

2016 ACCOMPLISHMENTS

Second Year Accomplishments of the Melrose BID



BID INFO

Board of Directors:

Denis Weintraub, President
 Sylvia Weintraub, Secretary
 Julian Chicha, Treasurer
 Pierson Blaetz, Bd. Member
 Isack Fadlon, Bd. Member
 Daniel Farasat, Bd. Member
 Fred Rosenthal, Bd. Member

Staff:

Donald Duckworth,
 Executive Director
 Kim Sudhalter, Marketing

Meetings:

BID Board Meetings:

10am on the 2nd Friday of the month. Hope Lutheran Church, 6720 Melrose

Resources:

BID Office: (323) 525-0840

BID Email: duckworth.donald@gmail.com

LAPD: SLO Inga Wecker
 (213) 793-0708,
 37580@lapd.lacity.org

BID Security Ambassador:

Riley Sherwood,
 (818) 405-2615, MelroseBID-Ambassador@gmail.com

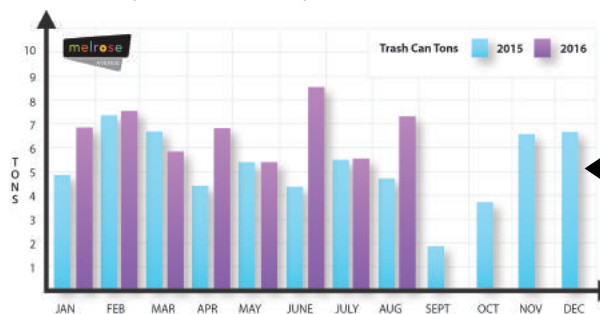
Graffiti Removal & Sidewalk Cleaning:

Contact BID

CM Paul Koretz:

John Darnell, Sr. Field Deputy
 (323) 866-1828,
 john.darnell@lacity.org

- The Melrose BID was awarded a **\$4 million MTA grant** for streetscape / pedestrian oriented improvements. The **Melrose Future Vision Project**, which will recommend specific improvements, is concluding now.
- Installed 60 decorative trash receptacles, branded with Melrose Avenue LA. logo
- Provided streetscape clean-up services: street sweeping, trash collection, alley clean-up, sidewalk pressure washing, graffiti & sticker removal, and weed abatement. Over **7.7 tons of waste collected per month!** (See chart below)
- Initiated 40 hours / week **Security Ambassador Patrol** to assist business and property owners in managing homeless and quality of life crime control needs.
- Initiated provision of **homeless placement services** through Homeless Task Force of Venice 4 Square Church.
- Continued implementation of **parking enhancement** efforts: 1) increased on-street parking; 2) planned for Melrose Avenue universal valet parking plan similar to that on West 3rd Street.
- Melrose BID sponsored / coordinated City adoption of its **valet parking program** as an approved alternative to meeting City parking requirements for Spartina Restaurant and 7265 Melrose (new restaurant). This new tool is available to all Melrose businesses.



"Customers have lots of choices about where to spend their money. They don't like to shop in trashy, dirty areas. That's why the BID collects over 7.7 tons of debris every month." ~ Don Duckworth

- Actively updated MelroseAveLA.com blog stories and store listings on website to market and promote business.
- Conducted **active social media marketing** of Melrose Avenue through: Facebook (MelroseAve L.A.) 5,588 likes; Twitter (@MelroseAveLA) 33,400 followers; and Instagram (@MelroseAveLA) 8,387 followers. These are tremendous numbers!
- Secured multi-year permit for on-going street pole banner program branding Melrose Ave LA: Arts, Eats, Finds, Ideas, Play, Style.
- Reached out and conducted property owner meetings, business owner meetings, Neighborhood Council meetings, meetings with schools, MelroseAction meetings, MelroseVillage Blog meetings, LAPD meetings, City Council Office meetings, and others.
- **Business advocacy** with governmental permit agencies for Bugatta, Tatsu Ramen, The Village Idiot, 2 new restaurants and others.
- Advocated at City Hall for a business sensitive **Sidewalk Repair Program** and a prohibition of sidewalk vending as unfair competition.
- Advocated for occupancy @ 7500 Melrose ("CVS site"). Trimmed all Melrose street trees. And published Quarterly "Melrose BID Newsletter."