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Payas Parab
CHAIR

Heera Kapoor
Paul Kaufman
Jeremy Masys
Damion Wagner
Lori Aliksanian
Andrew Wong
Jens Midthun (Ex-Officio)

DRAFT

**DOWNTOWN LOS ANGELES NEIGHBORHOOD COUNCIL
Ad Hoc Business and Innovation Committee
MEETING AGENDA**

Tuesday, March 31, 2026 - 6:00-8:00pm PT

[Google Meets Meeting Online](#) or By Telephone

Dial (+1 475-329-0079) to Join the Meeting

Then Enter This PIN: 339622433

Contact: payas.parab@dlanc.com for more information. You can also reach the entire committee via bic@dlanc.com

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte (*Secretary Contact Phone Number*), Payas Parab, al (+1 475-329-0079) o por correo electrónico payas.parab@dlanc.com para avisar al Concejo Vecinal. Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

Instructions on how to sign up for public comment will be given to listeners at the start of the meeting.

1) CALL TO ORDER & ROLL CALL @ 6:11pm

Present (P), Absent (A),

Payas Parab (Chair)	P	Paul Kaufman	P
Damion Wagner	A	Andrew Wong	P
Heera Kapoor	A	Jeremy Masys	P
Lori Aliksanian	P	Jens Midthun (Ex-Officio)	P

2) ADMINISTRATIVE MOTIONS

a) Approval of the Minutes of the Regular Meeting held on 2/24/26.

Motion: Payas Parab moves to approve

Mover: Jeremy Masys **Seconder:** Paul Kaufman

Board Vote: Yes (6), No (0), Abstain (0), Ineligible (0)

3) CHAIR'S REPORT

- a) The Chair will provide a verbal report to the Board on conversations and feedback from business owners in Downtown Los Angeles.
 - i) Payas reads out the committee on feedback from local business owners who he and Jeremy met with during a walking survey they completed of Downtown Los Angeles. General topline were that there needs to be greater police presence and issues with violent unhoused individuals.
 - ii) Payas also reiterated that the committee is very much in early stages and that he would appreciate any feedback from committee members.

4) GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

5) NEW BUSINESS

- a) Discussion and/or possible action to present the broader Downtown Los Angeles Council Neighborhood Council with a proposal for a small business promotional video project to highlight businesses in the Downtown Los Angeles community.
 - i) Payas - opens up the conversation by presenting a powerpoint presentation on a proposal to have Good Times Film Company do a "short burst" video series for Downtown Los Angeles business districts to encourage more people to come support Downtown Los Angeles businesses.
 - ii) Brandon Winter - Good Times Film Company presents the specific parts of the proposal, and outlines previous collaborations that the company has done. He also provides background on Good Times Film Company's LA roots.
 - iii) Paul - Notes that people in Downtown LA are afraid due to ICE action, and quality of life. Supportive of the proposal and recommends short-burst video
 - iv) Jeremy - Thinks this is a good idea. Business owners are always talking about safety and policing but the city should do more to promote the businesses.
 - v) Lori - Agreed that this is a really good idea to promote a positive storyline for Downtown Los Angeles. Thinks the target of the campaign should be bringing consumers into Downtown Los Angeles.
 - vi) Jens - DLANC Outreach could use working more with vendors like this. There are guidelines for how we do it but that will be helpful in creating a roadmap for defining what our goals are. In comparison with BID, DLANC budget is a drop in the bucket so this needs to be different from BID campaigns.
 - vii) Andrew - A focus on the history of downtown could be a great way for this project to straddle both supporting current local businesses and be about the DTLA business community at large.
 - viii) Paul - Would be good to highlight the 50 Japanese and Chinese families that started the produce market. Vital that each section and area of DTLA be highlighted. In favor of the motion.
 - ix) **Public Comment:**
 - (1) Frank - Agrees with the idea.
 - x) **Motion:** Payas Parab moves to vote on sending a proposal to the Outreach Committee to approve the use of Outreach funds for small business promotional video project to highlight businesses in the Downtown Los Angeles community.
 - (1) **Mover:** Payas Parab **Second:** Jeremy Masys
 - (2) **Board Vote:** Yes (6), No (0), Abstain (0), Ineligible (0)
- b) Discussion and/or possible action for a "Business Owners of Downtown Los Angeles" Forum.
 - i) Payas - Introduces the idea for a Business Owners of Downtown LA forum. Pass it to Andrew to give more detail.
 - ii) Andrew - Explains that this came as an add-on to the informal meeting held by the Little Tokyo Small Business association at Hard Bar in response to the break-in at the Circa building during a street takeover. Andrew suggests that DTLA continue this practice more formally by creating a Business Owners of Downtown Los Angeles Forum to have a meeting of the business owners.
 - iii) Paul - agrees that this is a good idea. Questions whether a budget is needed.

- iv) Andrew - first meeting was held in Little Tokyo and the food was provided by the business hosting.
 - v) Jeremy - Audiograph is a brewery that doesn't charge to use their space.
 - vi) Paul - Raises that ASU has donated space for DLINC organized events
 - vii) Lori - Is the goal that the business owners meet each other?
 - viii) Andrew - Purpose is for ongoing conversation with the business owners from first meeting in Little Tokyo to propose resolutions to the issues.
 - ix) Jens - Good idea to bring people together and leverage something out of that
 - x) Lori - If we decide that we want an event does this need to go to budget and outreach committee?
 - xi) Jens - We will need a full event packet - event approval form, flyer, and budget. It will take a month at minimum. Might be hard to get done before the end of the fiscal year in June.
 - xii) Lori - We should do it and do it before June and propose a budget.
 - xiii) Payas - Agrees to be event producer
 - xiv) Jens - Agrees to help Payas on logistics of event packet
- c) Discussion and/or possible action to begin a pilot project to bring local artists, businesses, and community members together around the history of Downtown Los Angeles.
- i) Payas - Opens discussion by passing to Paul to go over this item as it is his idea.
 - ii) Paul - Very much in early stage but would like to propose a History of DTLA treasure hunt of sorts, working with local artists to place posters around DTLA with historical facts about the area.
 - iii) Payas - Raises if a formal budget request is needed
 - iv) Paul - It would take some budget unless people donate the posters. Raises that maybe BID could help with the cost.
 - v) Reeyan - Noted some constraints - Neighborhood council system does not allow for the DLANC to accept donations. The BID however is able to. As a resource, the DLANC used to post Throwback Thursday posts of old historical images and used the TESSA library system to source historical images which could be a good place to start regarding the history of DTLA.
 - vi) Paul - suggests making a powerpoint to nail down the idea much more.
 - vii) Andrew- Raises if artist named Dino would be interested in promoting this.
 - viii) Payas - Suggests next steps - Formalizing this proposal and looking for external collaborators. Payas agrees to help Paul with this.
- d) Discussion and/or possible action regarding a potential proposal to City Council District 14 regarding support for small businesses in the community.
- i) Payas - Opens discussion by passing to Paul to go over this item as it is his idea.
 - ii) Paul - Raises importance of feedback to CD 14 council members about the problems of small businesses in DTLA. Cites his own experience as a small business owner in DTLA with the city ticketing business owners without commercial plates, city taxes, and lack of police presence.
 - iii) Payas - Proposes a formal letter regarding the needs of small businesses to the city council as a deliverable for the committee before its end point as an ad hoc committee.
 - iv) Jens - Raises that the small business interviews could be compiled as data for CD 14 as a report. Similar to how the budget advocates write a yearly white paper/report with recommendations. Could also do CISs for specific recommendations.
 - v) Lori - important to have our positions made clear in the deliverable, similar to the white paper for the budget.
 - vi) Reeyan - Claudia Alvera, a former member of the DLANC, used to host small business forums for years and could be a good resource. The Mayor's office small business concierge program could also be a good resource.
 - vii) The committee will formalize the report and move on this in following meetings.
- e) Discussion and/or possible action on a potential small business grants program.
- i) Payas - Jens forwarded information about a small business grant program for the city. Likely too late for that program but want to find ways to communicate about programs like this to small business owners in DTLA. Hand it over to Jens.

- ii) Jens - Broadly speaking, LA is bad at grants and getting the word out. Grant processes are also difficult to maneuver and many businesses are ineligible. It is important for us to have ways to communicate information to the businesses in DTLA.
- iii) Reeyan - There are city resources for this information (workforce development department) and specifically the Small Business Navigator. Being a city employee, Reeyan notes that there are legal barriers to entry to these grants.
- iv) Paul - Gave the update that the program from LA has gotten closer to filling the number of applications.
- v) Payas - Brings up the question of how BIC can better communicate with businesses
- vi) Andrew - Instead of these laborious grants, as a business owner, I would appreciate it if they used that money on security and cleaning.
- vii) The committee looks forward to further discussion on a communication strategy with DTLA businesses. Further discussion needed on formalizing this.

- f) Discussion and/or possible action regarding a committee position on a potential vacancy tax.
 - i) [Tabled for next meeting.](#)
- g) Discussion and/or possible action regarding a small business contact list of African American Business and Innovation Committee.
 - i) [Tabled for next meeting.](#)
- h) Discussion and/or possible action on a local resident pass for verified Downtown LA residents at local businesses.
 - i) [Tabled for next meeting.](#)
- i) Discussion and/or possible action on a Downtown LA Small Business Resource Guide.
 - i) [Tabled for next meeting.](#)

6) GENERAL PUBLIC COMMENT ON NON AGENDA ITEMS

- a) Reeyan - Many people are frustrated with city services but people should know that DLANC has contacts with specific departments to help readily resolve issues. Let Jens or Reeyan know if you need assistance.

7) Next Meeting: 4/28/2026

8) Adjournment - 7:46 PM

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS: *Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the committee's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the committee is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future committee meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer.*

CONSENT ITEMS: *There will be no separate discussion of Consent items as they are considered routine and will be adopted by one motion. If a member of the Board, Committee, or a stakeholder requests discussion on a particular item, that item will be removed from Consent and considered separately. Such items will be moved to the end of the agenda.*

NOTICE TO PAID REPRESENTATIVES: *If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code §§ 48.01 et seq. More information is available at ethics@lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org.*

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RECONSIDERATION AND GRIEVANCE PROCESS: *For information on the DLANC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the DLANC Bylaws. The Bylaws are available at our Board meetings and our website www.dlanc.com.*

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