



**SOUTH GATE
TWEEDY MILE ADVISORY BOARD**

Monday, November 1, 2021 at 5:00 p.m.

TELECONFERENCE

DIAL-IN-NUMBER: 1 (669) 900-6833

MEETING ID: 822 9777 2514

<https://us02web.zoom.us/j/82297772514>

Call To Order/Roll Call

CALL TO ORDER	Joshua Barron, Chairperson
PLEDGE OF ALLEGIANCE	
ROLL CALL	Carmen Avalos, City Clerk

Roll Call

BOARD MEMBERS	CITY STAFF
Joshua Barron, Chairperson	Giselle Mares, Management Assistant
Sylvia Masushige, Vice Chairperson	
Maribel Chaidez	
Angela Lucero	
Victor Zamudio	

Meeting Compensation Disclosure

Pursuant to Government Code Section 54952.3: Disclosure of compensation for meeting attendance by the Tweedy Mile Advisory Board is \$0 monthly regardless of the amount of

meetings.

Open Session Agenda

1. Discussion And Updates On The Business Improvement District (BID)

The Tweedy Mile Advisory Board will consider discussing and providing guidance on event and activity planning for the Fiscal Year 2021/22 BID Budget. (CM)

Documents:

[ITEM 1 REPORT 11012021.PDF](#)

2. Minutes

The Tweedy Mile Advisory Board will consider approving the Special Meeting Minutes of July 12, 2021 and Regular Meeting Minutes of August 2, 2021. (CLERK)

Documents:

[ITEM 2 REPORT 11012021.PDF](#)

Comments From The Audience

Comments From The Board Memebers

Adjournment

I, Carmen Avalos, Secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted October 28, 2021 at 4:05 p.m., as required by law.

Carmen Avalos,

City Clerk

Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office

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In compliance with the American with Disabilities Act, if you need special assistance to participate in the City Council Meetings, please contact the Office of the City Clerk.

Notification 48 hours prior to the City Council Meeting will enable the City to make reasonable arrangements to assure accessibility.



*City of South Gate
Tweedy Mile Advisory Board
November 1, 2021*

STAFF REPORT

AGENDA ITEM NO. 1

TO: Tweedy Mile Advisory Board

FROM: Giselle Mares, Management Assistant, City Manager's Office

SUBJECT: Discussion and updates on the Business Improvement District (BID)

RECOMMENDED ACTION: Discuss and provide guidance on event and activity planning for the Fiscal Year 2021/22 BID Budget.

BACKGROUND: Each year, the Tweedy Mile Advisory Board (Board) funds several eligible events and activities under the Parking and Business Improvement District (BID) budget that can be provided by a non-profit, organization or vendor. Per the Parking and Business Improvement Area Law of 1989, California Streets and Highway Code Section 36500, the eligible events and activities that may be funded include:

- a) Decoration of any public place in the area;
- b) Promotion of public events which are to take place on or in public places in the area; and
- c) The general promotion of retail trade activities in the area

The purpose of the events and activities on the BID, also known as Tweedy Mile, is to attract regular and new visitors into the area and improve the business environment.

Approved Fiscal Year 2021/22 Business Improvement District (BID) Budget

On May 11, 2021 the City Council approved the following BID budget for Fiscal Year 2021/22:

- a) \$13,474.19 for the promotion of public events which are to take place on Tweedy Mile;
- b) \$13,474.19 for the general promotion of retail trade activities; and
- c) \$26,948.39 for decoration of any public place in the area.

As a result, the Board shall approve events and activities within the approved BID budget for each eligible category listed above.

List of BID Funding Requests for FY 2021/22 Approved on August 2, 2021

BID Funding Requests Approved Funding by Board on August 2, 2021	Approved Amount
1. Decoration of Any Public Place in Area	
Christmas Street Lights	\$7,891.00
Approved Amount:	\$7,891.00
Budget Amount:	\$26,948.39
Budget Balance:	\$19,057.39
2. Promotion of Public Events	
Dia de Los Muertos/Day of the Dead	\$3,500.00
Christmas on Tweedy	\$4,500.00
Music and Radio on the Boulevard for one event	\$300.00
Posada	\$1,700.00
Approved Amount:	\$10,000.00
Budget Amount:	\$13,474.19
Budget Balance:	\$3,474.19
3. General Promotion of Retail Trade Activities	
Marketing and Printing	\$1,200.00
Sidewalk Sales	\$407.00
Christmas Window Decoration Contest	\$600.00
Approved Amount:	\$2,207.00
Budget Amount:	\$13,474.19
Budget Balance:	\$11,267.19



City of South Gate
Tweedy Mile Advisory Board
November 1, 2021

STAFF REPORT

AGENDA ITEM NO. 2

TO: Tweedy Mile Advisory Board

FROM: Carmen Avalos, City Clerk

SUBJECT: APPROVAL OF TWEEDY MILE ADVISORY BOARD MEETING MINUTES.

PURPOSE: To historically preserve the events of the Advisory Board Meetings.

RECOMMENDED ACTION: Approve the Special Meeting minutes of July 12, 2021 and Regular Meeting minutes of August 2, 2021.

BACKGROUND: The minutes typically describe the events of the meeting and may include a list of attendees, a statement of the issues considered by the participants, and related responses or decisions for the issues. Amendments should be provided to the City Clerk's Office within 24 hours of a Tweedy Mile Advisory Board Meeting that verification of the record and corrections are made accordingly. A revised document will be provided to the TMAB prior to the Meeting.

ATTACHMENTS: Minutes of the Tweedy Mile Advisory Board

**MINUTES FOR THE SPECIAL MEETING OF THE
TWEEDY MILE ADVISORY BOARD**

MONDAY, JULY 12, 2021

CALL TO ORDER The special meeting of the Tweedy Mile Advisory Board was called to order by Joshua Barron, Chairperson at 5:04 p.m.

ROLL CALL Sonia Guerrero, Recording Secretary

PRESENT Chairperson Joshua Barron, Vice Chairperson Syliva Masushige, Board Member Victor Zamudio and Management Analyst Marina Urias

ABSENT Board Member Maribel Chaidez and Board Member Angela Lucero

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BOARD BUDGET The Tweedy Mile Advisory Board discussed and provided guidance on event and activity planning for the Fiscal Year 2021/22 Parking and Business Improvement District (BID) Budget.

Chairperson Barron asked Ms. Urias if the Tweedy Mile Association provided any documents.

Ms. Urias stated that nothing was provided. Tweedy Mile Association was aware of the meeting but was not able to meet the deadline to submit funding request. The association requested more time to provided documents.

Chairperson Barron opened the item to the public.

Mario Dominguez, Jr., 10607 San Miguel Ave, South Gate, asked for the purpose of today's meeting?

Ms. Urias stated that the purpose of today's meeting is to start discussing the business improvement district in the Tweedy Mile program.

Mr. Dominguez's complaint are the buildings on Tweedy Boulevard look old. The buildings on Firestone Boulevard towards Downey look newer.

Laverne Bates stated that the Tweedy Mile Association has a budget and a list of activities. The Association requested more time.

Chairperson Barron asked Ms. Bates to give more information to the other Board Members regarding the Tweedy Mile Association's process in getting other merchants involved.

Ms. Bates stated notices were sent out to all merchants asking for volunteers.

Chairperson Barron asked how the notices were sent out.

Ms. Bates believes the notices were hand delivered.

Board Member Zamudio requested copies of those notices. His business did not receive any notice asking for volunteers from Tweedy Mile Association.

Ms. Bates asked Board Member Zamudio the name of his business.

Board Member Zamudio stated South Gate Crossfit. He also mentioned a few businesses on Tweedy did not receive any notices.

Ms. Bates does know when the notices went out. The notices were prepared to go out.

Chairperson Barron stated that this topic has been discussed in the past. They would like all merchants on the boulevard be aware of the different programs. He asked Ms. Urias to speak on the outreach the city did.

Vice Chairperson Masushige stated not all merchants on the Boulevard were notified.

Chairperson Barron also asked a few merchants on the Boulevard if they were notified of the programs. He also invited them to attend today's meeting.

Ms. Urias stated that the city posts on the website, send emails to all email subscribers, and on social media to promote meetings.

Ms. Urias also stated that for the previous meeting the city mailed a copy of the proposed budget and a letter to the merchants on Tweedy Mile and the city did receive a few participants.

Chairperson Barron is considering moving this meeting to a later date. He asked Ms. Urias for a list of merchants that will participate and if they are part of the Tweedy Mile Association or outside of the Tweedy Mile Association.

Ms. Bates can provide a list of items that was sent out. She was under the impression that this meeting was going to be continued because they did not have any documents available.

Ms. Urias stated the city is starting a new process with the business improvement district. The process involves a budget, which has been established by the Board and City Council approved.

Ms. Bates stated the Tweedy Mile Association prepares activities thru January.

Ms. Urias asked Ms. Bates to submit their request for funding form for each event the Tweedy Mile Association would like the bid district to fund. Once information is received, it will be presented to the Board for review and approval.

Chairperson Barron thanked Ms. Bates for providing the list.

Chairperson Barron opened the meeting to the audience for any ideas, events or anything that would fall within the parameters of beautifying or decorating a public area for general promotion of event of the retail stores.

Seeing no one step forward; Chairperson Barron closed the audience portion.

Chairperson Barron opened the meeting to the Board.

Vice Chairperson Masushige mentioned that every Saturday from 8:00 a.m. - 2:00 p.m. behind the old Sizzler building there is a food giveaway for South Gate residents.

Chairperson Barron asked Vice Chairperson Masushige and Board Member Zamudio if there are any events, ideas, or advice for the Tweedy Mile Association.

Vice Chairperson Masushige is concerned about large gatherings due to the pandemic.

Ms. Urias stated that there is still distancing requirements for events and that attachment was included with the staff report.

Chairperson Barron stated that on the request for funding form there are no construction on the actual form of what will be required. Are both pages being provided when they are making their recommendations for an event.

Ms. Urias stated the first step would be to submit the funding request form and then we would provide the additional requirements.

Chairperson Barron feels we are working backwards. We should be providing both forms at the same time to be aware of the requirements.

Ms. Urias stated forms are attached to the staff report. We are only discussing future events and ideas from the public.

Board Member Zamudio asked if we are discussing events for the remainder of Calendar year 2021 or events of calendar year for upcoming 2022?

Chairperson Barron stated that the actual calendar time is from July 2021 to June 2022.

Board Member Zamudio asked if this is a new process; is this the reason why the Tweedy Mile Association has been unprepared in delivering their budget proposal request to the Board.

Ms. Urias stated she and City Manager had a meeting with Ms. Bates, Bash (current President) and Evan Greenspan (former President) and explained the new process.

Chairperson Barron understands this change of process was to get more involvement from the merchants and from residents. Chairperson Barron would like the attention of decorations on public places and promotion for the retail trade and activities.

Chairperson Barron asked Ms. Urias about the flowerbeds attached to the benches.

Ms. Urias noted the bench areas are eligible as it's a public place under the BID.

Vice Chairperson Masushige concurs with Chairperson Barron.

ADJOURNMENT

Chairperson Barron motioned to adjourn the meeting at 5:45 p.m. and seconded by Vice Chairperson Masushige.

PASSED and **APPROVED** this 1st day of November 2021.

Joshua Barron, Chairperson

Carmen Avalos, City Clerk

**MINUTES FOR THE REGULAR MEETING OF THE
TWEEDY MILE ADVISORY BOARD**

MONDAY, AUGUST 2, 2021

CALL TO ORDER The special meeting of the Tweedy Mile Advisory Board was called to order by Joshua Barron, Chairperson at 5:21 p.m.

ROLL CALL Carmen Avalos, City Clerk

PRESENT Chairperson Joshua Barron, Vice Chairperson Syliva Masushige, Board Member Victor Zamudio and Management Analyst Marina Urias

ABSENT Board Member Maribel Chaidez and Board Member Angela Lucero

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BOARD BUDGET The Tweedy Mile Advisory Board reviewed, discussed, and approved the Business Improvement District (BID) funding requests received for Fiscal Year 2021/22 Budget by motion of Chairperson Barron and seconded by Board Member Zamudio. Board Members Chaidez and Lucero were absent.

Additional information was requested on the South Gate Art Walk from coordinators and Tweedy Mile Association.

The Day of Dead was approved by motion of Chairperson Barron and seconded by Board Member Zamudio. Board Members Chaidez and Lucero were absent.

Music & Radio on the Boulevard was approved by motioned of Chairperson Barron and seconded by Board Member Zamudio. Board Members Chaidez and Lucero were absent.

ADJOURNMENT Chairperson Barron motioned to adjourn the meeting at 7:08 p.m. and seconded by Vice Chairperson Masushige.

PASSED and **APPROVED** this 1st day of November 2021.

Joshua Barron, Chairperson

Carmen Avalos, City Clerk