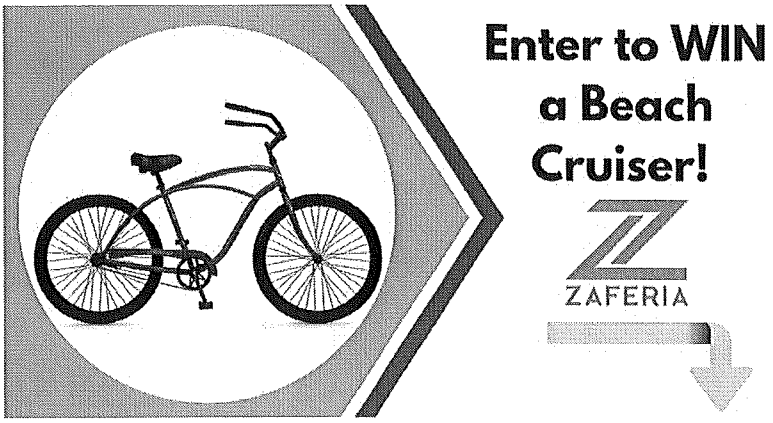
Attest: Tracy Ames, President — Date: 11-16-2016

Attest: Kourosh Davatolhagh, Secretary — Date: 11-03-16

CREATIVE MARKETING SERVICES
Your Resource for Building Better Business

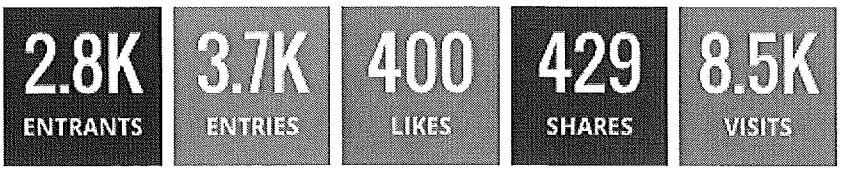
Zaferia Social Media Summary
October 28, 2016 through June 26, 2017

Social Media Campaign
November 2016
Enter to WIN a Beach Cruiser Sweepstakes via Zaferia Facebook Page



Entrants	2,836 (Individual entries)
Entries	3,700 (Includes bonus entries for when someone they refers enters)
New Facebook Fans from Campaign	853
Shares	429
New Email Addresses Acquired	2,836
Facebook Advertisement Cost	$295.07
Total Link Clicks	1,323
Total People Reached	32,473
Facebook Page Boost Reach	3,399
Facebook Page Boost Budget	$30
Total Facebook Advertising Cost for Campaign	$325.07

Email Database grown from by 2,836 contacts

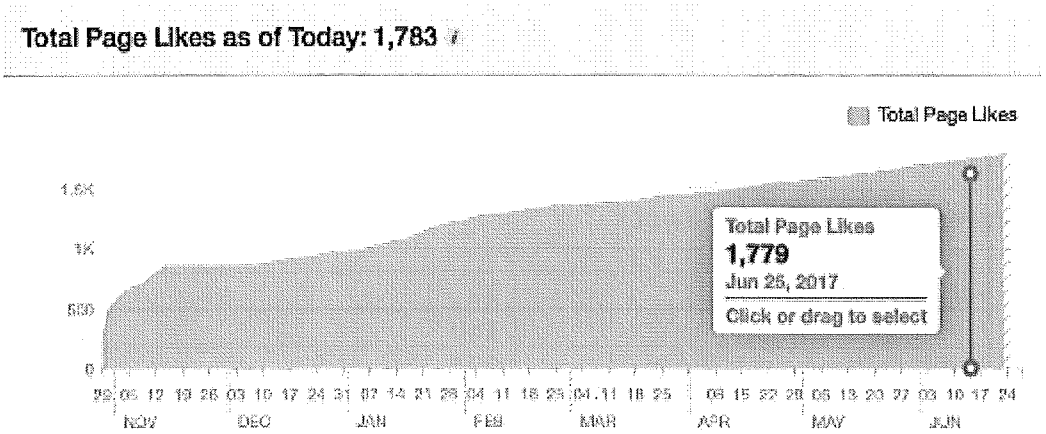


The primary focus for Zaferia's social media management has been on Facebook where we've experience the most reach and engagement.

Facebook:
November 2016 - Today

*** Started at 0 fans on the Zaferia Facebook page**

Total Fans	1,779
Total Reach for Facebook Ads	91,517
Total Cost for Facebook Ads	$1,433.37
Total Reach for Boosted Posts	16,531
Total Costs for Boosted Posts	$428.31
Total Reach for Facebook Ads + Boosts	108,048
Total Cost for Facebook Ads + Boosts	$1,861.68



Facebook Posts Reach & Engagement

Total Unique Impressions	67,532
Total Organic Impressions	52,192
Total Post Engaged Users	1,488
Total Reactions to Posts	1,800+
Total Post Consumption	1,919

Total Unique Impressions: (The total number of people your page post was served to)

Total Organic Impressions: (The number of people who saw your Page post in news feed or ticker, or on your Page's timeline)

Total Paid Impressions – Boosted Posts (The number of people your advertised Page post was served to)

Total Post Engaged Users: (Commenting, Liking or Sharing)

Total Post Consumption: (Clicked anywhere in your post)

Instagram:

November 2016 – Today

***Instagram started at 0 followers**

Total Followers	285
Total Impressions	10,449

Instagram Advertisement:

March 2017 – Today

Total Reach for Instagram Ad	22,711
Total Cost for Instagram Ad	$194.18
Total Link Clicks	186

Pinterest:

November 2016 – Today

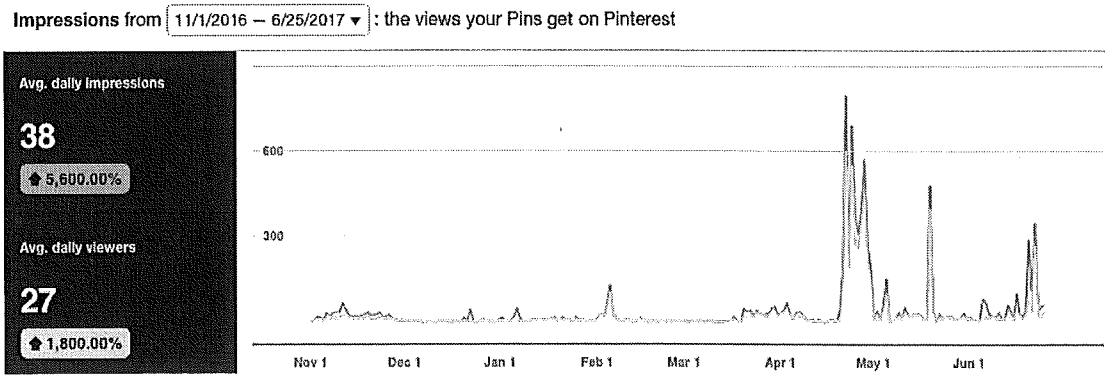
***Pinterest started at 0 followers**

Total Followers	15
Total Pins	160
Total Monthly Views on Average	604

Pinterest Advertisement:

April 2017 – Today

Total Impressions on Promoted Pins	3,060
Total Engagement Promoted Pins	63
Total Cost for Pinterest Boost Promoted Pins	$20.00



Twitter:
November 2016 – Today

***Twitter started at 0 followers**

Total Number of Followers	66
Total Tweets	149

Total Impressions	16,217
Total Page Visits	1,159

Total Social Media Advertising Spend: October 28, 2016 – June 26, 2017

Total Cost for Facebook Ads + Boosts	$1,861.68
Total Cost for Instagram Ad	$194.18
Total Cost for Pinterest Boost Promoted Pins	$20.00
Total Social Media Advertising Spend	**$2,075.86**

PROJECT: EASBA

October 2016 - June 2017

DATE: June 22, 2017

CONSERVATION CORPS OF LONG BEACH STAT SHEET

DATE	LOCATION	SQ. FT.	STREETS	SIDE STREETS	BAGS	TRASH LBS.	BULKY ITEMS	REPORTED Y/N	TREE WELLS
Oct-16	E Anaheim from Junipero to PCH	422,400	177	64	44	660	0		5
Nov-16	E Anaheim from Junipero to PCH	528,000	220	80	41	775	0		20
Dec-16	E Anaheim from Junipero to PCH	844,800	128	64	82	2460	0		17
Jan-17	E Anaheim from Junipero to PCH	422,400	176	64	39	1170	0		19
Feb-17	E Anaheim from Junipero to PCH	422,400	176	64	20	600	0		0
Mar-17	E Anaheim from Junipero to PCH	528,000	176	80	26	770	0		7
Apr-17	E Anaheim from Junipero to PCH	422,400	176	64	25	750	0		14
May-17	E Anaheim from Junipero to PCH	422,400	176	64	30	740	0		14
Jun-17	E Anaheim from Junipero to PCH	422,400	176	64	26	780	0		14
	TOTAL:	4,435,200	1581	608	333	8705	0		110
		SQ. FT.	STREETS	SIDE STREETS	BAGS	TRASH LBS.	BULKY ITEMS	REPORTED Y/N	TREE WELLS

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The East Anaheim corridor serves as the main artery of Long Beach and Zaferia is located in the heart of the City. Zaferia offers lively bars – pub style, college style, sports bars, beer, wine, cocktails and live music; distinct restaurants – serving up Thai, Italian, Irish, American, Mexican, Cuban, Caribbean, Middle Eastern, seafood, baked goods, burgers and fast food; and celebrates the human experience with dramatic and comedic performances Fridays, Saturdays and Sundays in our landmark theater, the Long Beach Playhouse, since 1929. Zaferia retailers provide diverse offerings, such as antiques, art, clothing, textiles, glass and crafts, and notable design services in the only 'design district' in Long Beach.

In the heart of Long Beach, Zaferia is close to all points north, south, east and west, and close to you!

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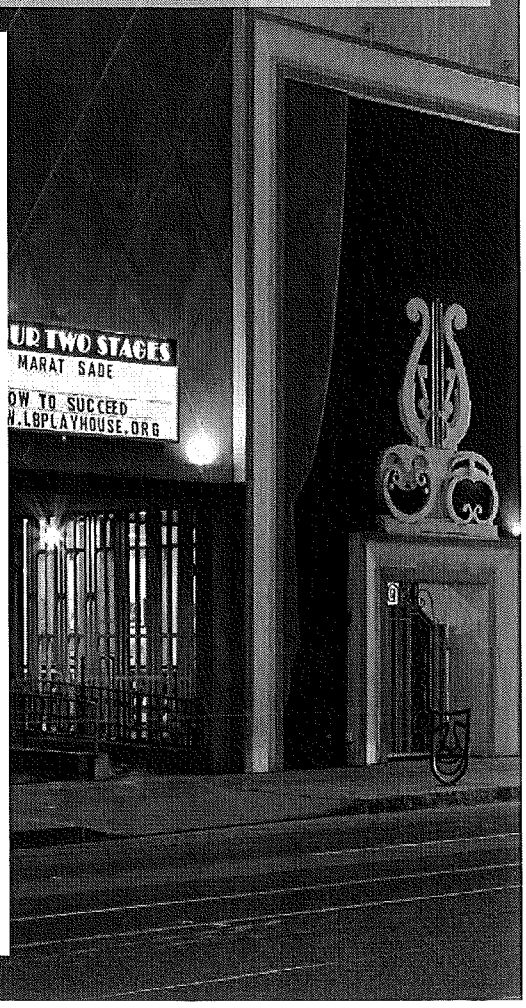

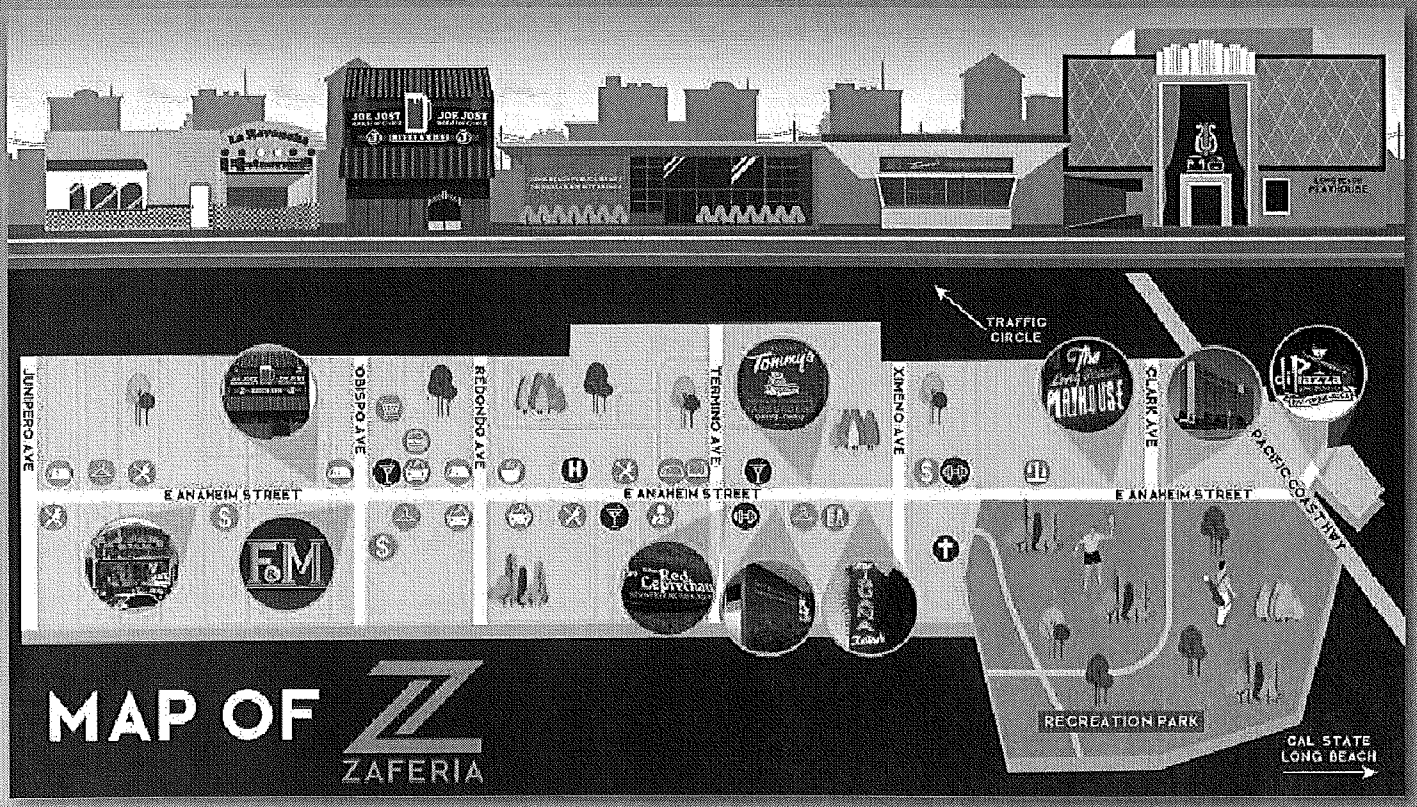

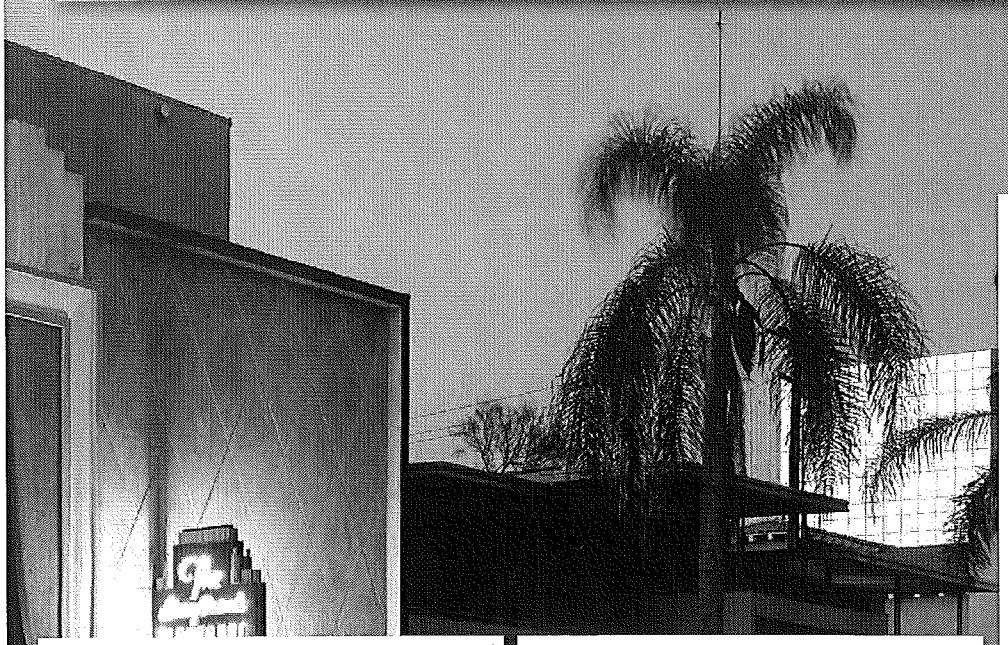

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East Anaheim Street Business Alliance

BUDGET OVERVIEW: FY 2017 - 2018 - FY18 P&L

October 2017 - September 2018

	TOTAL
INCOME	
Member Assessments	168,000.00
Total Income	**$168,000.00**
GROSS PROFIT	**$168,000.00**
EXPENSES	
Administrative Expense	
Accounting	2,940.00
Cell Phone	800.00
Dues & Memberships	420.00
Franchise Tax Board	10.00
Hardware Purchases	1,000.00
Insurance	2,100.00
Mileage Reimbursement	200.00
Office Supplies	1,000.00
Parking Validations	300.00
Payroll Expense	
Employer Taxes	6,480.00
Payroll Fees	1,152.00
Wages	29,160.00
Workers' Compensation	369.00
Total Payroll Expense	**37,161.00**
Postage	711.00
Professional Services	1,000.00
Rent & Parking	
Parking	660.00
Rent	10,290.00
Total Rent & Parking	**10,950.00**
Software Fees	1,200.00
Training	150.00
Uncollected Assessments	28,000.00
Total Administrative Expense	**87,942.00**
Program Expense	
Events	9,000.00
Food & Drinks	
BOD Meetings	1,100.00
Member Meetings	3,500.00
Member Socials	2,400.00
Total Food & Drinks	**7,000.00**
Marketing	
Advertising Merchandise	1,000.00
District Group Advertising	2,400.00
Print Pubs/Advertising	2,400.00
Social Media Marketing	9,000.00

	TOTAL
Total Marketing	**14,800.00**
Pole Banners & Maintenance	10,000.00
Sponsorship	250.00
Streetscape and Cleaniliness	
Area Improvements/Maintenance	10,000.00
Sidewalk Cleaning	9,000.00
Trash and Weed Abatement	19,008.00
Total Streetscape and Cleaniliness	**38,008.00**
Website	1,000.00
Total Program Expense	**80,058.00**
Total Expenses	**$168,000.00**
NET OPERATING INCOME	**$0.00**
NET INCOME	**$0.00**