

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING**

SPECIAL MEETING MINUTES

**Friday, June 19, 2015
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

***In attendance: Board Members –Blaetz, Chicha, Fadlon, Farasat, Rosenthal,
D Weintraub, S Wientraub***

Staff – Duckworth

Guest: David Hay, Michelle Ghoulmoré, Elsie Lopez

Meeting called to order at 1:35 PM by President Denis Weintraub

(Note: In compliance with the Americans with Disabilities Act and its implementing regulations, the MBIA / Melrose BID will provide reasonable accommodations upon request, which must be received 72 hours in advance of the desired meeting date. To request such an accommodation, please contact the Melrose BID Executive Director at 323-525-0840 or at Duckworth.Donald@gmail.com.)

1. CALL TO ORDER – Denis Weintraub, President 1:30 PM

2. PUBLIC COMMENTS

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy that persons in the audience may address the Board in connection with any particular agenda item during the public comment period. As provided by the Brown Act, each individual's speaking time shall be limited to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

3. APPROVAL OF MINUTES – None

4. FINANCIAL REPORT - None

5. BUSINESS ITEMS

A. Discussion / Approval of Lyft Rideshare Promotional Program

The Executive Director reviewed the Board's previous considerations and conceptual approval of a Lyft Rideshare Promotional Program that brought people/customers to

Melrose. This program would address one of the highest priority property owner needs, particularly the inadequate parking in the BID area. Kim Sudhalter, Marketing Director, is proposing we cover \$10 per ride to and from Melrose for a total of 200 redemptions, which would total a \$2,000 cost. It is proposed that this promotion be timed to occur at the same time as one of the BID special events.

After discussion, Motion: Farasat , 2nd Fadlon, “The MBIA Board of Directors hereby approves the proposed Lyft Rideshare Promotional Program to be conducted in July with a report back on program metrics .” Approved unanimously.

B. Discussion / Approval of Harajuku at The Melrose Trading Post Event – Sunday August 2, 2015

The Executive Director presented an updated plan for a fashion show promotional event involving Harajuku Models from Japan. The event has been revised to take place at a Sunday Melrose Trading Post on August 2, 2015. The purpose of the event would be to promote the Sister Street relationship with Harajuku and to reflect Melrose Avenue as a fashion center for worldwide fashion opinion. The event would produce a short video that should promote website traffic and street retail presence.

A Melrose Business Owner, Michelle Ghoulmore made comments in support of the proposed Harajuku event and its importance in the world of fashion.

After discussion, Motion: D Weintraub, 2nd, Blaetz “The MBIA Board of Directors hereby approves the conduct of a special Harajuku Event at the Sunday Trading Post with a video production at accost estimated to be \$5,000.” Approved unanimously.

C. Discussion / Approval to Initiate Work on Melrose Future Vision Project

Board Member Farasat recapped for the Board the history of the ad hoc committee’s work on the Melrose Future Vision Project. He outlined the pros and cons of the various proposals and noted that the costs for the two finalists were very similar. Given that cost closeness he felt the BID would be well advised to utilize a local consulting firm that would be close and able to provide ongoing support at minimal cost.

Board Member Chicha who was also active on the ad hoc Future Vision Committee felt that the project would provide actionable output of real value to Melrose BID property owners. Specifically, that included:

- 1. A conceptual master plan with implementation items;*
- 2. A grant opportunity content/focus;*
- 3. Communicate a clear direction for the future of Melrose;*
- 4. Provide a list of items that can be sought as private development contributions in the future;*
- 5. Establish a brand identity and marketing foundation; and,*
- 6. Tie in to managing to the City’s implementation of its Mobility Plan 2035 in a way that optimizes Melrose’ best interests and economic revitalization.*

Extensive discussion and questions and answers ensued.

After discussion, Motion: D Weintraub, 2nd Farasat, "The MBIA Board of Directors hereby conceptually approves the proposal provided by Perkins + Will and Civic Enterprises Associates at a cost of about \$60,000, and requests the Executive Director to provide refined document ." Approved unanimously.

6. REPORT FROM EXECUTIVE DIRECTOR
7. BOARD MEMBER COMMENTS
8. NEXT MEETING
– Regular meeting Friday, July 10, 2015 @ 10:00 AM
9. ADJOURNMENT

3:00 PM

Meeting adjourned at 2:50PM

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ATTENDANCE SIGN-IN SHEET

DATE: June 19, 2015

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6720 Melrose Avenue
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Deny Weintraub, President DW
Sylvia Weintraub, Secretary SW
Julian Chicha, Treasurer JC
Pierson Blaetz, Board Member PB
Isack Fadlon, Board Member IF
Daniel Farasat, Board Member DF
Fred Rosenthal, Board Member FR
Don Duckworth, Exe. Dir. DD

Guests:	Tel.	E-Mail
<u>David Hay</u>	<u>310-273-2592</u>	<u>mdavidhay@gmail.com</u>
<u>Michelle Ghaulmore</u>	<u>714-878-2588</u>	<u>mizzhell@krepsville666.com</u>