

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

REGULAR MEETING MINUTES

**Friday, January 12, 2018
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

*In attendance: Board Members –Chicha, Blaetz, Fadlon, D Weintraub, S Wientraub
Staff – Duckworth*

*Guest; Riley Sherwood, Kim Sudhalter, Bob Abrahams, Gilbert Perez, Kim Sudhalter,
Robert Oliver, Richard Jebejian, Dave Cordova, Spiro Roditis, Inga Wecker*

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.

- a. Richard Jebejian a BID Property Owner addressed the Board to say that he felt that restoration of the C2 Zoning with height restrictions relaxation for Melrose removed an unfair burden that other adjacent streets did not have. He noted that the Executive Director has explained how the Melrose BID was approaching this issue through the Hollywood Community Plan Update 2. He was very complimentary of that approach. In the past when he was active in a BID organization years ago, a lobbyist was retained and was a key to success in getting such measures adopted. It is also important to work closely with the Council Office. Jebejian also told the Board that he had developed a Melrose Map in the past and was available should any help be needed for the current effort.*

b. LAPD SLO for Melrose, Inga Wecker, addressed the Board and reported on recent crime experience. She said that an internal redeployment could provide up to ten additional police officers to the Melrose area, which would respond to the BID's ongoing request for more sworn resources. She said that Metro Division and Gang Units have been assigned to the BID area as requested. Board Members and Wecker engaged in discussion of desirable impact of lighting to reduce crime.

3. APPROVAL OF MINUTES – September 8, 2017; September 19, 2017; & October 10, 2017
Defer to a future meeting.

4. FINANCIAL REPORT – Thru November 30, 2017
Defer to a future meeting.

5. BUSINESS ITEMS

A. Streetscape Improvements Activities Report - Discussion & Actions
- Report from Gilbert Perez, Clean Streets Supervisor

Gilbert Perez, Clean Streets Supervisor for Streetscape Services, addressed the Board and reported on activities of the previous month. The Board engaged in a general discussion with questions and answers. They accepted Gilbert's report and a job well done in making Melrose more attractive, clean, and sanitary.

B. Security / Ambassador Activities Report - Discussion & Actions
- Report from the field – Riley Sherwood, Melrose BID Security Ambassador
- Review of Activities Log

Riley Sherwood, BID Security Ambassador, addressed the Board and presented his activities for the previous months as reflected in the activity log included in the packet. He also distributed various photographs reflecting his activities. There were several major vehicle accidents. In addition he reported one property owner had been assaulted by a homeless person. Photographs of various encampments that Sherwood was able diffuse were distributed.

The Board engaged in discussion and questions and answers. After some discussion Board Member Chicha suggested some activity log modification which will be implemented on an ongoing basis.

The Board accepted Sherwood's report with their thanks for a job well done.

C. Discussion re Final Draft BID Renewal Docs
- Petition Drive Campaign Host Assignments

The Executive Director reviewed draft BID renewal documents with the Board. Included here; an overview of a new 3rd Zone structure and a ten year term. Multiyear budget documents were also presented.

Duckworth noted that these documents were still in draft and requested Board direction and feedback. It was agreed that additional Board review of the 2019 Budget detail was needed. It was also agreed that the approach presented was consistent with the Board desires. The Executive Director also distributed a Petition Drive Summary and requested Board Members to identify property owners in the area that they knew and for whom they could serve as host during the petition drive process.

By consensus the Board approved the work that was done and urged that the work be completed as soon as possible.

D. Discussion re Possible Wasteland Request for Universal Valet Parking Agreement

The Executive Director distributed a request from a representative from Wasteland, a store at 7428 Melrose Avenue, for assistance in obtaining valet parking including entitlement requirement support.

After discussion, Motion: Blaetz, 2nd Chicha, “The MBIA Board of Directors hereby approves the request to assist Wasteland on Melrose with needed parking support at City Hall.” Approved unanimously.

E. Report from Marketing & Promotions Director

- Melrose Demographics Report
- Marijuana No Smoking Signage – Stakeholders Request
- Accomplishments #3 Brochure
- Newsletter Pending
- Merchant Mixer – January 25 @ 6:30 PM
- Tourist Map Re-Design
- Farmers’ Market Sponsorship Solicitation
- Umbrella Co. Street Art Project
- Social Media Role for Renewal Campaign

Marketing & Promotions Manager, Kim Sudhalter, addressed the Board and reported on her activities for the previous month with specific reference to the above items. The Board engaged in a general discussion with questions and answers. The Board accepted Sudhalter’s report with compliments of a job well done.

6. REPORT FROM EXECUTIVE DIRECTOR

- Status Report re Melrose Elementary School Parking Lease
- Other

7. BOARD MEMBER COMMENTS

- Report from Deny & Sylvia Weintraub re On-Street Parking Meeting @ CD5

Board Members Deny and Silvia Weintraub addressed the Board about On- Street Parking Meeting facilitated by the Executive Director with LA DOT and CD5 on January 8 2018.

8. NEXT MEETING

– Regular Meeting for Melrose BID: Friday, February 9, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM

Meeting adjourned at 12:25

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BOARD OF DIRECTORS MEETING**

ATTENDANCE SIGN-IN SHEET

DATE: January 12, 2018

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

Deny Weintraub, President *ew*

Sylvia Weintraub, Secretary *SF*

Julian Chicha, Treasurer *JC*

Pierson Blaetz, Board Member *PB*

Isack Fadlon, Board Member *IF*

Daniel Farasat, Board Member _____

Fred Rosenthal, Board Member _____

Don Duckworth, Exe. Dir. *DD*

Guests: Tel. E-Mail

Bob Abrams

Robert Owen CVS

Melrose
Maps
Directories

→ *RICHARD JEBESIAN 310 854 4450*

YANE CERDEGA LAPD (213) 793-0640

SPUR KAWITIS LAPD (213) 590-5467

GILBERT PEREZ CLEAN STREET STREETSCAPE

Inga Wecker (213) 793-0708 37580@LAPD.online

Huu Sudharto 213.369.6062

RILEY SHERWOOD