

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

REGULAR MEETING MINUTES

**Tuesday, July 7, 2015
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

Staff – Duckworth

Guest: Kim Sudhalter, Elsie Lopez,

(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; defer to next meeting.

4. FINANCIAL REPORT – None; defer to next meeting.

5. BUSINESS ITEMS

A. Discussion / Final Approval to Initiate Work on Melrose Future Vision Project with Perkins + Will and Civic Enterprise Associates consultant team

Executive Director presented the revised Perkins + Will and Civic Enterprise Associates proposal and agreement dated July 5, 2015. He reported that he believes it meets the goals and objectives established by the Board. Work is scheduled to begin in July and be complete in the Fall.

Extensive Board discussion ensued and several language amendments were added particularly to the termination clause.

After discussion, Motion: Farasat, 2nd Fadlon, “The MBIA Board of Directors hereby approves the proposed agreement with Perkins + Will and Civic Enterprise Associates with language changes as discussed which shall be reasonably negotiated by the Executive Director.” Approved unanimously.

B. Announcement of MTA Grant Staff Recommendation for Funding

Executive Director Duckworth Reported that good news was received regarding the Melrose BID’s application for MTA Call for Project Funding. The Board retained Jeff Jacobberger from Civic Enterprise to work with the Executive Director to prepare and advocate for the grant funding. At this time the MTA Staff has recommended funding the Melrose BID application for capital improvements at a \$4 million dollar level beginning in 2019. A final award awaits MTA Board action, which should be anticipated. Other details about the funding are undefined at this point. These grant funds would basically provide for implementation of Melrose Future Vision Project recommendations for pedestrian oriented improvements. The specific project description is:

“The Melrose Avenue Project encompasses 1.3 miles of Melrose Avenue between Fairfax Avenue and Highland Avenue. This area is covered by the Melrose Property BID and is included in the draft Hollywood Community Plan’s Melrose District Streetscape Design Area. This segment of Melrose primarily consists of sidewalk-oriented storefronts along with Fairfax High School and other institutional uses. The project will implement streetscape and place making improvements to strengthen first and last mile connections to transit stops and to revitalize this shopping district by encouraging walking and bicycling. Planned improvements include shade-providing street trees, pedestrian lighting , landscaping of existing parkways, seating and other street furniture and improved bus shelters. This segment of Melrose is part of the new Mobility Elements Bicycle Enhanced Network (BEN); this pedestrian project will complete the planned bikeway by including bicycle parking and other cyclist amenities. The project will include gateway markers, medians, wayfinding and other place making elements that highlight the artistic character of Melrose Avenue and embrace existing graffiti artwork along the north and south alleys.”

The Board was elated at the good news and clearly wanted to communicate to BID property owners on the tremendous return on investment for BID property owners that this grant fund represents.

C. Discussion / Approval of Streetwide Valet Parking Pilot Project Funding

Executive Director Duckworth reviewed the description that he had prepared and distributed. Details of the project will vary depending on varying parties. He is in hopes of implementing one or two parking stations before the next MBIA Board meeting and therefore requested funding not to exceed \$500 per station to purchase umbrellas, signage, etc.

After discussion, Motion: S Weintraub, 2nd Farasat, “The MBIA Board of Directors hereby approves the expenditure up to \$500 per valet stand for a total of 3 stands.” Approved unanimously.

- D. Discussion of Summer Series Special Events
 - Defer Lyft Rideshare Promotional Program

Marketing Director, Kim Sudhalter, described the lack of enthusiasm with which the design community had received the Summer Series #2 event. As a result she was recommending that the planned event be canceled in favor of another event that would be more to the business stakeholders liking. Details of the new event will be developed in the future. This would also mean that the Lyft Rideshare Promotional Program would be deferred to a later a date.

By consensus the Board agreed.

- E. Discussion re Neighborhood Mixer Event – Sunday, July 19, 9:30 AM @ The Parlor

Marketing Director, Kim Sudhalter reminded the Board about the BID Neighborhood Mixer on Sunday, July 19, 2015 @ The Parlor, which is directed to improve ongoing relationships with our neighborhood customers.

- 6. REPORT FROM EXECUTIVE DIRECTOR
- 7. BOARD MEMBER COMMENTS
- 8. NEXT MEETING
 - Regular meeting Friday, August 14, 2015 @ 10:00 AM
- 9. ADJOURNMENT

3:00 PM


Meeting adjourned at 2:45 PM

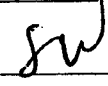
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ATTENDANCE SIGN-IN SHEET

DATE: July 7, 2015


**Meeting Location:
Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

Deny Weintraub, President 


Sylvia Weintraub, Secretary 

Julian Chicha, Treasurer _____

Pierson Blaetz, Board Member 

Isack Fadlon, Board Member 

Daniel Farasat, Board Member DF

Fred Rosenthal, Board Member 

Don Duckworth, Exe. Dir. 

Guests:

Tel.

E-Mail

David Abed 734-417-6898 dareabd@gmail.com

David Hay 752-443-1157

