



# Old L.A. News

Issue 1 2021

www.OLDLA.org

Publication of the North Figueroa Association

**2022 Assessments-** At the April 2021 Board of Directors meeting, the Board voted to NOT increase assessments for 2021/2022. They realize that the pandemic has hit everyone hard and continues to provide high quality service at a affordable rate for all property owners.

**Safe Team-** During the pandemic the NFA Board of Directors contracted GSSi to currently run vehicle patrols 24 hours per day, 7 days per week until the end of the year. GSSi continues to respond to your calls at 800-350-1944. We have suspended foot patrol until it is safe for them to return.

**Clean Team-** Chrysalis is out on the streets 6 days per week. Disinfecting street furniture, sweeping the sidewalks, removing graffiti, removing trash, bulky Item pick up, pressure washing sidewalks, watering/upkeep of the plants and trees. Chrysalis continues to answer your service calls at: 213-995-6943.

**Old LA Farmers Market-** Open Tuesdays from 3-8 pm. CalFresh SNAP EBT is accepted with up to \$30 Market Match being distributed.

**Al Fresco Dining-** is open along North Figueroa St. Thanks to Councilman Cedillo and his staff.

The NFA **THANKS YOU**, our property owners throughout this pandemic.

## Old L.A. Farmers Market

N. Figueroa & Ave. 58



**Open**  
Tuesdays 3 - 8 pm

### Old L.A. CFM Guidelines for COVID-19

The North Figueroa Assn. knows that access to Fresh Produce is important to our community. Currently we are able to provide the Old L.A. Farmers Market as an open air Essential Service. Please be respectful of others and adhere to the strict guidelines provided with your safety in mind.

- Social Distancing will be strictly enforced, maintain a distance of **Least 6 feet**
- Mandatory Face masks must be worn at **ALL TIMES**
- No Sampling
- Wash all produce before consumption
- If touching product, you **MUST** sanitize hands
- Wash Hands with soap/water for 20 Seconds or hand sanitizer
- STAY HOME- If you are feeling sick
- No eating or drinking in the market
- Support Local Farms
- Market Match up to \$30 with your

323.449.4100  
@HighlandParkcfm  
#Old L.A. Farmers Market  
Sponsored by:  
**Gil Cedillo**  
Historic Highland Park  
**OLD L.A.**  
Farmer's Market  
OLDLA.ORG  
update 15/27/21




### Security

1st Quarter '21	
Patrol calls for service	34
Patrol BID contacts	813
Public contacts	1210
Vehicle patrol hours	2,158
Foot patrol hours	0



### Maintenance

1st Quarter '21	
Trash Bags (removed)	2,391
Trash weight lbs	54,993
Graffiti tags removed:	397
Bulky items:	133
Pressure Washing hrs	24

## NFA Goals

- Provide Educational, Cultural, Artistic, Charitable, Social Service and public improvements.
- Increase economic well being for property owners, employees and businesses.
- Provide improvements and activities to assist in economic and commercial revitalization.
- Provide clean, safe and beautification programs to improve economic prosperity for property owners, businesses and the community.
- Bring about investment of public and private capital within the Business Improvement District and surrounding area for public benefit and charitable purposes.

## Mission Statement

North Figueroa Association is the management organization for the Highland Park Business Improvement District and is an advocate for the North Figueroa Property owners by empowering and aiding in the stimulation of growth, development, revitalization and maintaining the historic value of the North Figueroa Corridor.

The North Figueroa Assoc. will support an environment in which stakeholders can conduct commerce, live and play.

## North Figueroa Assn. Board of Directors

Tom Wilson, President  
Property Owner

Stuart Rapeport, Vice President  
Property Owner

Amy Inouye, Secretary  
Future Studio

John Harb, Security Chair  
Property Owner

Alex Rudisky  
Property Owner

Gustavo Alza  
Property Owner

Richard Calderon  
Property Owner

Dennis Hernandez  
Property Owner

Dalton Gerlach  
Property Owner

Gina Alza  
Property Owner

Misty Iwatsu, Executive Director

Contact: 323-255-5030 website: oldla.org.

## Annual Budget 2021

Public Right of Way	\$376,854.64	(65%)
Corporate Identity & Organization	\$110,000.00	(35%)
Total Annual Budget	\$486,854.64	(100%)

## How You Can Help

You can help keep the district clean, safe and pedestrian friendly by:

- Making sure your businesses do not place their trash in the sidewalk receptacles. These receptacles are for pedestrians only.
- Keep windows & awnings clean
- Take down any old, torn or faded signs or banners.
- Sweep your store front. While the crews sweep the streets, they do not sweep private property
- Post store hours in windows.
- Call security with concerns. The number is: 800-350-1944. Report to LAPD, as well.