



## SOUTH GATE SPECIAL TWEEDY MILE ADVISORY BOARD

Wednesday, December 1, 2021 at 5:30 p.m.

### TELECONFERENCE

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

**MEETING ID: 844 80871031**

**<https://us02web.zoom.us/j/84480871031>**

#### Call To Order/Roll Call

<b>CALL TO ORDER</b>	Joshua Barron, Chairperson
<b>PLEDGE OF ALLEGIANCE</b>	
<b>ROLL CALL</b>	Carmen Avalos, City Clerk

#### Roll Call

<b>BOARD MEMBERS</b>	<b>CITY STAFF</b>
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. Business Improvement District (BID) Funding Requests For Fiscal Year 2021/22 Budget**

The Tweedy Mile Advisory Board will consider reviewing, discussing and approving the BID funding requests received for Fiscal Year 2021/22 Budget. (CM)

Documents:

[ITEM 1 REPORT 12012021.PDF](#)

#### **Adjournment**

I, Carmen Avalos, Secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted November 30, 2021 at 5:05 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

8650 California Avenue, South Gate, California 90280

(323) 563-9510 \* fax (323) 563-5411 \* [www.cityofsouthgate.org](http://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  
December 1, 2021*

---

# **STAFF REPORT**

## **AGENDA ITEM NO. 1**

---

**TO:** Tweedy Mile Advisory Board

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

**SUBJECT:** Business Improvement District (BID) funding requests for Fiscal Year 2021/22 Budget

**RECOMMENDED ACTION:** Review, discuss and consider approving the BID funding requests received for Fiscal Year 2021/22 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

<b>BID Funding Requests</b>	<b>Amount</b>
<b>1. Decoration of Any Public Place in Area</b>	
<b>Budget Amount:</b>	<b>\$26,948.39</b>
<b>Budget Balance:</b>	<b>\$19,057.39</b>
<b>2. Promotion of Public Events</b>	
<b>Budget Amount:</b>	<b>\$13,474.19</b>
<b>Budget Balance:</b>	<b>\$3,474.19</b>
<b>3. General Promotion of Retail Trade Activities</b>	
TMA General Meeting- December 2021	\$950.00
Customer Appreciation from TMA	\$10,200.00
<b>Total Requested:</b>	<b>\$11,150.00</b>
<b>Budget Amount:</b>	<b>\$13,474.19</b>
<b>Budget Balance:</b>	<b>\$2,324.19</b>

**ATTACHMENT:**

- 1) BID Funding Request Forms from Tweedy Mile Association

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

<b>Name &amp; Address of Applicant:</b>	
Tweedy Mile Association, 3848 Tweedy Blvd. Ste B2-567, South Gate, CA 90280	
<b>Select one:</b>	
Non-profit organization	X
Private Business	
<b>Name of Proposed Activity, Event or Decoration:</b>	
Customer Appreciation from Tweedy Miles Merchants	
<b>Proposed Event Address/Location:</b>	
TWEEDY BLVD	
<b>Proposed Event Date &amp; Hours:</b>	
One week before Christmas. Date to be determined.	
<b>Purpose of Proposed Event, Activity or Decoration:</b>	
<p>All business on Tweedy Miles are provided with a drawing box with the drawing tickets. Big posters are posted at every business door. Flyers are distributed. All customer can participate by filling out the drawing tickets. Most important parts are customer name, phone number and name of the business where they filled out the ticket. All the boxes are picked up about one to two weeks before Christmas. Drawing is held in the presence of other board members. Business are notified about the winner. Winners are notified about the business at which they participated. Only one winner per businesses. This is one of the great way to bring customer in, stay in, conversation starter, explaining services and products and advantages of neighborhood small businesses. And for some customer's families this might be the only way to have a good Holiday's meal.</p> <p>Also a kids art event is arranged by TMA. The <b>Food Give Away</b> will be distributed among the winners at this event. A local artist is invited to spend time with kids and bring artists out from inside of these kids. Kids enjoy coloring and drawing. Kids love to participate in the drawing contest. Top three winners are provided with special awards. Rest of the kids also get toys. Kids love to gather around the Clown and watch tricks. Food, drinks and water are served. This is a family event. Parents, kids and other family members come out to enjoy Christmas spirit. The families hanging out help businesses with extra sales.</p>	
<b>Select the eligible category that the proposal falls under:</b>	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X

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

<b>Proposed Budget Items</b>	<b>Amount</b>
<b>Printing of Letters, Flyers, Posters and Banners (2) across the street</b>	<b>\$ 3,500.00</b>
Two Banners will be provided by TMA and installed by the City.	\$ -
Delivery & Pickup of the Lottery Boxes (By the Police Explorers)	\$ -
<b>Glazed Ham and the trimmings food</b>	<b>\$ 5,000.00</b>
<b>Gifts, Food and other activities</b>	<b>\$ 1,700.00</b>
<p>* Thanksgiving event did not happen so it is being combined with the Christmas Food Give Away and Christmas on Tweedy. All these three events combined together will be called TMA's Small Businesses Give Back. Please note that the Thanksgiving Give Away expenses for \$2500.00; Christmas Food Giveaway expenses for \$4,000.00 and the Christmas on Tweedy event for \$3,700.00 are already approved by the TMA Advisory Committee.</p> <p>** TMA expect to serve more than 100 families.</p>	
<b>Total</b>	<b>\$ 10,200.00</b>

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

<b>Name &amp; Address of Applicant:</b>	
Tweedy Mile Association, 3848 Tweedy Blvd. Ste B2-567, South Gate, CA 90280	
<b>Select one:</b>	
Non-profit organization	X
Private Business	
<b>Name of Proposed Activity, Event or Decoration:</b>	
General Meeting Dec 2021	
<b>Proposed Event Address/Location:</b>	
TWEEDY BLVD	
<b>Proposed Event Date &amp; Hours:</b>	
TO BE DETERMINED. Approx. in two weeks	
<b>Purpose of Proposed Event, Activity or Decoration:</b>	
<p>This is a general meeting to help Tweedy Miles Merchant be successful and thrive. Merchants are educated on different aspects of their business. They are explained about the help available from TMA. The merchants are explained about the business promoting activities coming up. They are invited to bring ideas to make Tweedy Miles more inviting. They are provided with application to volunteer and are explained the importance of helping each other. They are informed about the City of South Gate plans and projects for Tweedy Miles. They are educated to navigate the city's different rules and regulations. City officials are invited to educate merchants about the help available from the city. Police department is invited to educate merchants about the safety and security on the boulevard.</p>	
<b>Select the eligible category that the proposal falls under:</b>	
1. Decoration of Public Place	
2. Promotion of Public Events	
3. General Promotion of Retail Trade Activities	X
<b>Proposed Budget Items</b>	<b>Amount</b>
Breakfast or lunch for the merchants	\$ 500.00
Printing for this event	\$ 100.00
Printing and distribution Monthly News Letter	\$ 350.00
<b>Total</b>	<b>\$ 950.00</b>