



**SOUTH GATE
TWEEDY MILE ADVISORY BOARD**

Monday, July 12, 2021 at 5:00 p.m.

TELECONFERENCE

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

MEETING ID: 835 4047 3991

<https://us02web.zoom.us/j/83540473991>

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	Marina Urias, Management Analyst
Sylvia Masushige, Vice Chairperson	
Maribel Chaidez	
Angela Lucero	
Victor Zamudio	

COVID 19 Meeting Procedures

Pursuant to Governor Newsom's Executive Order N-29-20, dated March 17, 2020, members of the Tweedy Mile Advisory Board, staff, and the public will participate in the

July 12, 2021 meeting via a teleconference. To avoid exposure to COVID-19 this meeting will be held with City Council Members participating via teleconference by calling Dial-in-Number: 1 (669) 900-6833 and Meeting ID: 835 4047 3991 and <https://us02web.zoom.us/j/83540473991>

Procedure for Participation:

Any person wanting to participate may request to "speak" on an agenda item. Once acknowledged and authorized by the Mayor the person may speak. Alternatively, any person may submit comments on an item electronically by emailing cavalos@sogate.org. Submissions by email must be received 45 minutes prior to the posted start time of the meeting if emailing subject/public comment. All emails will be made part of the record, copies to City Council and filed.

Subject line should read: COMMENTS FOR ITEM _____, MEETING OF JULY 12, 2021.

Please note, you will enter the meeting muted, but if you want to comment on an Agenda Item or during the public comment portion of the Agenda, raise your hand or press *9 at the appropriate time indicated by the Mayor. When you are selected to speak, you will hear that you are unmuted, this is the time to make your public comments. Your patience with these changes is appreciated as the City adjusts to new ways of conducting business during the COVID-19 pandemic. Thank you.

Accessibility: Reasonable accommodations for individuals with disabilities will be handled on a case-by-case basis and in accordance with the Americans with Disabilities Act and Governor Newsom's Executive Order N-29-20. Please call the Office of the City Clerk at 323.563.9510.

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 Of Event And Activity Planning For The Fiscal Year 2021/22

The Tweedy Mile Advisory Board will discuss and provide guidance on event and activity planning for the Fiscal Year 2021/22 Parking and Business Improvement District (BID) Budget. (CM)

Documents:

[STAFF REPORT_NO.1_TBID BUDGETS_JULY 12_2021.PDF](#)
[BEST PRACTICES_ GUIDANCE FOR BUSINESSES.PDF](#)
[PARKING AND BUSINESS IMPROVEMENT REQUEST FOR FUNDING FORM.PDF](#)

Adjournment

I, Carmen Avalos, Secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted July 6, 2021 at 5:25 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

8650 California Avenue, South Gate, California 90280

(323) 563-9510 * fax (323) 563-5411 * www.cityofsouthgate.org

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
July 12, 2021

STAFF REPORT

AGENDA ITEM NO. 1

TO: Tweedy Mile Advisory Board

FROM: Marina Urias, Management Analyst, City Manager's Office

SUBJECT: Discussion of event and activity planning for the Fiscal Year 2021/22 Parking and Business Improvement District (BID) budget.

PURPOSE: The Tweedy Mile Advisory Board is requested to provide guidance on event and activity planning for the Fiscal Year 2021/22 BID Budget.

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 plan events and activities within the approved BID budget for each eligible category listed above.

Guidance for Hosting Events from the Los Angeles County Department of Public Health

On June 15, all capacity limits and distancing requirements were lifted in California, and most businesses are able to return to full operations. Los Angeles County has joined the state in lifting most COVID-19 restrictions. Attached is the Los Angeles County Department of Public Health summary of best practices for businesses to host large events.

Previous Events and Activities Funded

In the past, the following events and activities have been funded under the BID:

Past BID Budget Items	Amount
Decoration of Any Public Place In Area	
Installation of Street Christmas Lights	\$7,771
Promotion of Public Events	
Backpack Giveaway	\$2,500
Thanksgiving Food Giveaway	\$2,250
Posada Event on Tweedy Mile	\$1,580
Christmas Event on Tweedy Mile	\$4,449
Day of the Dead Event	\$1,509
Christmas Parade Participation	\$750
General Promotion of Retail Trade Activities	
City Permits for Sidewalk Sales	\$107
Marketing/Printing	\$225

Tweedy Mile Association

The Tweedy Mile Association (TMA) was notified of this meeting on June 14, 2021, however, they were not able to meet the deadline to submit their funding requests, and requested additional time. They are preparing to submit several funding requests for events and activities to the Board in approximately 2 weeks. The City will continue to assist the TMA to submit their BID funding requests for the Board to review and consider for funding. In addition, the City prepared the attached Funding Request Form to assist the Tweedy Mile Association with their future funding requests. The TMA was instructed to submit this form for each event and activity they would like the Board to review and consider funding.

Next Steps

It is at the Board’s discretion to begin the conversation on possibly adding new events or proposing new marketing efforts under the FY 2021/22 BID Budget. The Board is not bound to only past events and activities and certainly should consider comments from the business owners located in the BID, as well as the public and their own input. The meeting was promoted on Facebook, Instagram and emailed to the City’s email subscribers, as well as the Tweedy Mile Association.

In addition, it is important to note that planning for events takes time and often requires funds spent in advance. Thus, the City would like the board to provide guidance to begin the process of approval for BID events and activities under Fiscal Year 2021/22.

ATTACHMENTS:

- 1) Best Practices to Prevent COVID-19 Guidance for Hosting Large Events
- 2) BID Funding Request Form



Best Practices to Prevent COVID-19 Guidance for Hosting Large Events

For the latest version of this guidance, please check <http://publichealth.lacounty.gov/media/Coronavirus/reopening-la.htm>.

On June 15, all capacity limits and distancing requirements were lifted in California, and most businesses are able to return to full operations. Los Angeles County has joined the state in lifting most COVID-19 restrictions. The risk of COVID-19 is still present, especially for those who are not fully vaccinated against the virus.

Even as businesses resume full operations, COVID-19 continues to pose a risk to communities, and it is important for employers to continue to take steps to reduce the risk of COVID-19 transmission among their workers and customers. Below is a summary of best practices for businesses that host large events to consider as they transition to full operations. These are recommended for all large events, not just mega events. In addition to this information, please remember:

- Businesses that host indoor events with more than 5,000 attendees or outdoor events with more than 10,000 attendees must follow State [Guidance for Mega Events](#).
- Requirements for employees are different than those for attendees. Employers that fall under the scope of the [Cal/OSHA COVID-19 Prevention Emergency Temporary Standards](#) (ETS) must remain in compliance with these Standards.

Please be sure to read and follow the [general guidance for businesses](#). The best practices below are intended to supplement the general guidance.

Require masks in compliance with State Guidance

- ✓ For indoor events where vaccination status cannot be verified, require attendees to bring and wear masks, regardless of vaccination status, except while eating and drinking in designated areas.
- ✓ For outdoor events with more than 200 people, unvaccinated attendees should wear masks if they are less than six feet away from others. At outdoor events that are over 1,000 people, if vaccination verification is not possible, all attendees should wear face masks.
- ✓ Make masks available for those who arrive without them.
- ✓ Employees who work in a setting where they are in close contact with other people who may not be fully vaccinated should be provided a higher level of protection, such as wearing two masks (“double-masking”) or a respirator (e.g., KN95 or N95). This is particularly important if the employee is not fully vaccinated and is in an indoor or crowded outdoor setting.
- ✓ Performers or presenters who are not vaccinated should wear face masks as much as possible. For ongoing productions, test unvaccinated performers and any crew working closely with others at least once before the production and then two times per week for the duration of the production. See [screening testing guidance](#) for more details.
- ✓ See [State Guidance for the Use of Face Coverings](#).

Screen attendees

- ✓ Screen guests, staff, performers, and crew for symptoms before they attend the event and ask them not to attend if they have symptoms of COVID-19 or if they are under isolation or quarantine orders.
- ✓ Consider requiring all guests to attest that they are either fully vaccinated against COVID-19 or will have had a negative COVID-19 test within 72 hours of attending your event.



Best Practices: Guidance for Hosting Large Events

Reduce crowding, especially indoors

- ✓ Establish procedures to prevent crowding among persons waiting to enter or exit an event.
- ✓ If there will be a presentation or performance, maintain a 6-foot distance from performers and audience members unless there is verification that everyone is fully vaccinated. Place any unvaccinated performers that sing, yell, or play wind and brass instruments at least 6 feet away from others.
- ✓ Follow [DPH Food and Beverage Service recommendations](#) if you serve refreshments at your event. Dining outdoors is best. If indoors, it is recommended that you have a separate area in your venue for drinking and dining to minimize mixing of people who are not wearing face masks.

Support handwashing

- ✓ Place handwashing stations or hand sanitizer at entry and outside communal bathrooms with signage promoting use.
- ✓ Encourage frequent handwashing.

Ventilate

- ✓ If your event is held indoors, make sure your building's HVAC system is in good, working order.
- ✓ Maximize ventilation. Options include installing portable high-efficiency air cleaners, upgrading the building's air filters to the highest efficiency possible, and making other modifications to increase the quantity of outside air and ventilation in all working areas.
- ✓ When weather and working conditions allow, increase fresh outdoor air by opening windows and doors. Consider using fans to increase the effectiveness of open windows – position window fans to blow air outward, not inward.
- ✓ Decrease occupancy in areas where outdoor ventilation cannot be increased. Consider use of carbon dioxide monitors to monitor the effectiveness of your ventilation in more densely occupied indoor spaces.
- ✓ See State [Interim guidance for Ventilation, Filtration, and Air Quality in Indoor Environments](#).

Communicate

- ✓ Use advanced registration as much as possible for your event so you know how many people will attend. Advanced registration can also help you to convey your COVID-19 safety plans to guests before they attend.
- ✓ Use your online platforms to communicate your COVID-19 safety policies to the public.
- ✓ Make sure all guests are aware of and follow the Los Angeles County Department of Health [Travel Advisory](#).

**Parking and Business Improvement Area Law
Request for Funding FY 2021/22**

Name & Address of Applicant:	
Select one:	
Non-profit organization	
Private Business	
Name of Proposed Activity,Event or Decoration:	
(insert)	
Proposed Event Address/Location:	
(insert)	
Proposed Event Date & Hours:	
(insert)	
Purpose of Proposed Event, Activity or Decoration:	
(insert short description)	
Select the eligible category that the proposal falls under:	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	
Proposed Budget Items	Amount
(list expenditures)	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$