



Lincoln Heights Benefit Association Board Meeting

Phone 323-359-3944
 2718 North Broadway, Los Angeles, CA 90031
 Security 800-350-1944, www.LHBALA.org

**September 24th, 2026, 10:00 a.m. Young Nak Church Conference Room
 1721 North Broadway and Avenue 18, Los Angeles**

AGENDA:

1. Call to order, President Steve Kasten, introductions and announcements
2. Approval of August 27th, 2026 Board minutes *Action Item*
3. Updates to the Board:
 - a. Update on work from DMS, maintenance provider
 - b. Any update on Night Market proposal and status of Farmers Market (Flavio)
 - c. Update on Parking lot transfer to Housing Dept. (Steve)
 - d. Meeting with Jose Rodriguez from District 1 (Marco)
 - e. Response from Mayor Bass' office on meeting
 - f. Consider promoting taste of Lincoln Heights, need data on restaurants
 - g. Change LHBA address to 2718 North Broadway, Flavio *Action Item*
4. Move to new office on Pasadena Avenue, budget to include current maint. Office (\$600), Farmers Mkt material (\$500), balance (TBD) from specific line item in the budget – see proposed lease from Ronie Rudolph *Action Item*
5. Financial rough draft report and update: *Action Item*
6. Review of logo responses, authorization to select one or reopen *Action Item*
7. Review of Security contract responses, selection of one or reopen *Action Item*
8. Next Board of Directors meeting:
9. Adjournment

MEETING MATERIALS (GOVERNMENT CODE §54957.5 AND AB 2647). Documents provided to members of a Brown Act body in the 72 hours before a meeting (i.e., after the agenda is typically posted) are available to the public at the same time they are provided to the board members.

COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (US CODE TITLE 42). If you need accommodation to participate in the meeting, please call or email Monica Montes at New City America, 888 356-2726

PUBLIC COMMENT. The public may attend meetings in person or virtually and may raise items not listed on the agenda. However, the Board or committee cannot take action on such items at that meeting. If appropriate, the item may be scheduled for a future Board or committee agenda. Similarly, items brought forward by Board members or staff cannot be discussed at that time but may be placed on a future agenda if appropriate. Each speaker will be allotted up to three (3) minutes to address the Board or committee to ensure the orderly conduct of business.



**Lincoln Heights Benefit Association
Board of Directors Meeting
August 27th, 2026, 10 a.m., Young Nak Church
1721 N. Broadway and Avenue 18, Los Angeles, CA 90031**

MINUTES

Present: Flavio Olivas Sr., Steve Kasten, Ronnie Rudolph, Frank Son

Absent: David Mandela (excused), Eric Uribe (excused)

Guests: Nick Lemmo/District Maintenance Services

Interim Staff: Marco Li Mandri, New City America/New City Public Spaces, Flavio Olivas Jr.

<i>Item</i>	<i>Discussion held</i>	<i>Action Taken?</i>
1. Call to Order and Introductions	Steve Kasten, President, called the meeting to order at 10:05 a.m. pm. Quorum was met.	<i>No action taken</i>
2. Introductions and Announcements	There were no announcements,	<i>No action taken</i>
3. Approval of July 9th, 2026 Board minutes	The July 9 th , 2026, minutes were reviewed by the Board.	<i>Ronnie moved and Frank seconded approval of the July 9th, 2026 Board minutes. The motion was approved unanimously</i>
4. Updates to the Board -DMS starting services -Relocating office -Invitation to the Mayor -Logo Contest -Night Market -Parking lot transfer to Housing Dept -Meeting is Jose R. from Eunices' office	-DMS starting services: Nick Lemmo of DMS services was present to give the Board an update on the rolling out of services since they were awarded the maintenance contract at the last meeting. Nick stated that the current rented by the LHBA on Pasadena Avenue was left in less than acceptable condition and the cleanliness as not kept up. He stated that a new location to base the crew was needed as well as a parking space. Discussion followed. -Relocating office: Discussion was held on moving the LHBA office and crew to a new office at the Mortuary offices. Steve mentioned that such a move would be costly and not be prudent with the anticipated rent. Discussion followed. Ronnie stated that he might have a good location, also on Pasadena Avenue. Marco asked Ronnie to send him some information on the new spot. -Invitation to the Mayor: After 2 attempts to get the Mayor's campaign to hold a meeting in Lincoln Heights and hear	<i>No action taken on any of the updates.</i>

	concerns from the LHBA, Chinatown and the Industrial Zone BID, Marco had not gotten an acknowledgement of the request so it appears that the September meeting with the Mayor will not happen. Discussion followed. -Logo Contest: There have not been any submittals of the logo for the LHBA from the community. Marco asked Flavio to work with Vera Padilla to spread the word so we can review some proposals. -Night Market No update on the Night Market. Ronnie suggested that Flavio outreach to the guy doing the nearby night market and see if he would work on one being set up in Lincoln heights. It would replace the current low vendor turnout for the Farmers Market. Discussion followed. -Parking lot transfer to Housing Dept, meeting is Jose R. from Eunices' office: Marco reported that he was scheduled to meet with Jose Rodriguez to talk about a number of issues, including the loss of the parking lot near the clinic. Jose reached out to Marco that morning and cancelled the meeting. No word on when such a meeting might occur.	
5. Financial report and update	Marco presented the rough draft update on the budget through the end of July. The line items were reviewed.	<i>Ronnie moved and Frank seconded that rough draft financial report be approved. The motion was approved unanimously</i>
6. Authorization to send out an RFP for Security Services	Now that the Maintenance contract issue has been settled, the Board was now going to consider sending out an RFP for Security services. This was a follow up from the last Board meeting	<i>Ronnie moved and Frank seconded that the Security RFP go out. Marco will send it to everyone once it is distributed. The motion was approved unanimously .</i>
7. Board resolution on a number of items regarding the Farmers Market, SNAP, USDA FN No. 0520053.	Flavio Jr. had asked that a series of resolution, included in this packet, be considered by the Board which included USDA process changes, legacy contact person, StreetsLA SNAP program, Market Match program reimbursements and obligations, EBT operations, Hunger Action LA. Flavio Jr. went over the need for these actions to be taken. Discussion followed	<i>Ronnie moved and Frank seconded the recommendations from Flavio Jr. on the changes needed to keep the Farmers Mkt and SNAP/EBT program going. The motion was approved unanimously</i>

8. Next Board meeting and adjournment	The next Board meeting of the LHBA will be held on Thursday morning, 10:00 a.m. on Sept. 24th at Young Nak Church. The motion was also to adjourn the meeting.	<i>Ronnie moved and Frank seconded the meeting date and adjournment of the Board meeting. The motion was approved unanimously.</i>
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Minutes taken by Marco Li Mandri, Interim Administrator – New City Public Spaces

Marco Li Mandri

From: flavio olivas <flavio.olivas@lhbala.org>
Sent: Friday, September 18, 2026 2:57 PM
To: Marco Li Mandri
Cc: Steve Kasten
Subject: Re: DMS Discussion – LHCFM and Operations Going Forward

Marco,

We have a part-time worker referred and recommended by Vera. I met him and completed a dry run of the pickup, delivery, setup, breakdown, and equipment return.

The details are:

- Approximately three hours each Wednesday.
- \$25 per hour, paid weekly from the Farmers Market budget.
- No separate gas or mileage reimbursement.
- Vehicle meets the transportation requirements.
- Valid driver's license, insurance, and registration confirmed.
- Ready to begin Wednesday, September 23.

No promises or commitments have been made to him.

I will send you his completed application shortly.

Thank you,

Flavio

On Thu, Sep 10, 2026 at 2:05 PM Marco Li Mandri <marco@newcityamerica.com> wrote:

Yes apparently it is too large of a task. Let me talk to you about this on Monday. I am buried until then. Do you have access to some part time workers that we can pay directly from the FM budget?

Marco

From: flavio olivas <flavio.olivas@lhbala.org>
Sent: Thursday, September 10, 2026 11:53 AM
To: Steve Kasten <steve.kasten@lhbala.org>
Cc: Marco Li Mandri <marco@newcityamerica.com>
Subject: Re: DMS Discussion – LHCFM and Operations Going Forward



Lincoln Heights Chamber of Commerce <lhchamber1916@gmail.com>

City Parking Lots in Lincoln Heights

1 message

Lincoln Heights Chamber of Commerce <lhchamber1916@gmail.com>

Tue, Jul 14, 2026 at 11:27 AM

To: Eunisses Hernandez <Councilmember.Hernandez@lacity.org>

Cc: Jose Rodriguez <jose.a.rodriguez@lacity.org>, helen.campbell@lacity.org, Elena Chavez <elena.chavez@lacity.org>

Dear Councilmember Hernandez,

I want to reach out to you again regarding extremely urgent issues, as follows:

1. On June 16, 2026, I sent you an email requesting a meeting with you at the Lincoln Heights Chamber of Commerce.
2. On June 9, 2026, at a Chamber of Commerce meeting we made this same request to Elena Chavez, your representative at the Chamber meeting.
3. On June 9, 2026, I saw a sign posted on City Parking Lot #660 that a hearing was being held regarding turning this parking lot into housing. Attached is a letter that was signed by you that was passed out at the June 11, 2026 hearing. I had never seen this letter before the June 11th hearing date. The only notice of this hearing date was by the posted sign on the parking lot 660, which was first posted on June 9, 2026.
4. On June 11, 2026, I attended that hearing and testified against that happening. This lot serves Arroyo Vista Family Health Center. The parking lot is directly behind Arroyo Vista's facility.
5. Arroyo Vista has no parking spaces at their clinic. When Arroyo Vista opened their clinic in 2005, they were given a waiver on parking spaces because of the City's Parking Lot being located directly behind their clinic.

After the hearing held on June 11, 2026, I sent you emails advising you that this lot was full on nearly every day of the week. This City Parking Lot 660, is used by staff and patients of Arroyo Vista. Since Parking Lot # 658, behind the Bank of America at 2400 North Broadway, was closed, more people rely on using parking lot #660 behind Arroyo Vista Family Health Center.

As you know, the parking lot behind the Bank of America is closed for parking of vehicles, since that lot is being converted into low cost housing. This lot is across the street from Arroyo Vista Family Health Center at 2411 North Broadway.

Our business corridor will be negatively impacted by the loss of two City Parking Lots, Lot 660, and Lot 661 with a total loss of 97 parking spaces.

Please allow Chamber Members to work with you to find ways of building more housing without eliminating parking spaces in our business corridor.

Respectfully,

Steve Kasten
President
Lincoln Heights Chamber of Commerce



June 9th, 2026

City of Los Angeles Board of Transportation Commissioners
 200 North Spring Street
 Room 1070
 Los Angeles, CA 90012

RE: Agenda Item 9 Support for Extending the Exclusive Negotiating Agreement to Develop 100% Affordable Housing on Lots 660 and 661

Dear Board of Transportation Commissioners,

On behalf of Los Angeles City Council District 1, I am writing in strong support of the extension of the Exclusive Negotiating Agreement (ENA) that facilitates 100% deeply affordable housing development on City-owned Lots 660 and 661. The refined development plan balances the preservation of parking spaces and builds on the prior legislative actions taken by the City Council.

The original ENA was executed on March 7, 2018, to facilitate the development of affordable housing on five City-owned lots (658, 659, 660, 661, and 697) that a pre-pandemic Los Angeles Department of Transportation (DOT) study identified as consistently underutilized. As a result, Lot 658 is currently under construction for the development of the Grace Villas, a 48-unit affordable housing development with units at very-low and extremely low-income levels that will serve transitional-age youth and households that include individuals with developmental disabilities.

The success of Grace Villas demonstrates what is possible when the City leverages underutilized public land to address our most pressing local needs. By transforming a parking lot that generated little public benefit into deeply affordable housing, the project helps alleviate housing affordability and displacement in Lincoln Heights. The deeply affordable units created at Grace Villas provide housing that is within reach and are crucial to preventing people from falling into homelessness. Projects such as these are exactly the kind of ambitious public investments our City must pursue to confront the housing and homelessness crisis.

Of the remaining four lots contemplated in the original ENA, lots 659 and 697 were found unsuitable for housing. Instead, they will be preserved as parking, keeping 72 spaces intact to help bolster the business corridor along Broadway. Meanwhile, lots 660 and 661 remain under consideration for affordable housing development. The proposed two development projects, collectively called The Marigold, will deliver 158 new units of 100% affordable housing, with the majority serving very-low- and extremely-low-income families. Recognizing the importance of this development, the City Council unanimously voted in May of 2026 to obligate and disperse \$26,819,338 in Measure ULA funding for affordable housing development on lots 660 and 661.



Despite recently receiving a Measure ULA award, the project still needs additional time to secure funding for development. The current ENA, originally unanimously approved by the City Council, will expire on August 4, 2026.¹ The City Council has consistently shown its commitment to this project through multiple ENA extension authorizations since 2018, including the one before you today, the authorization of a Disposition and Development Agreement for lot 658, and the allocation of highly competitive Measure ULA dollars.

For these reasons, I respectfully urge the Board to recommend approval of the extension of the ENA for these projects, in accordance with the Los Angeles Housing Department and DOT interdepartmental transmittal dated May 21, 2026, to August 4, 2027. This extension will allow us to bring deeply affordable housing to fruition in concurrence with the City Council.

Thank you for your attention to this matter. If you have any questions, please contact my Planning Director, Helen Campbell, at helen.campbell@lacity.org or (213) 473-7001.

Sincerely,



Eunisses Hernandez
Los Angeles City Councilmember, District 1

¹ Los Angeles Office of the City Administrative Officer. (2024, August 1). Request for authority to extend the term of an exclusive negotiation agreement with Women Organizing Resources Knowledge and Services (WORKS) and GTM Holdings for the development of affordable housing on multiple city-owned properties (CAO File No. 0220-00540-1701, Council File No. 16-0600-S145). City of Los Angeles. https://cityclerk.lacity.org/online/docs/2016/16-0600-S145_rpt_CAO_8-01-24.pdf

Marco Li Mandri

From: Ronnie Rudolph <RRudolph@riboliwines.com>
Sent: Saturday, September 19, 2026 10:51 AM
To: Marco Li Mandri
Subject: Re: Lease

Marco -

Below is link that shows photos

<https://www.zillow.com/b/2311-pasadena-ave-los-angeles-ca-9MLndM/>

Its 2311 Pasadena Ave Unit 5, LA, CA 90031

Lease would be 1995.00 with 1995.00 sec dep. It can be month to month with 30 day notice if you'd like?
 It will be ready 11/1/26 Thanks! Pretty cut and dry



Ronnie Rudolph

Asset Manager

Riboli Family Wines

p: 323.330.8721

a: 737 Lamar Street, Los Angeles, CA 90031

w: www.riboliwines.com e: rrudolph@riboliwines.com

→ San Antonio Winery Website

→ Brandfolder Portal

SAN SIMEON 40 FORTY ONE MADDALENA OPAQUE RIVA DE LA ROSA THE CHAMPION STELLA ROSA SPRITZ DEL CONTE

From: Marco Li Mandri <marco@newcityamerica.com>
Sent: Saturday, September 19, 2026 6:07 AM
To: Ronnie Rudolph <RRudolph@riboliwines.com>; Ronnie Rudolph <rrudolph@LARIVERDISTRICT.COM>
Subject: Lease

EXTERNAL EMAIL: Use caution when clicking links or opening attachments. This message originated outside the organization.

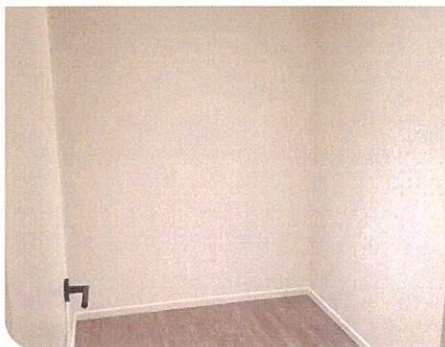
Ronnie

I hope you are well. Can you send me a proposal for the new lease for the office on Pasadena?

Will need pictures (which you showed me), lease proposal including deposits, monthly lease payments and any other conditions. I need to put it in the Board packet for this Thursday's meeting.



Source: Unit 6

[See all 6 photos](#)

2311 Pasadena Ave

Los Angeles, CA 90031



Apartment building



Studio-1 bed



In-unit laundry (W/D)

Available units

Off market

All (5)

Studio

1 bed

Unit

Sqft

Zestimate® ↗



Unit 8

Studio, 1 ba

1,000

Price on request



LHBA 2033
Balance Sheet
As of August 31, 2026

	<u>Aug 31, 26</u>
ASSETS	
Current Assets	
Checking/Savings	
Disbursement- East West	238,543.89
Money Market- East West	756,092.08
Non-assess. LHCFM- East West	<u>256,997.63</u>
Total Checking/Savings	<u>1,251,633.60</u>
Total Current Assets	<u>1,251,633.60</u>
TOTAL ASSETS	<u><u>1,251,633.60</u></u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	200,824.33
Opening Balance Equity	635,017.28
Net Income	<u>415,791.99</u>
Total Equity	<u>1,251,633.60</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,251,633.60</u></u>

LHBA 2033
Profit & Loss Budget Performance
August 2026

	Aug 26	Budget	Jan - Aug 26	YTD Budget	Annual Budget
Income					
Farmers Market Income					
CalFresh EBT, Stall Fee	1,463.00		8,697.00		
Grants	1,017.00		6,042.00		
Total Farmers Market Income	2,480.00		14,739.00		
Income					
Assessment	17,416.09	0.00	912,727.27	995,843.96	995,843.96
General Benefit	0.00	0.00	10,161.75	20,323.49	20,323.49
Interest Income	2,477.91		9,492.21		
Total Income	19,894.00	0.00	932,381.23	1,016,167.45	1,016,167.45
Total Income	22,374.00	0.00	947,120.23	1,016,167.45	1,016,167.45
Expense					
City Fees	0.00		19,916.88		
Administration					
Accounting	0.00	916.67	11,050.00	7,333.32	11,000.00
Bank Fees	0.00	10.00	0.00	80.00	120.00
Consultants	8,500.00	8,500.00	42,500.00	42,500.00	76,500.00
Insurance, Tax, License	245.17	416.67	950.87	3,333.32	5,000.00
Legal	0.00	250.00	0.00	2,000.00	3,000.00
Management	0.00	8,333.33	22,062.45	66,666.68	100,000.00
Office Supplies	182.15	0.00	1,432.91	2,000.00	2,000.00
Printing/Copying	36.00	0.00	875.43	2,000.00	2,000.00
Telephone/Communications	201.55	300.00	1,718.12	2,400.00	3,600.00
Contingency	0.00	0.00	0.00	44,230.23	44,230.23
Total Administration	9,164.87	18,726.67	80,589.78	172,543.55	247,450.23
District Identity					
Banner Program	0.00	0.00	0.00	100.00	100.00
Assistant District Manager	5,000.00	4,166.67	25,000.00	33,333.32	50,000.00
PR/Social Media	0.00	0.00	0.00	100.00	100.00
Website/Server Maintenance	0.00	600.00	3,816.46	4,800.00	7,200.00
Total District Identity	5,000.00	4,766.67	28,816.46	38,333.32	57,400.00
Farmers Market					
CFM Management	1,875.00		16,622.50		
LH CFM Petty Cash- Vendor reimb	1,500.00		11,600.00		
License & Permits	0.00		1,415.49		
Operations/Rentals	830.45		1,965.36		
Supplies	0.00		473.16		
Total Farmers Market	4,205.45		32,076.51		
Sidewalk Operations					
Maintenance Services	18,720.00	35,000.00	229,755.90	280,000.00	420,000.00
Management	0.00	0.00	0.00	0.00	0.00
Rent	718.42	833.33	6,013.46	6,666.68	10,000.00
Security	18,957.84	20,000.00	133,552.03	160,000.00	240,000.00
Utilities	81.71	100.00	607.22	800.00	1,200.00
Contingency	0.00	0.00	0.00	40,117.22	40,117.22
Total Sidewalk Operations	38,477.97	55,933.33	369,928.61	487,583.90	711,317.22
Total Expense	56,848.29	79,426.67	531,328.24	698,460.77	1,016,167.45
Net Income	-34,474.29	-79,426.67	415,791.99	317,706.68	0.00

Marco Li Mandri

From: Jonathan Williams <officialvermill@gmail.com>
Sent: Wednesday, September 16, 2026 5:36 PM
To: Marco Li Mandri
Cc: flavio.olivas@lhbala.org
Subject: LHBALA Official Submission - Jonathan J. Williams
Attachments: LHBALA_Logo_Contest_Requirements_Extended_Deadline_09-23-2026.docx.pdf;
lincoln_heights_watercolor_logo.pdf

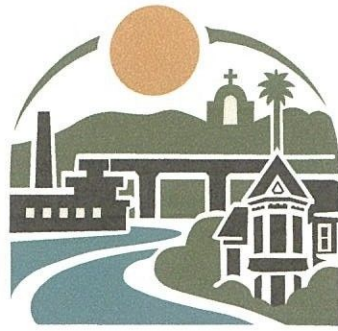
Follow Up Flag: Follow up
Flag Status: Completed

Dear LHBALA,

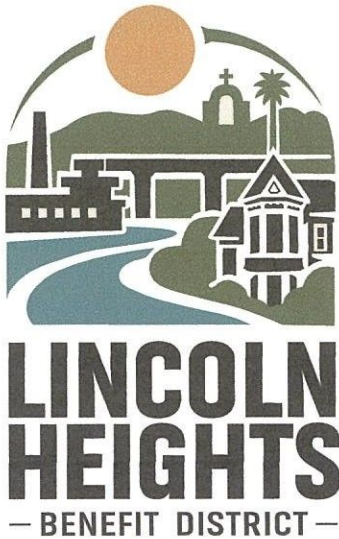
BIO: Jonathan J. Williams is an East Los Angeles–based artist, designer, poet, and community arts organizer whose work explores place, memory, culture, and identity. His practice moves across visual art, poetry, and community programming, often drawing from the histories and everyday landscapes of Los Angeles.

Local Inspiration: This design is inspired by Lincoln Heights as a place where layers of Los Angeles history meet. I wanted to create a mark that could hold more than one story at once: Yaangna, the Los Angeles River and its floodplain, the neighborhood's early industrial history, its Victorian homes, and the communities that have shaped Lincoln Heights over generations. The design uses the river as a connective line through the composition, while the surrounding architecture and landscape become pieces of a larger visual landscape. Rather than treating Lincoln Heights as a single historical moment, the mark reflects it as a neighborhood continually shaped by land, migration, labor, memory, and community.

All the best,
Jonathan J. Williams



**LINCOLN
HEIGHTS**
— BENEFIT DISTRICT —



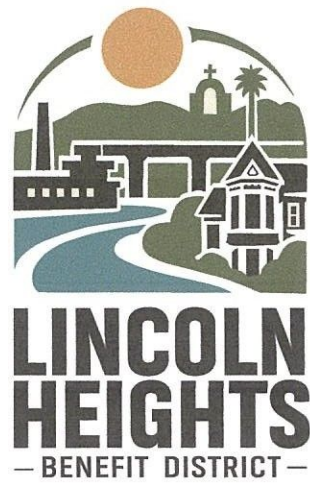
**LINCOLN
HEIGHTS**
— BENEFIT DISTRICT —



**LINCOLN
HEIGHTS**
— BENEFIT DISTRICT —



**LINCOLN
HEIGHTS**
— BENEFIT DISTRICT —



The Story In A Symbol



Yaanga Village
(Original Land)



Spanish Pueblo
(Hisotric Church)



Industry + Labor
(Factors of Production)



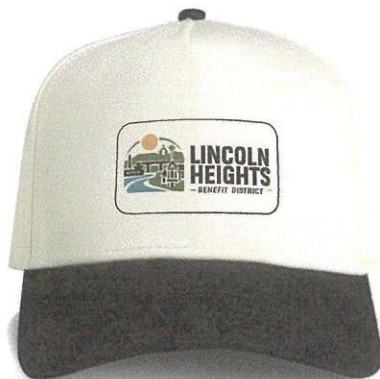
River + Floodplain
(Los Angeles River)



Victorian Homes
(Early Settlement)



Community + Future
(Sunset - Golden Hour)



Marco Li Mandri

From: Marco Li Mandri
Sent: Monday, September 7, 2026 5:06 AM
To: Steve Kasten; flavio olivas; olivaspumas; Ronnie Rudolph; frank son; dmandala; Erick Uribe; office@kastenproperties.com
Subject: FW: Logo competition
Attachments: 1000010885.png; 1000010884.png

Dear Board Members

Happy Labor Day. New logos are beginning to come in. Here is one from a local guy who I think, caught the historical essence of Lincoln Heights. This is the first of many that we will be reviewing at the next Board meeting on the 24th at 10:00 a.m. As they come in, I will forward to you. Thanks

Marco

From: Gino Serrano <gserranoii@gmail.com>
Sent: Saturday, September 5, 2026 10:25 AM
To: Marco Li Mandri <marco@newcityamerica.com>
Subject: Re: Logo competition

Here is the revised version of the logo the only changes per our last conversation is the name of the district from benefit to business other than that all the details are the same as specs I previously sent

From: Gino Serrano <gserranoii@gmail.com>
Sent: Friday, September 4, 2026 2:12 PM
To: Marco Li Mandri <marco@newcityamerica.com>
Subject: Logo competition

Hello i have submitted my logo with Flavio Olivas he requested that I submit you a copy

Bellow is the details of the font

“LINCOLN HEIGHTS” — Roboto Slab ExtraBold / Black, slightly condensed horizontally.
 This gets very close to the heavy vintage slab-serif lettering.

But I think it captures the history of Lincoln Heights well. Thanks

Marco Li Mandri

Interim Director

Lincoln Heights Benefit District

From: Gino Serrano <gserranoii@gmail.com>

Sent: Friday, September 4, 2026 2:12 PM

To: Marco Li Mandri <marco@newcityamerica.com>

Subject: Logo competition

Hello i have submitted my logo with Flavio Olivas he requested that I submit you a copy

Bellow is the details of the font

“LINCOLN HEIGHTS” — Roboto Slab ExtraBold / Black, slightly condensed horizontally. This gets very close to the heavy vintage slab-serif lettering.

“BENEFIT DISTRICT” — League Spartan Bold, with increased tracking/letter spacing.

“OUR HERITAGE • OUR COMMUNITY • A BRIGHTER TOMORROW” — Montserrat SemiBold, all caps with wide tracking.

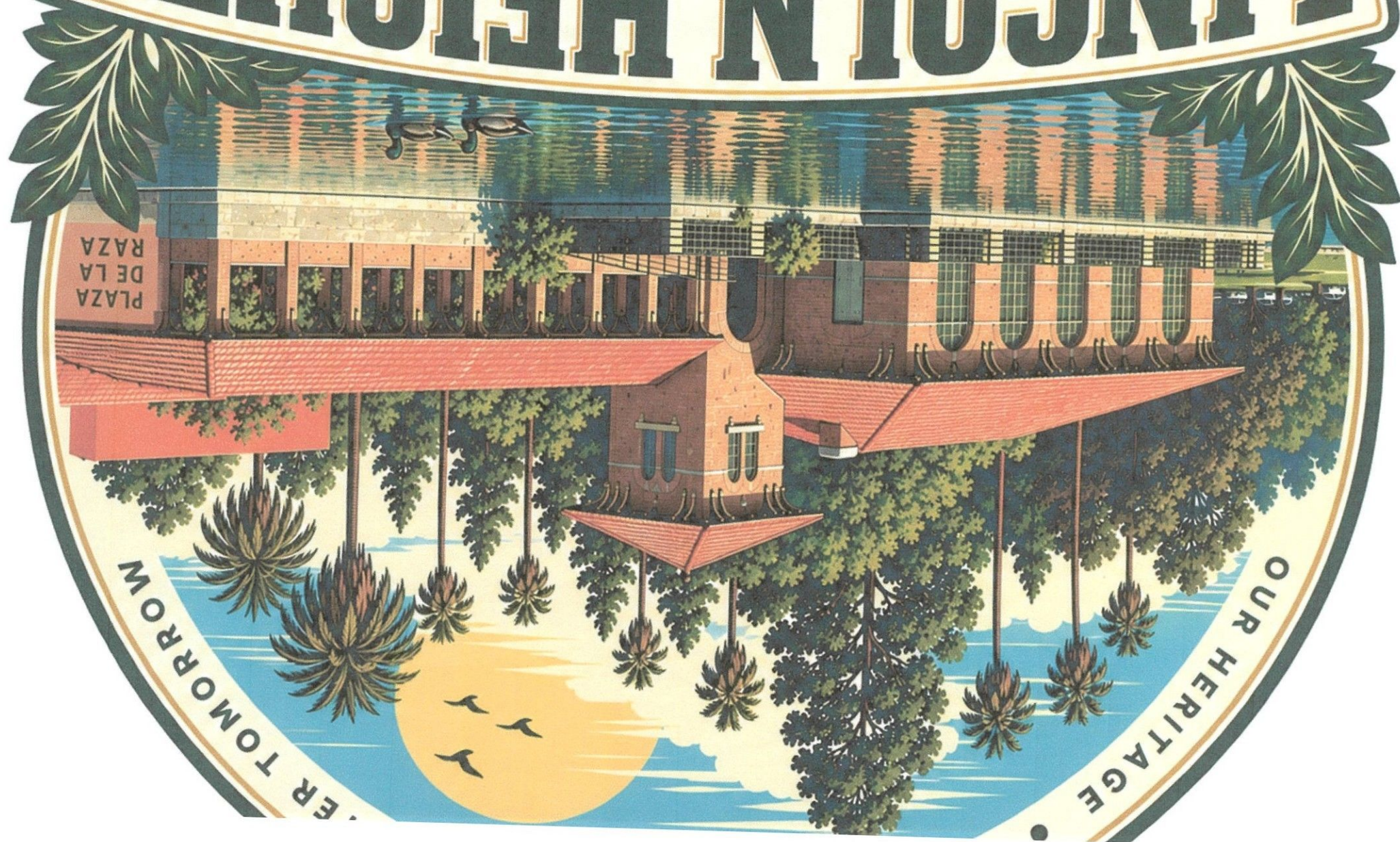
“EST. 1917” — Montserrat Bold, all caps with expanded tracking.

“PEOPLE • PLACES • PROGRESS” — Montserrat Medium, all caps with very wide tracking.

EST. 1917

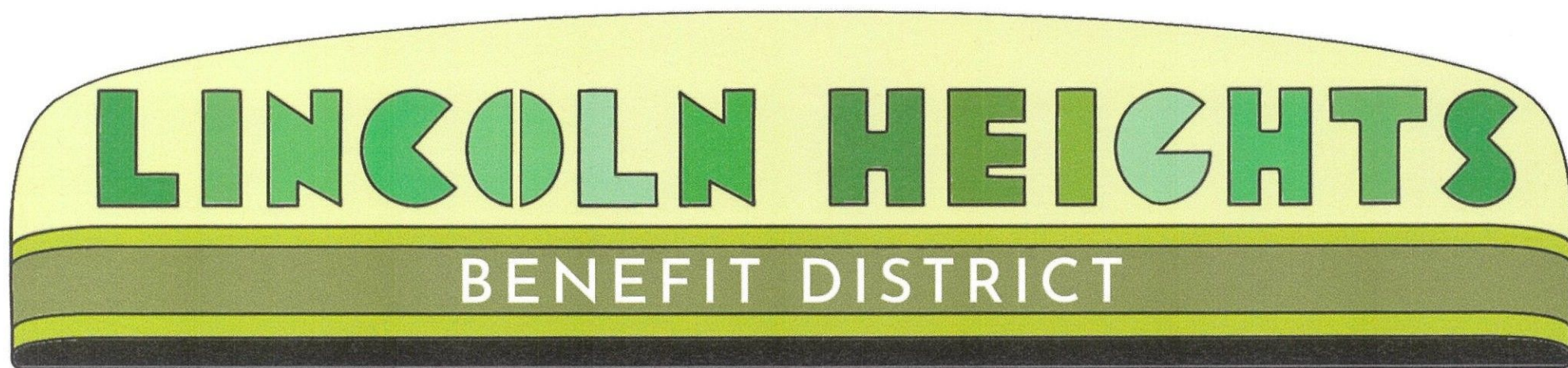
LINCOLN HEIGHTS

BUSINESS DISTRICT



BENEFIT DISTRICT

WHEELS
LINCOLN



LOGO CONTEST FOR THE LINCOLN HEIGHTS BENEFIT ASSOCIATION

All logo or logo concepts are due by 5:00 pm May 29, 2026. Please e-mail logo or logo concepts, in color, to Marco Li Mandri, Interim Director, at:

Marco@newcityamerica.com

DESIGNER OR ARTIST CONTACT INFORMATION

Full Name: Lindsey Muir

Email: lindsey@lindseymuir.com

Cell/Direct Line: 310-427-5141

Are you currently an art student enrolled in a local college: ☐ Yes ☒ No

If yes, where? _____

Please include a short designer/artist bio with this form and logo or logo concepts to Marco@NewCityAmerica.com.

Timeline for Consideration:

Logos due to the LHBA:	Friday, May 29th at 4:00pm
Review by the Board of Directors:	By June 15, 2026
Finalist(s) notified:	After the Board of Directors has made the selection
Example of District Asset Used:	Please identify building or signage
Award date:	On or before July 1, 2026
Award of prize:	Upon receipt of transfer of ownership and assets
to the LHBA	

For more questions, please e-mail Marco Li Mandri at marco@newcityamerica.com.

Lindsey Muir

www.lindseymuir.com

lindsey@lindseymuir.com // 310.427.514

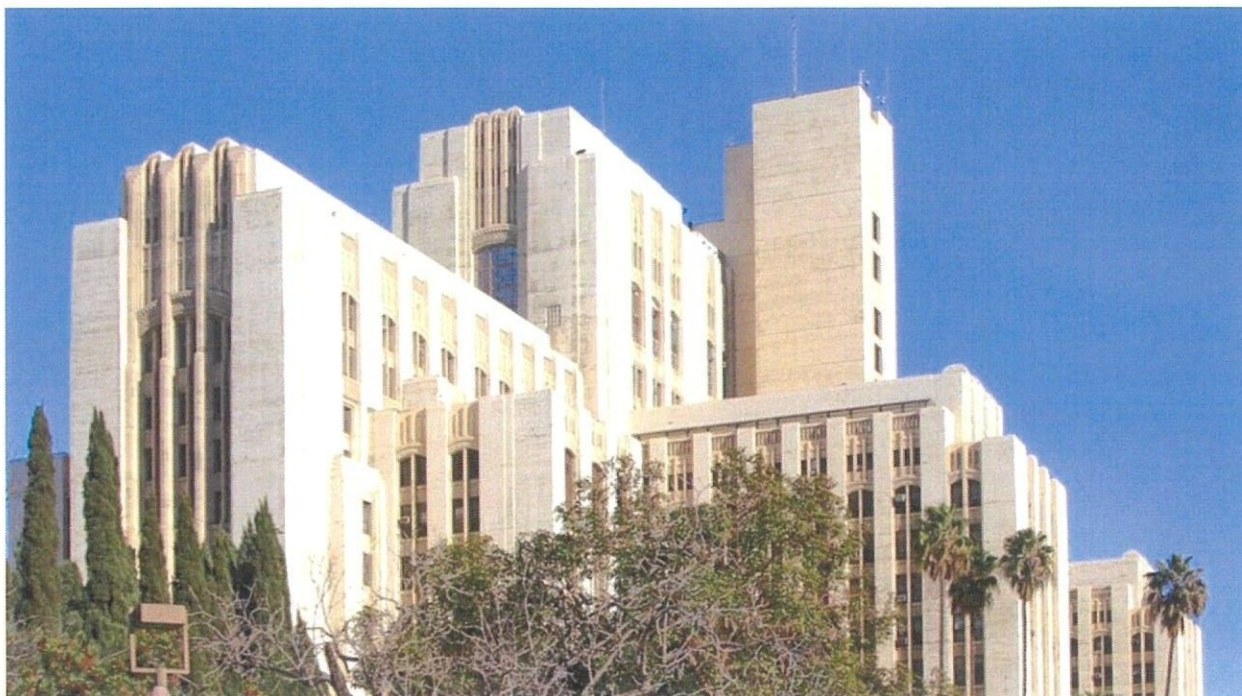
Logo Design Proposal

Lincoln Heights Benefit

Designer: Lindsey Muir

Inspiration

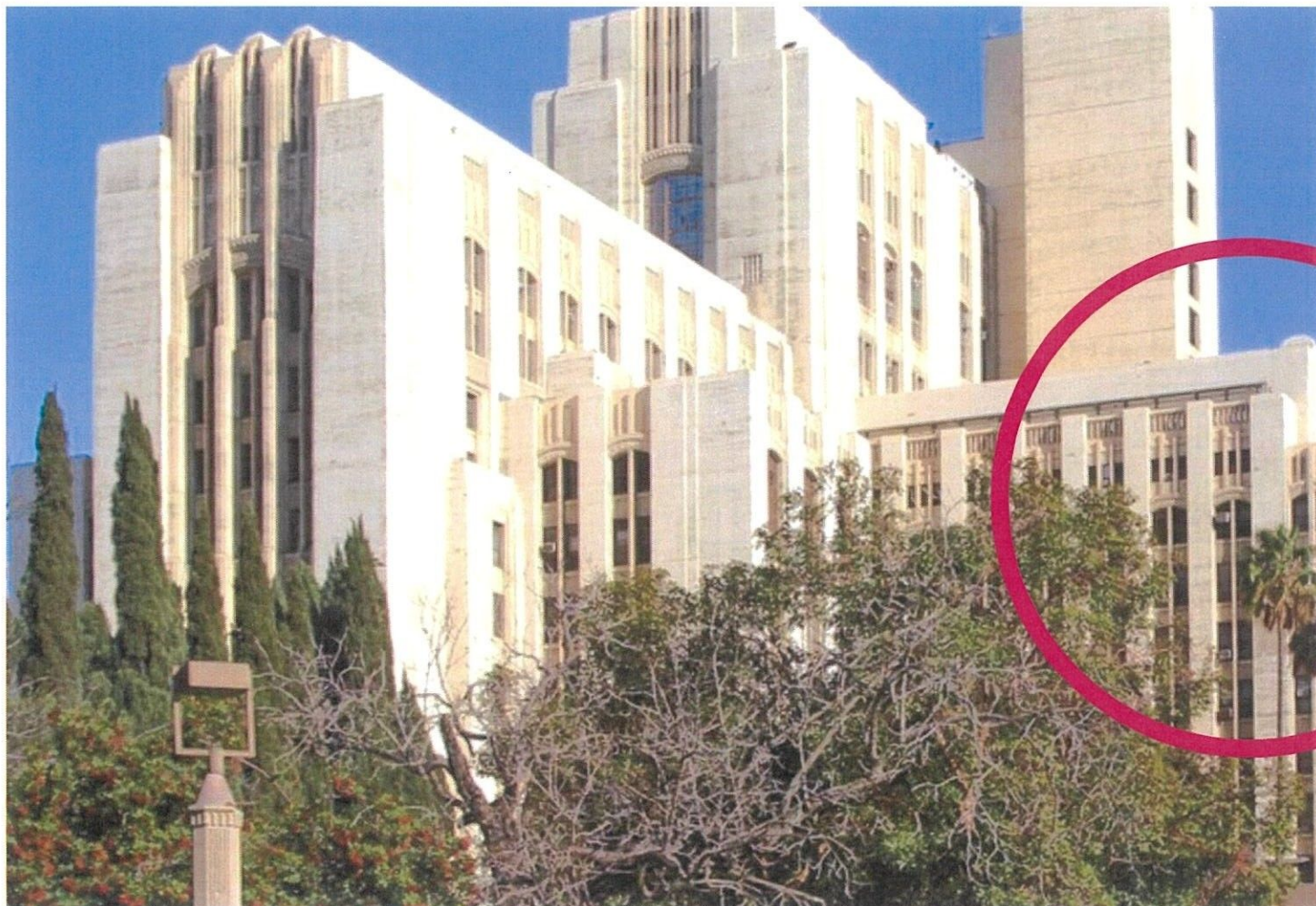
Historic USC Medical Building



The inspiration stemmed from the beautiful art deco features displayed on the historic USC medical building.

Inspiration

Historic USC Medical Building



Inspiration

Historic USC Medical Building



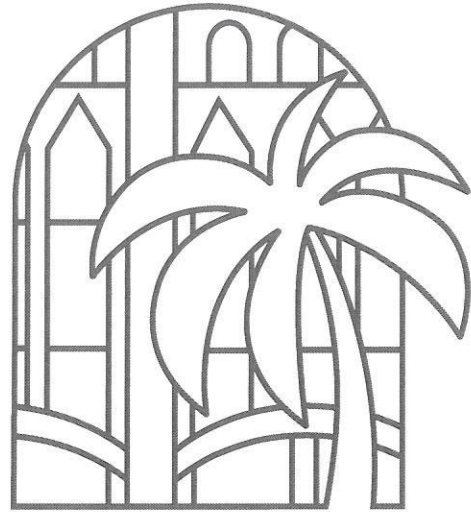
By utilizing the curvature and angular glass panels, the classic California palette, a logo that feels modern, distinctly Lincoln Heights.

Logo



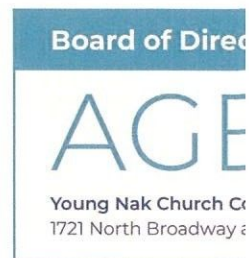
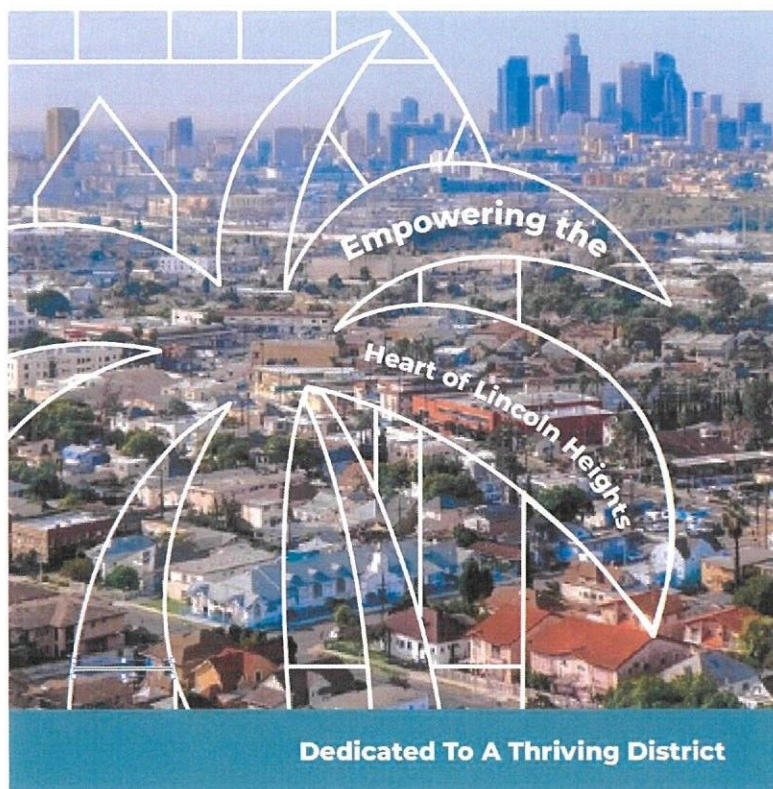
LINCOLN HEIGHTS
BENEFIT DISTRICT

Logo



LINCOLN HEIGHTS
BENEFIT DISTRICT

Application



1. Call to order, President Steve Kasten, introductions and announcements
2. Approval of July 9th, 2026 Board minutes Action Item
3. Updates to the Board:
 - a. DMS starts services on August 17th, report from Ni DMS
 - b. Relocating office from Pasadena Ave to old Mortuary parking, Farmers Market and meeting place, authorize Steve and Marco to negotiate a lease and present Board at the September meeting Action Item
 - c. Invitation to Mayor Karen Bass to meet with District including Lincoln Heights, the Industrial Zone, Highland and remnants of Chinatown, date to be set (Marco)
 - d. Status of logo contest; (Flavio)
 - e. Any update on Night Market proposal and status of Farmers Market
4. Financial report and update
5. Authorization to send out Security RFP
6. Board resolution authorizing Steven Kasten and Flavio to act on behalf of LHBALA regarding USDA FNS No.
 - This resolution is necessary for the following reason: account contains legacy contact and access information; current LHBALA representatives cannot access or update StreetsLA requires SNAP authorization documentation for street-closure permit.
 - The USDA may require formal Board authorization records or process changes. - It will formally establish authorized to communicate with the USDA and coordinate