

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

REGULAR MEETING MINUTES

**Friday, February 10, 2017
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

In attendance: Board Members –Blaetz, Fadlon, Pierson, D Weintraub, S Weintraub

Staff – Duckworth

*Guest - Riley Sherwood, Kim Sudhalter, Philip Farha, Fanny Levin,
Sargent Cleon Joseph, Mott Smith*

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.

Philip Farha, The area representative for the Greater Wilshire Neighborhood Council and Secretary of the Landuse Committee, addressed the Board and explained how important he felt that revitalization of Melrose to be.

LAPD Sergeant Cleon Joseph addressed the Board and described recent crime trends in the area and LAPD efforts being taken to manage them. The Board and Cleon Joseph had a general discussion but no decisions were made.

Fanny Levin, Representing Laura Afflalo, a Melrose Property Owner, addressed the Board and asked questions about BID services. She was complimentary of the Melrose Future Vision

Plan, added parking, and other Melrose BID achievements. Board members and Ms. Levin engaged in discussion and she was provided with copies of BID Newsletters to share with her principals.

3. APPROVAL OF MINUTES – Defer to next meeting.

4. FINANCIAL REPORT

- Expense Report 2016
- Comments by Board Member Chicha

Executive Director Duckworth presented the Expenditure / Cash Flow Report for Melrose BID operations through December 31, 2016. He reported that the year-end balance, when the general benefit contribution was included was estimated to be \$190,057. He reported that he and Board Member Chicha had reviewed this report together and were both recommending approval.

After discussion, Motion: S Weintraub, 2nd Blaetz, “The MBIA Board of Directors hereby approves the Expenditure / Cash Flow Report through December 31, 2016 as presented.” Approved unanimously

5. BUSINESS ITEMS

A. Presentation of Melrose Future Vision: A Strategic Action Plan

Mr. Mott Smith with Civic Enterprise Associates, the BID’s Future Vision Plan Consultant, made an extensive presentation of the final draft of the Melrose Future Vision: A Strategic Action Plan. The Board engaged in an extended conversation about the plan and was particularly interested in the idea of establishing a Melrose Parking Management District and a Melrose Sign Design District. The Board was extremely complimentary about the dramatic improvement made in the document and the value it will have to guide Melrose to the desired future of commercial vitality.

President Weintraub reported that he and Board Members Chicha and Farasat had a preliminary presentation on the document and were unanimously in support.

After discussion, Motion: Fadlon, 2nd Blaetz, “The MBIA Board of Directors hereby approves the final draft of the Melrose Future Vision: A Strategic Action Plan document.” Approved unanimously.

B. Status Report re On-Street Parking Petitions

Executive Director reported on the status of implementing on-street parking changes as proposed by the CEA Parking analysis of the BID area. Peak hour AM parking restrictions had been approved for removal by LADOT and we are currently awaiting the field work to be completed. In addition, the removal of passenger and commercial loading zones for replacement by parking meters, at about 8 locations has been completed. This means 8

additional parking spaces for business use. These petitions will be submitted for implementation. Finally, the installation of parking meters at 9 abandoned driveways will be petitioned next. The total net parking space gain study effort is an estimated 17 spaces, not including the removal of peak hour parking restrictions.

The Board requested that the Executive Director to prepare a narrative / cost analysis of the value of 17 spaces BID property owners.

- C. Discussion of City Proposal to Legalize Street Vending
 - Report from Executive Director

Executive Director Duckworth reviewed the current status of City efforts to legalize street vending. He described in detail the motion to amend the City Council report that was ultimately adopted, which would incorporate the BID's "opt out" language as well as property owner approval before any vending could take place. It is unknown at this time what parts of the amendment language will ultimately be approved. The Executive Director recommended that each Board Member contact Councilman Koretz seeking his support for both "opt out" and "property owner" approval requirements. The Board unanimously agreed by consensus.

- D. Review / Approval of La Brea to Highland Property Unique Branding Banner
 - Presentation of Design Concepts – Kim Sudhalter
 - Crosswalk Installation Plan of Action / LADOT Meeting
 - Brokers Meeting for Area to be Scheduled ASAP (for February)

Kim Sudhalter, Marketing and Promotions Director, reviewed the status and various street banner designs that were under consideration by property and business owners located in between La Brea and Highland. She will be reporting if the future about the preferred design of the street banner.

- E. Marketing & Promotions Activities Report – Discussion & Actions
 - Urban Legend Status Report for January 2017
 - Ratification of Melrose Business Map Distribution Program (NTE 15,698)
 - Starline Tours Ad Renewal
 - Distribution of BID Newsletter
 - Other

Kim Sudhalter, Marketing and Promotions Director, presented a report of monthly activities and distributed the newest BID Newsletter. The Board engaged in active discussions and questions and answers.

After discussion of Sudhalter's recommendation to print and distribute Melrose BID area maps to prominent tourist sites, Motion: S Weintraub, 2nd Fadlon, "The MBIA Board of Directors hereby approves the recommended printing and distribution of Melrose BID Maps for the total expenditure NTE \$15,698." Approved unanimously.

After further discussion of Sudhalter’s recommendation to renew the Melrose BID advertising agreement with Starline Tours, the MBIA approved the expenditure of \$3,100 for 2017.

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

A. Presentation of “Melrose Mile” Event – Isack Fadlon & Pierson Blaetz

Board Members Fadlon and Blaetz reported on a project they have been developing to conduct a “Melrose Mile” event, which would be a public run down Melrose for the benefit of the Fairfax H.S Track Team. The event would be styled as somewhat of a “Bay to Breakers” –like event that would generate unique business on Melrose. The MBIA voiced support.

8. NEXT MEETING

– Regular Meeting for Melrose BID: Friday, March 10, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM

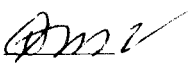
Meeting adjourned at 12:00 PM


MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING

ATTENDANCE SIGN-IN SHEET

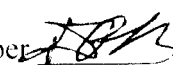
DATE: February 10, 2017

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

Deny Weintraub, President 

Sylvia Weintraub, Secretary 

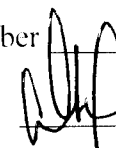
Julian Chicha, Treasurer _____

Pierson Blaetz, Board Member 

Isack Fadlon, Board Member 

Daniel Farasat, Board Member _____

Fred Rosenthal, Board Member _____

Don Duckworth, Exe. Dir. 

Guests: Tel. E-Mail

RILEY SHERWOOD _____

 _____

PHILIP FARHA 917-523-5026 / melrose @ greater-wilshire.org

Fanny LEVIN 310-203-0101 - LAURA NEALD!

MOTI SMITH 213-445-5283 moti@CIVICenterprise.com
