

CITY OF LOS ANGELES

CALIFORNIA



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EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT

ARTURO CHAVEZ
General Manager

125 PASEO DE LA PLAZA, SUITE 300
LOS ANGELES, CA 90012

TEL: (213) 485-6855

November 6, 2024

To: Los Angeles City Council
200 N. Main St.
Los Angeles, CA 90012

From: Edgar Garcia, Assistant General Manager
El Pueblo de Los Angeles Historical Monument

Subject: Request to approve Key Terms for Olvera Street Space C-28

The Board of El Pueblo de Los Angeles Historical Monument Authority (El Pueblo) Commissioners ("Commission") respectfully requests approval of the proposed Key Terms for Olvera Street Space C-28 (Contract No. Pending). The attached board report (No.24-0004-B) was approved by the Commission on October 10, 2024. Commission meeting minutes are attached. The Board report provides background on this request.

Recommendation

The Board of El Pueblo de Los Angeles Historical Monument Authority Commissioners respectfully requests that the City Council approve the key terms to lease C-28 (Attachment A) to Celia Quezada for the *Mi Reina* retail business and authorize the General Manager of El Pueblo, with the assistance of the City Attorney's office, to execute an amendment to the Concession Agreements to effectuate the transfer in accordance with the attached report.

Fiscal Impact Statement

The approval of the Key Terms will result in increased department rental revenue as follows:

Space C-28: \$1,050 Per Month; \$12,600 annually.

Edgar Garcia, Assistant General Manager
El Pueblo de Los Angeles Historical Monument

ATTACHMENT A

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Report 24-0004-B

Date: October 8, 2024

To: Board of Commissioners
El Pueblo de Los Angeles Historical Monument

From: Edgar Garcia, Assistant General Manager
El Pueblo de Los Angeles Historical Monument

Subject: **Request to Approve Key Terms for Lease of C-28 to Celia Quezada**

SUMMARY

El Pueblo de Los Angeles Historical Monument ("El Pueblo") seeks approval of key terms for leasing Puesto C-28 on Olvera Street (Attachment A).

On July 28, 2024, the El Pueblo Commission approved to adopt the recommendations of Board Report 24-0004 (Attachment B) to initiate drafting of a five (5) year lease agreement with a five (5) year option for Celia Quezada for the proposed *Mi Reina* retail business.

RECOMMENDATION

Approve the key terms to lease C-28 (Attachment A) to Celia Quezada for the *Mi Reina* retail business and authorize El Pueblo Department staff with assistance from the City Attorney to draft the lease.

ATTACHMENT A

**EL PUEBLO CONCESSION AGREEMENT
LEASING TERM SHEET**

DATE October 10, 2024

AGREEMENT TYPE Concession Agreement

PREMISES' ADDRESS Puesto C-28
Olvera Street
Los Angeles, CA 90012

SQUARE FEET 74 square feet

LANDLORD CITY OF LOS ANGELES, acting through its El Pueblo de Los Angeles Historical Monument Authority Commission,
125 Paseo de la Plaza, Suite 400, Los Angeles, CA 90012

CONCESSIONAIRE Celia Quezada
562-500-5574
celiaque@aol.com
mireinaolverastreet@gmail.com

USE: Sale of Latin, Mexican, Mexican-American clothing accessories, jewelry, home décor, and artisanal items

TERM Five (5) Years
Commencing: Upon City Clerk's attestation
Extension: Five (5) Years at City's discretion

RENT \$1050.00 a month (\$14.19 a square foot based on 2020 market rate valuation)

SECURITY DEPOSIT Two (2) months rent

PARKING One (1) monthly parking pass at prevailing monthly rate

ATTACHMENT B

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Report 24-0004

Date: July 11, 2024

To: Board of Commissioners
El Pueblo de Los Angeles Historical Monument Authority

From: Arturo Chavez, General Manager 
El Pueblo de Los Angeles Historical Monument

Subject: **Award contracts for Olvera Street spaces W-4 and C-28**

Summary

On February 26, 2024, El Pueblo posted six Request for Proposals (RFP) seeking to rent spaces on Olvera Street. This is the second time El Pueblo drafted RFP's for vacant spaces. The RFP's were for five center puestos/stalls on Olvera St. and one site located in the Simpson Jones building. We received three proposals from two individuals by the deadline. The proposals were for three of the six sites.

The proposals we received were for center puestos C-27, C-28 and W-4 a site located in the Simpson Jones building. The proposals for C-27 and C-28 were from the same person who was interested in renting both sites. This individual has retail experience working on Olvera Street but is not an owner of any shops on Olvera street. Ms. Celia Quezada has managed a center puesto/stall on Olvera St. for four years and is familiar with the daily operations of a retail establishment. She regularly stocks product and creates merchandise. Her experience on site as a manager will be helpful as an owner operator. She has demonstrated financial capability to operate a business. El Pueblo feels confident in her ability operate a business

and recommends that she be granted one site C-28.

The second proposal was for a new business which is not currently offered on Olvera Street. Jorge Moreno, Cafesoxiety LLC, is interested in operating a coffee shop specializing in coffee from Nueva Segovia, region of Nicaragua. The site will be located in the Simpson Jones building.

Mr. Moreno has two years' experience importing and selling green coffee with Cafesoxiety LLC and a total of 22 years sales experience in other fields. He presented a business plan and has shown financial capability.

There are no coffee shops on Olvera Street and this business appears to provide a service and an educational history of coffee production from farm to cup.

Recommendations

El Pueblo has reviewed and scored the submitted proposals for business' on Olvera St. We recommend Celia Quezada, owner operator for Mi Reina, for a 5-year lease with a 5-year option for C-28 (74 sq. ft.) at the rate of \$1,050 a month \$14.19 a square foot based on market rental valuation study conducted by Pacific Real Estate Consultants. on October 19, 2020

El Pueblo also recommends that Mr. Jorge Moreno, Cafesoxiety LLC be offered a 5-year lease with a 5-year option for W-4 (105 sq. ft) the rate of \$975.00 a month \$9.28 a square foot per market rental valuation study conducted by Pacific Real Estate Consultants October 19, 2020.

- 1) Allow El Pueblo, with the assistance of the City Attorney, to draft five-year lease agreements with a 5-year option for Ms. Celia Quezada of Mi Reina business and Jorge Moreno, Cafesoxiety, LLC.

Attachments: Celia Quezada proposal C-28
Jorge Moreno proposal W-4

Mi Reina

Cultura Mexicana

Olvera Street

Business Proposal: C-28



Submitted by: Celia Quezada

Contact:

Celia Quezada

Mireinaolverastreet@gmail.com

(562) 500-5574

Please note Bid for puesto C27 and C28 are the same as I will be running the two puestos as one since they are facing each other and easily confused as one by our customers/visitors. However, I will work closely with the merchant if only awarded one of the two. Thank you.

A. Minimum Qualification Requirements



Experience

I have been the sole manager of Mis Reinas, located in booth C29, for more than four years. I was responsible for all aspects of the business including the negotiation of the purchase of the business, buying, stocking merchandise, and daily operations. I regularly travel to Mexico City and Tijuana and import my products to

bring unique merchandise to the store, and I also create a lot of my merchandise.

I first became involved as the sole manager at booth C9, Rudy's Mexican Candy, in 2012 due to a personal situation with the owner, my sister. At that time, I realized how much I enjoyed being at Olvera Street. For me this is not a job, this is something that makes me truly happy. I am dedicated to helping Olvera Street continue to thrive as an important city landmark, historical marker, cultural marketplace, and community gathering place.

As a proud Mexican American, comes my passion for the Mexican artisans. Now that I am retired, I can do what I love, and that is working with the beautiful art from Mexico and with talented independent crafters, selling my creations, and enjoying being around so much beauty. I take pleasure in serving the customers who visit Olvera Street—everyone from regular local customers to people visiting from other states and countries.

B. Financial Capability

Financial Ability

Please see the attached bank reference letter.

Financial Budget to Fund the Business

Start-Up Costs: Start-up costs are estimated at \$10,000-\$15,000, as I already have merchandise in stock. I am very knowledgeable and aware of the cost of a start-up from my experience opening C29, and I am confident with my financial position and stock in hand that I will have a successful opening. I also have the funds to cover rent for more than six months.

Wholesale Cost of Goods: The wholesale cost of goods averages between \$3.00-\$60.00.

Inventory and Price Lists:

- Accessories: Shoes, Socks, Headbands, Hats, Bonnets, Blankets
- Décor: Candles, Papel picado, Rosaries, Bible
- Other items: Glass art, Artisan crosses, Artisan hearts, Jewelry, Blouses, Tiles, Toys.



Insurance: State Farm, represented by David Briano, will carry the liability policy.

Marketing Budget: Mi Reina will have a budget of \$300-\$500 to start. The low cost is due to family members in the marketing and social media field that will help (Melissa Quezada Consultant). I will use social media (Facebook, Twitter, and Instagram) to promote sales, as well as attend local Los Angeles events, each event has its own cost.

Employee Cost: \$1200.00 monthly



Hand painted local artist, one of a kind



Cute Onesie, Puebla



Unique wood art from Coyocan, Mexico



Graduation Lele Dolls, Virgen Mary and sacred heart designed by Me.

C. Business Proposal Requirements

Business Model

My six-plus years of working experience at Olvera Street will provide Mi Reina to meet the desire of local customers, as well as domestic and international tourists by offering unique Mexican artisanry. The shop will carry baptism accessories made in Mexico and by local artists that appeal to many religions and cultures. Baptisms are of particular importance in Mexican American culture. These products will fit well with Olvera Street traditions, heritage, and theme. Also, with the association with Placita Church where hundreds of Baptisms are performed weekly. Most people attending the church cross over to visit Olvera Street.

If awarded C28, I will carry my own creations as well as creations from local small businesses emphasizing, but not limited to, minority women-owned businesses. This will give local artists an opportunity to display their unique Latino culture-inspired creations without duplicating what is already found on Olvera Street.

Latino-owned small businesses are the fastest-growing segment of the business community in the United States, playing a key role in fueling the nation's economy. Estimates are that they will make up 29 percent of the U.S. population by 2050, up from 17 percent today. How do they do it? With perseverance, education, and a lot of guts. For that reason, if awarded C28 I will proudly display up-and-coming

small Latino businesses and give them the encouragement needed to continue their passions. This idea will also help strengthen community relationships, and bring in more diverse visitors to Olvera Street, as most of these small businesses have large followings on social media. A small fraction of the puesto will be dedicated to displaying their art. So let us prepare for the future!

Including the above-mentioned, I have affiliations in Mexico City and Tijuana which are the hub cities of Mexican artisans throughout Mexico. I am always on the hunt for unique pieces. I am very confident that if awarded this opportunity I would be successful and happy running this business.

I am accustomed to the El Pueblo **operating hours** and will adhere to them with Mi Reina.

Product List: The product list will include categories of clothing, tiles, Paper goods, diningware, entertainment décor, household goods, and outdoor goods all with their unique twist based on the creator.

Customer Service Plan

Mi Reina aims for a formal, yet accessible, aesthetic with styles that appeal to a wide range of customers. Customers will be encouraged to look around without an obligation to buy and to enjoy the fine art and its details of Mexican art and culture. It is our responsibility to make sure our guests have a positive experience while visiting Olvera Street. Our Employees will be trained in this manner.

Everything about the appearance will reflect this, as follows:

Bags: Kraft paper shopping bags.

Labeling: All merchandise will have clearly stated prices on custom labels.

Return policy: Exchanges or refunds will be issued on an individual basis.

Employee training: Our Staff will be able to provide information to our international guests by educating staff about Los Angeles landmarks and general geography, and Olvera Street overall as a historic landmark.

Marketing and Advertising Plan

Our marketing and advertising plan will be strong as Mi Reina will use social media, such as Facebook, Twitter, and Instagram to promote sales, as well as attend local Los Angeles events. If awarded, Mi Reina will work with a professional on social media.

D. Rental Bid

Rental Bid

Mi Reina offers a bid of **\$1,050.00** monthly rent for C28.

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COMMISSION MINUTES **Thursday, October 10, 2024** **2:00 p.m.**

**Members of the public who wish to speak to the Commission during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission will be heard during the item designated as "Public Comments Period." The length of public speaking time is two minutes, unless the presiding officer grants some other amount of time.*

**As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services and activities.*

Sign Language Interpreters, Communication Access Real-Time Transcription (CART), Assistive Listening Devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. Due to difficulties in securing Sign Language Interpreters, five or more business days' notice is strongly recommended. For additional information, please contact: Property Management, (213) 485-9777 – voice and TTY.

*The Meeting called to order at: 2:04 PM by **President Perez**. **Commissioners present:** Chu, Manriquez, Perez, Romero, and Wirfs. **Also present:** Assistant General Manager Edgar Garcia, El Pueblo Staff Emily Wooten, El Pueblo Staff Jasmin Palomera, and Deputy City Attorney Joshua Templet. Commissioners Cardenas and Quon were absent.*

Commissioner Perez welcomed those in attendance. Jasmin Palomera, Administrative Clerk for El Pueblo, introduced herself to the Commission.

A quorum was established.

Edward Flores provided General Public Comment.

*Commissioner **Cardenas** arrived at 2:06 PM.*

Estefany Garcia, Senior Policy Analyst with the Mayor's Office provided an update.

No update was provided by Council District 14 (CD14).

No update was provided by the Historic Cultural North Neighborhood Council (HCNNC).

Item 1: General Manager's Report

Mr. Garcia Presented the General Manager's Report.

Ms. Wooten provided an update on the replacement of Olvera Street awnings.

Jim Jang of the Friends of the Chinese American Museum provided an update on upcoming



events and museum expansion progress.

Edward Flores and Valerie Hanley provided public comment for Item 1.

Item 2: Commission Committee Reports

Mr. Garcia shared an update on the 1871 Memorial Ad Hoc Committee.

Mr. Garcia shared an update on the Mexican-American/Latino Historical Monument Ad Hoc Committee.

No Public Comment was provided on Item 2.

Item 3.1: Approval of the El Pueblo Commission Meeting Minutes of August 22, 2024

Commissioner Cardenas requested an amendment to show her attendance.

No Public Comment was provided on Item 3.1.

MOTION: Commissioner Romero moved to approve the minutes of August 22, 2024 as amended. Seconded by Commissioner Cardenas.

Vote on Item 3.1: Cardenas, Y; Chu, Y; Manriquez, Y; Perez, Y; Romero, Y; Wirfs, Y. The motion carried.

Item 3.2: Board Report 24-0006: Request Approval to Replace the Primary Merchant on Olvera Street Concession Agreement Space C-22 Marina Vargas to David J. Morales.

Valerie Hanley provided public comment on Item 3.2.

MOTION: Commissioner Manriquez moved to approve Board Report 24-0006. Seconded by Commissioner Romero.

Vote on Item 3.2: Cardenas, Y; Chu, Y; Manriquez, Y; Perez, Y; Romero, Y; Wirfs, Y. The motion carried.

Item 3.3: Discussion: Assessment of the overall conditions of the up-lighting along Main St, GSD Maintenance presenting

Matthew Rocke, Building Construction and Maintenance Superintendent with GSD provided a report to the commission.

Edward Flores provided Public Comment on Item 3.3.

No action was taken on Item 3.3.

*Commissioner **Cardenas** left the meeting at 3:37 PM.*

Item 3.4: Approval of Key Terms for concession agreement with Celia Quezada for Space C-28.

Celia Quezada addressed the board.

No public comment was provided on Item 3.4.

MOTION: Commissioner Wirfs moved to approve Board Report 24-0004B. Seconded by Commissioner Chu.

Vote on Item 3.4: Chu, Y; Manriquez, Y; Perez, Y; Romero, Y; Wirfs, Y. The motion carried.

Commission business was brought forward. Commissioners Wirfs and Romero noted upcoming absences. Commissioner Romero inquired as to how the Board could be proactive in advocating for Departments during the current budget cycle. Mr. Templet reminded the Commission that they would have the opportunity to approve El Pueblo's budget submittal.

Commissioner Perez adjourned the meeting at 3:52 PM.

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MEETING AGENDA

BOARD OF EL PUEBLO DE LOS ANGELES **HISTORICAL MONUMENT AUTHORITY COMMISSIONERS**

Thursday, October 10, 2024
2:00 p.m.

Biscailuz Building Gallery
125 Paseo de La Plaza

BASEMENT

NOTICE

Members of the public who wish to comment on an agenda item may speak for up to one minute per item. Members of the public who wish to comment on matters not listed on the agenda and under the jurisdiction of the Commission may offer up to two minutes of general public comment.

The Neighborhood Council representative may provide the Neighborhood Council's formal position (a Community Impact Statement filed with the City Clerk or a written Resolution) regarding any matter listed on the agenda during the Neighborhood Council Comments portion of the agenda (Los Angeles Administrative Code Section 22.819).

AGENDA

WELCOMING REMARKS – Call to order and introductions

ESTABLISHMENT OF QUORUM

GENERAL PUBLIC COMMENT

MAYORS OFFICE REPORT

CITY COUNCIL DISTRICT 14 REPORT

NEIGHBORHOOD COUNCIL REPORT

1. GENERAL MANAGER'S REPORT

- Operations 2024-25
- Security Update
- Visitorship
- Cultural Calendar
- Master Plan Update
- RFP Update
- Awnings update
- Offsite Storage update
- Partner Updates on Programing and Events

2. COMMISSION COMMITTEE REPORTS

- 1871 Memorial Ad Hoc Committee
- Mexican-American/Latino Historical Monument Ad Hoc Committee

3. DISCUSSION AND POSSIBLE ACTION ITEMS

3.1 Approval of the El Pueblo Commission Meeting Minutes from August 22, 2024

3.2 Board Report 24-0006: Request Approval to Replace the Primary Merchant on Olvera Street Concession Agreement Space C-22 Marina Vargas to David J. Morales.

3.3 Discussion: Assessment of the overall conditions of the up-lighting along Main St, GSD Maintenance presenting

3.4 Approval of Key Terms for concession agreement with Celia Quezada for Space C-28

COMMISSION BUSINESS

Comments from Commissioners on Matters within the Commission's Jurisdiction and Requests by Commissioners to Schedule Specific Future Agenda Items.

ADJOURNMENT

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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.

MISSION STATEMENT

El Pueblo de Los Angeles Historical Monument promotes, safeguards, and preserves the City's birthplace and culturally diverse heritage through the effective management of its commercial and historical resources and events.

Scheduled Meetings: 10/24/24; 11/14/24