

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

**MEETING MINUTES**

**Friday, March 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 – Kim Sudhalter, Pierson Blatz, Jennifer Korsen, Steve Lopez, Edd Jordan, Don  
Tyson, Gilbert Perez, Chuy Orozco, Elsie Lopez***

***The meeting was called to order at 10:15 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](mailto: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.

***Mr. Edd Jordan, Veterinarian and Property Owner, addressed the Board regarding the need for alley repair behind his business.***

***Jennifer Korsen, a vendor to the Melrose BID for the coordination of the Utility Vault Art Project addressed the Board about her displeasure that the Executive Director had plans to not apply anti-graffiti coating to the utility art vaults. She said that she thought that such a change would be a serious abridgement of her contract to coordinate the project and produced a copy of that contract which did say that an anti-graffiti coating would be used. In view of that the Melrose BID Board, by consensus, directed that anti-graffiti coating be applied to the utility vaults.***

3. APPROVAL OF MINUTES – Defer to next meeting.

4. TREASURER'S REPORT - Through February 28, 2105

*Deferred to next meeting.*

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 Melrose BID streetscape services, presented his monthly activity report to the Board. After questions and answers and general discussion the Board thanked Clean Streets and Gilbert for their efforts. By consensus the Melrose BID streetscape is much improved and appreciated by the BID stakeholders.***

- B. Interview / Discussion With Candidates for Board Membership
- David Hay
  - Donald Tyson
  - Pierson Blaetz

***The Board interviewed each of the above property owners who had expressed an interest in participating as a member of the Board. Each of the candidates presented their qualifications and was asked questions about their interest in being apart of the Board.***

***The Board took no action with respect to Board membership and will reflect on the candidates and provide direction at the next meeting.***

- C. Restaurant Development Proposal for 7661 Melrose (Beef Steak & Marcel's)
- Possible BID Valet Parking User
  - Pairs With Melgard Ale House Re-Use Proposal

***The Executive Director provided a report on the proposed restaurant development at 7661 Melrose and the manner in which that proposal dovetailed with valet parking needs at the former Melgard Ale House.***

***An ad hoc Board committee composed of Isack Fadlon, Daniel Farasat and Denny Weintraub will be meeting to suggest a course of action.***

***Jeff Jacobberger reported to the Board that the City had a Modified Parking Requirement Ordinance on the books which might allow new businesses in the BID area to open using shared parking. The Board expressed interest in finding out more about that ordinance.***

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

***Jeff Jacobberger reported that no information was available at this time on the MTA Call for Projects process.***

E. Recommendation to Purchase 10 24” Box Trees for SWC Melrose From Highland to Citrus

*The Executive Director recommended that the Melrose BID approve the purchase of 10, 24” box trees at an estimated cost of \$250 each, for the block from Highland to Citrus on the south side of Melrose. The Melrose BID agreed to facilitate sidewalk repairs that were paid for by the property owners at that location. Originally trees were anticipated to be supplied by the LA Conservation Corps but organizational changes now preclude that. One of the major Melrose BID property owners is requesting that trees be planted as soon as possible.*

*After discussion, Motion: Farasat, 2<sup>nd</sup> S Weintraub, “The MBIA Board of Directors hereby approves the purchase of trees and planting for the south side of Melrose between Highland and Citrus.” Motion carried 3-1 (Chicha).*

*Board Member Farasat suggested that this might well be a model that the Melrose BID would follow in other locations. That is, the BID would provide for permits, project management, and trees if the property owners paid for the sidewalk replacement cost.*

F. Recommendation to Retain Richard Moon & Associates to Prepare 2015 Financial Statement for City

*The Executive Director recommends that the BID retain Richard Moon & Associates to prepare the 2015 Financial Statement and tax filings.*

*After discussion, Motion: Chicha, 2<sup>nd</sup> Farasat, “The MBIA Board of Directors hereby approves the hiring of Richard Moon & Associates authorizes the Executive Director and President to execute any necessary agreements.” Approved unanimously.*

G. Report re Marketing & Promotions Committee – Kim Sudhalter

- i. Urban Legend Monthly Activity
- ii. Website progress report
- iii. Social media development progress report (Facebook, Twitter, Instagram)
- iv. Utility Vault Project Status Report
- v. Melrose Mural Project (“MMP”)
- vi. BID Newsletter

*Marketing Director Kim Sudhalter provided a monthly report of her Marketing & Promotions work for February 2015. She itemized her activities and also presented a tour of the website to assist Board Members in utilizing its features.*

*After discussion, the Board approved Kim’s report and commended her for her fine work.*

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING – Regular meeting Friday, April 10, 2015

9. ADJOURNMENT

1:00 PM

*Meeting Adjourned at 12:40 PM.*

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ATTENDANCE SIGN-IN SHEET

DATE: March 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 \_\_\_\_\_

Isack Fadlon, Board Member \_\_\_\_\_

✓ Daniel Farasat, Board Member \_\_\_\_\_

Fred Rosenthal, Board Member \_\_\_\_\_

Don Duckworth, Exe. Dir. DD

Guests: Tel. E-Mail

Kari Subetta 213.365.6062

Pierson Blute 3238283090 pierson@greenwayarts.org

Jennifer Korsen

STEVEN LAPEZ

David Hay

Edd JORDAN 323) 937-2334

DON TYSON 323-525-0837

Gibert Perez, Elvir Lopez, Kacey???

Chuy Orozco (323) 866 1828 CD5