

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

REGULAR MEETING MINUTES

**Friday, February 9, 2018
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

*Guests - Riley Sherwood, Kim Sudhalter, Bob Abrahams, Chris Mara,
Barbara Jebejian, Robert Oliver, Gilbert Perez, Kim Sudhalter*

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. *Warren Blum a property owner in the BID addressed the Board to note that Friday evening pedestrian traffic between Fairfax and Gardner seemed slow.*
- b. *Chris Mara a local real-estate broker addressed the Board to complain that the BID has not been able to resolve homeless issues on the street. He noted there were 5 encampments on Thanksgiving around Melrose. He requested that the BID do a better job of managing the homeless issue. He requested copies of the BID Budget for the last 3 fiscal years.*
- c. *Richard Jebejian, a property owner in the BID, addressed the Board and requested copies of the Budgets for the past 3 fiscal years. Executive Director Duckworth handed him a copy of the expenditure cash flow report for 2017, a month by month spreadsheet for the BID that year.*

Jebejian continued by saying he felt that street light and street cleaning should be a responsibility performed by the property owners instead of the BID.

d. *David Hay, a property owner within the BID, addressed the Board to request assistance with valet parking in the vicinity of the Melrose Elementary School. His tenant's needs for parking were critical and required immediate assistance, which he requested from the BID.*

e. *Peter Nichols President of Melrose Action Alert addressed the Board to say he supports BID Renewal. The BID Security Ambassador has helped control crime along the street in his opinion. Also, He believes new LAPD resources have been allocated to Melrose because of the need demonstrated by the BID Security Ambassador.*

Finally Nichols said that he would like to suggest that the Melrose BID and residential property owners collaborate to establish a neighborhood security patrol that would be funded by resident subscriptions and coordinated through the BID's vendor. Board Members asked the Executive Director to follow up on that item and report back as needed.

- Presentation by Richard Jebejian / Letter of February 4, 2018

The Executive Director distributed two letters from Property Owner Richard Jebejian dated February 4th and February 9th, 2018. The Executive Director also reminded the Board that Jebejian appeared at several meetings prior and was highly complimentary of the BID's efforts with regard to the Hollywood Specific Plan Update 2 that advanced BID objectives for improved zoning.

3. APPROVAL OF MINUTES – Defer to next meeting

4. FINANCIAL REPORT – Thru December 31, 2017

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 about current activities. He distributed a map showing pressure washing progress on February 7th and 8th. All BID sidewalks are pressure washed once per month during the first two weeks of the month.

Perze continued by explaining all streets within the BID area are swept once per week. Perez also distributed some photographs showing sidewalk graffiti, debris, posters, and stickers such as he typically encounters.

Board Members were very complimentary of the streetscape work that is being completed and thanked Gilbert and his crew for his efforts

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

Riley Sherwood, Security Ambassador, addressed the Board and described his activities over the past month. He also referred to the activity log that was included in the Board packet and the statistical summary at the bottom.

Board Members engaged in an extended discussion with Sherwood. At the conclusion of the discussion the Board thanked him for his efforts and expressed their approval.

- c. Discussion re BID Renewal Brochure for Petition Drive / Petition Drive

The Executive Director presented the Board with copies of the BID Renewal Brochure that is being distributed to all property owners while seeking their support for BID Renewal. The document contains letter of support from CD-5 and LAPD. It also includes a map of the District showing three zones. One page describes things that the BID can accomplish that property owners acting on their own cannot. The Proposed Budget Service Plan for 2019 is presented. Also, presented are Clean Street, Security Ambassador, and Social Media Statistics. The BID Brochure describes the MTA Call for Project Grant for \$4 Million which was awarded to the BID. Separate pages itemize Melrose BID accomplishments for 2015, 2016, and 2017. Finally, the proposed assessment spread with an increase sufficient to fund two additional days of Ambassador Services.

Board Members and Executive Director engaged in questions and answers discussion. At the conclusion of which the Board approved the document and urged that it be sent to all property owners.

The Executive Director responded that the document would be available for hard copy distribution in person and would be emailed to all business and property owners that could be reached.

The Board thanked Duckworth for the excellent brochure. They felt it was very informative for BID Business and Property Owners.

- d. Report from Marketing & Promotions Director
 - Merchant Mixer – January 25 @ 6:30 PM
 - Marijuana No Smoking Signage – Stakeholders Request
 - Farmers' Market Sponsorship Solicitation
 - Tourist Map Re-Design

Marketing & Promotions Director Sudhalter reported to the Board on her activities for the prior month with specific reference items listed on the agenda.

- 6. REPORT FROM EXECUTIVE DIRECTOR
 - Status Report re Melrose Elementary School Parking Lease

- Status Report re ReCycleLA
- Other

The Executive Director reported on the status of discussion with LAUSD for a Melrose Elementary Parking Lease. He also brought to the Board attention an LA Times Editorial and a City Watch Blog Article about ReCycle LA.

After discussion, Motion: Fadlon, 2nd Blaetz, “The MBIA Board of Directors hereby resolves to sponsor meetings with CD-5, ReCycle LA, and Athens Waste Disposal in an attempt to resolve issues attendant to trash collection operations.” Approved unanimously.

7. BOARD MEMBER COMMENTS

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

President Weintraub and Sylvia reported on a meeting they attended with the Executive Director to speed up adoption and implementation of on-street parking improvements included in the Melrose Future Vision Plan. They reported that the City DOT was extremely slow in implementing actions that were requested. Without BID follow-up, certainly nothing would be accomplished said Sylvia Weintraub.

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, March 23, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM

Meeting adjourned at 12:15

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ATTENDANCE SIGN-IN SHEET

DATE: February 9, 2018

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

Deny Weintraub, President DW

Sylvia Weintraub, Secretary SW

Julian Chicha, Treasurer _____

Pierson Blaetz, Board Member SPB

Isack Fadlon, Board Member _____

Daniel Farasat, Board Member _____

Fred Rosenthal, Board Member _____

Don Duckworth, Exe. Dir. DD

Guests: Tel. E-Mail

Bob Abrahams

Chris Marq

Barbara Lebijian

Richard Medina

Wm Olin

Robert Oliver

GILBERT PEREZ CLEAN STREET MAINTENANCE.

Hui Sullatter (staff)

RILEY SHERWOOD