

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

MEETING MINUTES

**Friday, February 13, 2015
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

Staff – Duckworth

***Guest: Andy Meselson, Margaret Taylor, Marel Vigneron, Herman Osorio, Lanita
Ames, David Zohn, Josh Paget, Bob Abrahams, David Wood, Sho C. Thomas, Gilbert
Perez, John Darnell, Jeff Jacobberger***

Meeting called to order at 10:10 AM 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 10:00 AM

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.

- ***Josh Paget of the MCWMC addressed the Board and complimented them on the BID'S Utility Box Art Project. He also requested that the MBIA become partners with MCWNC in the Homeless Services Coalition that is being formed. Other prominent local groups are also represented.***
- ***Herman Osorio representing PATH presented an overview of PATH's services provided in the Melrose BID area in the previous months. He discussed specific individuals (no names revealed) and the kinds of problems they seem to be having. He reported that PATH was trying to seek their cooperation in relocating to available shelters. Herman answered questions posed by Board Members.***

3. APPROVAL OF MINUTES – January 9, 2015

Deferred to next meeting.

4. TREASURER'S REPORT - Through January 31, 2105

After discussion, Motion: S Weintraub, 2nd Rosenthal, "The MBIA Board of Directors hereby approves the Treasures Report through January 31, 2015 as presented." Approved unanimously.

5. BUSINESS ITEMS

- A. Streetscape Improvements, Discussion & Actions as Desired re Various Streetscape Issues
- Report from Gilbert Perez re status of CleanStreets streetscape work

Gilbert Perez, Clean Streets Supervisor for streetscape operations in the Melrose BID, reviewed his company's work during the previous month. Overall he was satisfied with the progress made in the first year to clean up Melrose. Difficulties still remain with graffiti painted on roll up doors and sidewalk cleaning where roll up doors interfere with cleaning. Gilbert answered questions from various Board Members.

Bob Abrahams addressed the Board and expressed his opinion that the BID area needed more trash receptacles along the street.

- B. Presentation from LAPD SLO re Melrose Crime Activity

LAPD SLO Thomas addressed the Board and concerns that have arisen regarding increasing criminal activity locally. He answered questions from the Board Members and engaged in general discussion. Unattended possessions are an invitation for thieves, he said. All efforts to manage homeless issues are helpful. He counseled; "If you see something say something." All business owners should contact LAPD if they see something out of place.

- C. Presentation from David Zohn re Fresh & Easy Site Development

David Zohn representing Fresh & Easy appeared before the Board regarding 7500 Melrose Avenue, which is owned by Fresh & Easy. He reported that the owner remains "committed to the site and to Melrose" and is testing various options for future development, "which may be a year or so away."

The Board requested that the Executive Director send a letter to City Council to express their support for quick City action at anytime Fresh & Easy decided to develop this property. The Board also asked Zohn to convey it's welcome to the owners.

- D. Restaurant Development Proposal for 7661 Melrose
- Possible BID Valet Parking User
 - Request for letter of support

Margaret Taylor and Marcel Vigneroa, owner of a restaurant proposed at 7661 Melrose Avenue, appeared before the board requesting a letter of support for the proposed development and establishment of a BID Valet Parking program to assist that business and others.

The Board and the applicants engaged in a general discussion about the project.

After discussion, Motion: Rosenthal, 2nd S Weintraub, “The MBIA Board of Directors request that letters of support and testimony be provided in support of this project and that continued efforts to develop a pilot Valet Parking Program be continued.” Approved unanimously.

This project and another restaurant proposed for the former Melgard Ale House site may form a foundation for a pilot Valet Parking Program, according the Executive Director. .

- E. Status Report on MTA Call for Projects – Jeff Jacobberger

Jeff Jacobberger reported to the Board on the MTA Call for Projects application submitted for the BID area. He also said there may be other “improvement grants” may be available to benefit the Melrose BID area in the future.

By consensus the Board expressed their appreciation for Jeff’s work.

- F. Status Report on Melrose BID On-Street Parking Recommendation to City (est+30 sp)

The Executive Director and Jeff Jacobberger distributed a copy of the Melrose BID’s letter to the City Department of Transportation regarding on-street parking improvements that may produce as many as 30 new parking spaces on Melrose. Those recommendations were reviewed with the Board Members.

Board Member Farasat commented that he felt that the value represented by 30 spaces was significant to Melrose and business and property owners. He felt that the correct analysis was that the value of these spaces would be the amount needed to purchase property of sufficient size to provide the same number of spaces, which could range from \$1 to \$2 million dollars.

- G. Status Report on Requested Proposals to Conduct MBIA Visioning / Master Planning / Strategic Planning Process

- i. Possible vendors: Carl Meyer (Perkins & Will); Brad Segal (Progressive Urban Management Associates; Greg Tung FTS Associates; Others?)

A general status report regarding proposals to conduct MBIA visioning and master planning process was provided. Board Members Farasat and Chicha were working on this

committee and promised action in upcoming meetings.

H. Recommendation to Join Hollywood Chamber of Commerce

The Executive Director recommended that the Melrose BID join the Hollywood Chamber of Commerce at the cost of \$480/year in view of the networking and political support that would be afforded with such membership.

After discussion, Motion: Fadlon, 2nd Chicha, "The MBIA Board of Directors hereby approves joining the Hollywood Chamber of Commerce at a cost of \$480/ year." Approved unanimously

- I. Report re Marketing & Promotions Committee – Kim Sudhalter
- i. Urban Legend Monthly Activity
 - ii. Website progress report
 - iii. Social media development progress report
 - iv. Street banners progress report
 - v. Street Art Project Status Report
 - vi. Utility Vault Project Status Report
 - vii. PATH Out-Reach Cards

Marketing & Promotions Director Kim Sudhalter reviewed her monthly report for January 2015. She spent particular time reviewing the website project, which should be available for full presentation at the next MBIA Board meeting.

The Board engaged with Kim and no additional action was taken.

6. REPORT FROM EXECUTIVE DIRECTOR

The Executive Director distributed the program for the California Downtown Conference to be held in Santa Monica. He strongly suggested that Board Member attendance would be beneficial for the Melrose BID's business and property owners. The Board supported attendance by the Marketing & Promotions Director, the Executive Director, or any Board Member that decided to attend.

7. BOARD MEMBER COMMENTS

Board Member Fadlon asked about plans for the street festival and developing a map of Melrose that promoted individual businesses.

8. NEXT MEETING – Regular meeting Friday, March 13, 2015

9. ADJOURNMENT

1:00 PM

Meeting adjourned at 12:45 PM

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ATTENDANCE SIGN-IN SHEET

DATE: February 13, 2015

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

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

Guests: Tel. E-Mail

Andy Maslow
Margaret Taylor (818) 398 2740 margaret@apex-la.com
Marcel Vigneron (845) 380-4666 marcelvigneron@gmail.com
Herman Osorio (323) 391 4245 Hermano@epath.org
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David Wood woody90069@mac.com

Kevin Suds

SIO C. THOMAS WALS LARI

Gilbert Perez Clean Streets

John Darnell

Jeff Jacobberger