

# LADF

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LOS ANGELES DEVELOPMENT FUND

**Meeting of the  
Governing Board of Directors of  
The Los Angeles Development Fund  
*and*  
LADF Management, Inc.**

**July 8, 2021**

**MEETING of the  
GOVERNING BOARD OF DIRECTORS of  
THE LOS ANGELES DEVELOPMENT FUND and LADF MANAGEMENT, INC.**

**JULY 8, 2021**

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  - April 8, 2021 – Joint Board Meeting Minutes
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  - BOARD MEMO regarding Request for Authorization to enter into a Purchase Order contract with Karen Brooks for ongoing LADF Website Maintenance Services and, on an as-requested basis, Social Media Services for a period of one (1) year commencing July 1, 2021 and continuing through June 30, 2022 with two 1-year extension options. Hourly rate to be a maximum of \$150 with a monthly maximum to be \$1,500 and an annual maximum to be \$24,000.

# **Tab 1**

**AGENDA**

**MEETING of the  
GOVERNING BOARD OF DIRECTORS  
THE LOS ANGELES DEVELOPMENT FUND and LADF MANAGEMENT, INC.**

**MEETING BY TELECONFERENCE (AUTHORIZED EXCEPTION TO THE BROWN ACT):**  
To join via telephone, dial this number: (669) 900-6833 US  
**Meeting ID: 896 1797 7910**

**Thursday, July 8, 2021 | 2:30pm – 3:30pm**

AGENDA ITEM	PRESENTER	TAB
Welcome and Call to Order	Carolyn Hull	
Roll Call	Sandra Rahimi	
<b>1 Approval of Minutes for Board Meeting(s) on:</b>	Carolyn Hull	
a. April 8, 2021 – Joint Board Meeting		Tab 2
<b>2 Discussion Items</b>		
a. LADF Pipeline Update	Sandra Rahimi	
<b>3 Action Items</b>	Sandra Rahimi	
a. Request for Authorization to enter into a Purchase Order contract with <b>Karen Brooks</b> for ongoing LADF Website Maintenance Services and, on an as-requested basis, Social Media Services for a <b>period of one (1) year</b> commencing July 1, 2021 and continuing through June 30, 2022 with <b>two 1-year extension options</b> . Hourly rate to be a maximum of \$150 with a monthly maximum to be \$1,500 and an <b>annual maximum to be \$24,000</b> .		Tab 3
<b>4 Closed Session Items</b>	Carolyn Hull	
a. LADF Staff Compensation		
<b>Request for Future Agenda Items</b>	Carolyn Hull	
<b>Next Meeting Date and Time of Governing Board</b>	Carolyn Hull	
• Thursday, August 12, 2021, 2:30pm – 4:00pm (via Zoom)		
<b>Public Comment</b>	Carolyn Hull	
<u>NOTE:</u> When it is time for public comment:		
1. If you joined by phone only. Please press *9 on your phone keypad to raise your hand to be acknowledged for Public Comment		
2. If you joined by clicking on the meeting link and have joined us online, please click the participant icon at the bottom of your screen. This will launch a participant panel, where you will see the “raise hand” icon on the far right side. Please click "raise hand" to be acknowledged for Public Comment.		
<b>Adjournment</b>	Carolyn Hull	

The LADF's Board Meetings are open to the public. Accommodations such as sign language interpretation and translation services can be provided upon 72 hours notice. Contact LADF @ (213) 808-8959.

**PUBLIC COMMENT AT LADF BOARD MEETINGS** – An opportunity for the public to address the Board will be provided at the conclusion of the agenda. Members of the public who wish to speak on any item are requested to identify themselves and indicate on which agenda item they wish to speak. The Board will provide an opportunity for the public to speak for a maximum of three (3) minutes, unless granted additional time at the discretion of the Board. Testimony shall be limited in content to matters which are listed on this Agenda and within the subject matter jurisdiction of the LADF. The Board may not take any action on matters discussed during the public testimony period that are not listed on the agenda.

# **Tab 2**

**LOS ANGELES DEVELOPMENT FUND**  
MINUTES OF THE MEETING OF THE GOVERNING BOARD OF LADF AND LADF MANAGEMENT, INC.  
THURSDAY, APRIL 8, 2021

**MEETING BY TELECONFERENCE (*AUTHORIZED EXCEPTION TO THE BROWN ACT*)**

**LADF STAFF PRESENT:**

- Sandra Rahimi

**WELCOME AND CALL TO ORDER** – Los Angeles Development Fund (LADF) Director Hull called the meeting to order at **2:31pm**.

**ROLL CALL**

The following Governing Board directors were present at the meeting:

- Director Hull (*Chairperson*)
- Director Chavez
- Director Kalfayan [departed 2:57]
- Director Sewill [arrived 2:33]

**A QUORUM WAS PRESENT**

The following Advisory Board directors were present at the meeting:

- Director Williams (*Chairperson*)
- Director Albert [arrived 2:33]
- Director Espinoza
- Director Luna [arrived 2:34]

**A QUORUM WAS NOT PRESENT**

**Approval of Minutes for Board Meeting(s) on:**

- a. March 11, 2021 – Governing Board Meeting  
Moved by Director Kalfayan. Seconded by Director Chavez.  
Roll Call: AYES: 4; NOS: 0; ABSENT: 1; ABSTAIN: 0; APPROVED.

**1. DISCUSSION ITEMS**

➤ **DISCUSSION ITEM (A) – LADF PIPELINE REPORT**

- Sandra Rahimi presented an update and summary of pipeline projects.

➤ **DISCUSSION ITEM (B) – REIMAGINING LADF**

- Sandra Rahimi presented a proposal for new loan programs. A general discussion ensued. The committee for Strategic Planning was established with Directors Hull, Chavez, Williams and Albert and Sandra Rahimi as members.

**2. ACTION ITEMS**

➤ **ACTION ITEM (A) – REQUEST FOR APPROVAL OF 2021 LADF BUDGET**

- Moved by Director Chavez. Seconded by Director Kalfayan.
- Roll Call: AYES: 4; NOS: 0; ABSENT: 1; ABSTAIN: 0; APPROVED.

**REQUEST FOR FUTURE AGENDA ITEMS**

- Discuss how the Governing Board engages with the Advisory Board

- Report from Strategic Planning Committee
- RFP for website maintenance

**NEXT MEETING DATE AND TIME**

- **May 13, 2021 @ 2:30pm**

**PUBLIC COMMENT**

- None

**ADJOURNMENT**

- Meeting was adjourned at **3:03 pm**.

# **Tab 3**

# MEMORANDUM

TO: LADF Board of Directors  
FROM: Sandra Rahimi, LADF Secretary  
DATE: July 8, 2021  
SUBJECT: RFP 6 – Website and Social Media Consultant

## RECOMMENDATION

That the Los Angeles Development Fund (LADF) Governing Board of Directors authorizes LADF President to enter into a Purchase Order contract with Karen Brooks for ongoing LADF Website Maintenance Services and, on an as-requested basis, Social Media Services for a period of one (1) year commencing July 1, 2021 and continuing through June 30, 2022 with two 1-year extension options. Hourly rate to be a maximum of \$150 with a monthly maximum to be \$1,500 and an annual maximum to be \$24,000.

## SUMMARY AND BACKGROUND

Karen Brooks was first engaged by LADF to create a new website and social media platform for LADF in 2017. In April 2018 LADF issued a PO contract with Karen Brooks to update and maintain LADF's website, update and maintain Facebook and LinkedIn pages for LADF, and to expand LADF's Twitter activities. Her rate was \$100 per hour not to exceed \$7,000 per month. This contract expired in March 2020. A new contract was entered into with Karen Brooks in November 2020 for 6 months of only website maintenance at a rate of \$150 per hour.

Staff was directed to issue a new RFP to solicit bids from other vendors as well as Karen Brooks.

On May 18 LADF issued RFP 6 Web and Social Media Consultant. This RFP requested bids for a contract term commencing **July 1, 2021** and continuing through **June 30, 2022 with two 1-year extension options**. The Scope of Services was defined as ongoing website maintenance plus social media services upon request by LADF.

RFP 6 was posted on LADF's website and emailed to Karen Brooks as well as to Sabio LA, a non-profit that provides training in web design. The RFP was also emailed to the Governing and Advisory Board members to distribute to their appropriate contacts.

Two responses were received. One from Karen Brooks and one from Red Earth Consultations.

## DISCUSSION

Staff recommends that LADF issue a contract with Karen Brooks with the terms specified in RFP 6, i.e. commencing **July 1, 2021** and continuing through **June 30, 2022 with two 1-year extension options**.

Karen has demonstrated a high level of professionalism and is now familiar with LADF and the NMTC program. Her rate is \$150 per hour with a minimum of 6 hours per month for website maintenance and general social media. Her rate for a full-service social media program plus website maintenance is \$125 per hour with a minimum of 60 hours per month. Based on recent invoices, the 6 hours at \$900 per month should be sufficient to maintain LADF's website.

## ATTACHMENTS

None.