

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

MEETING MINUTES

**Friday, January 9, 2015
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

Staff – Duckworth

***Guest: Kim Sudhalter, Elsie Lopez, Jeff Jacobberger, Gilbert Perez,
Eugene Van Cise***

Meeting 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.)

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.

3. APPROVAL OF MINUTES – December 12, 2014.

After discussion, Motion: D Weintraub, 2nd Rosenthal, "The MBIA Board of Directors hereby approves the Minutes for December 12, 2014 as presented." Approved unanimously.

TREASURER'S REPORT - Through November 30, 2104

After discussion, Motion: Rosenthal, 2nd Fadlon, "The MBIA Board of Directors hereby approves the Treasurer's Report and Cash Flow / Budget Report as presented through November 30, 2014." Approved unanimously.

4. BUSINESS ITEMS

A. Introduction of the City's Local Neighborhood Prosecutor - Noosshi Zahiri

The Executive Director introduced the Melrose Neighborhood Prosecutor, Nooshi Zahiri. Ms. Zahiri, is part of the City Attorney's Office, and commented about the importance of having commercial property owners organized thru a business improvement district. The City Attorney's Office experience is that BIDs have provided an effective vehicle for revitalization throughout the City and she looks forward to working with the Melrose BID Board to that end.

Board Members talked about the importance of controlling illegal pot dispensaries. Ms. Zahiri said that she had reviewed the BID's letter on that subject and was following up.

B. Streetscape Improvements, Discussion & Actions as Desired re Various Streetscape Issues

- i. Report from Gilbert Perez re status of CleanStreets streetscape work
- ii. Fire hydrant painting is complete

Gilbert Perez made a presentation to the Board regarding CleanStreet's efforts for the month. The District is looking very much better because of the BID's efforts. He has been finding and removing large numbers of yard sales and other signs. He also brought to the Board's attention that some businesses seem to be cleaning grease traps on the sidewalks and requested assistance is bringing an end to that practice..

The Board engaged in questions and answers and general discussion about streetscape work and its progress. The Board was unanimous in their compliments for CleanStreets and the great job they have been doing.

C. Status Report on MTA Call for Projects – Jeff Jacobberger

- i. Authorization to submit letter of support

The Executive Director reviewed work that has been completed pursuant to the Board's interest in securing a Call for Projects grant from the Metropolitan Transportation Authority (MTA) to construct Melrose Streetscape improvements. The total estimated project would be \$2.65 Million and would fund various streetscape improvements as determined through stakeholder workshops conducted if and when the grant was approved. A number of letters have been obtained from various local businesses in support of the BID's application including a letter from Councilman Koretz, Fairfax High School, and others.

The BID Board members agreed that such a special grant program probably held the best hope for raising money needed to make expensive infrastructure improvements on Melrose. It is unclear whether or not alley reconstruction could be funded by such a grant, but the BID could promote such work. The idea of side street "parklets" could also be pursued.

After discussion, Motion: S Weintraub, 2nd Rosenthal, “The MBIA Board of Directors hereby approves the preparation of a letter of support for the MTA Call of Projects Grant and authorizes the Executive Director to undertake appropriate actions as needed to promote the Melrose BID proposal.” Approved unanimously

D. Discussion & Ratification of City Alterations to Annual Planning Report / Budget

The Executive Director and Eugene Van Cise from the City Clerk’s Office briefed the Board on the Annual Planning Report for 2015 that was submitted by the Melrose BID. Some changes to the Board’s original budget would need to be made. The Executive Director presented a spreadsheet showing a revision of the proposed carryover distribution.

After discussion, Motion: Farasat, 2nd Rosenthal, “The MBIA Board of Directors hereby approves the proposed Annual Planning Report modifications and authorizes the Executive Director to submit them as required by the City Clerk’s Office.” Approved unanimously.

E. Proceeding to Request Proposals to Conduct MBIA Visioning Facilitation Session

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

The Executive Director reported that Julian Chicha and Daniel Farasat, acting as the MBIA’s Master Planning / Strategic Planning Committee, were planning to interview and request proposals from the listed vendors for work on Melrose in the coming year.

After discussion, questions and answers, the MBIA Board of Directors unanimously approved the concept and urged the committee to move as quickly as possible.

F. 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
- viii. Winter Newsletter

Kim Sudhalter reviewed specific details of her work for the month of December. She was hoping the website would be available to share with the MBIA at the next meeting which represents a huge step forward. Social media communications with the Melrose target market has been started. Street banners will have to be installed in phases because of the manner in which City permits currently exist; but the banners should go up in the month of February. Board Member Fadlon and Sudhalter are scheduled to meet with Justin Bua to begin the street art project as soon as possible. The utility vault art project is progressing and should also become a reality in February. PATH outreach cards and a winter newsletter have been printed during the month.

President Weintraub said that he believes that the utility vaults need to be scrapped and properly prepared before the proposed art work is installed. Marketing Manager Sudhalter agreed that this work should be done.

After discussion, Motion: Rosenthal, 2nd S Weintraub, “The MBIA Board of Directors hereby approves a proposal from Derryl Denne to scrape and prime the utility vaults at an estimated cost of \$200 each and authorizes the Executive Director to take steps necessary implement this action.” Approved unanimously.

5. REPORT FROM EXECUTIVE DIRECTOR

The Executive Director reported on the parking controversy regarding Tatsu Restaurant. As previously discussed with the Board, he testified at a Zoning Administrator Hearing on behalf of Tatsu. It seems that Melrose BID’s proposed valet parking program could provide a resolution for the conflict that currently exists between the restaurant and its immediately adjacent residential neighbors.

The Executive Director also reported that there are two new restaurants considering opening in the Melrose and Gardner area and those openings will be materially assisted by the proposed Melrose BID valet parking program.

As previously reported, Hatfield’s Restaurant was closing. It has been rumored that the space has been rented by Ponte Vino which is a well-known local restaurant.

Executive Director also reported that the organization is about 90 days late in following the Board candidate interview process timeline provided by the organizations Bylaws. Although not a substantive problem, this process needs to be completed as quickly as possible and he would be working on it to that end.

6. BOARD MEMBER COMMENTS

The Board requested that the Executive Director develop a project summary that would facilitate follow up on the large number of projects and activities underway with the Melrose BID.

The BID Board is interested in further research about how it might reduce the negative impact of the City’s planning policies to proposed land use changes within the District.

7. NEXT MEETING – Regular meeting Friday, February 13, 2015

8. ADJOURNMENT

1:00 PM

President Weintraub adjourned the meeting at 12:15 PM.

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ATTENDANCE SIGN-IN SHEET

DATE: January 9, 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

Daniel Farasat, Board Member

DF

Fred Rosenthal, Board Member

[Signature]

Don Duckworth, Exe. Dir.

[Signature]

Guests:

Tel.

E-Mail

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Kui Sudhatter kui@urbanlegendpr.com

[Signature]

Gilbert Perry

