

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

**REGULAR MEETING MINUTES**

**Friday, September 8, 2017**

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

***In attendance: Board Members –Blaetz, Chicha, Fadlon, Rosenthal***

***Staff – Duckworth***

***Guest:- Riley Sherwood, Kim Sudhalter, Robert Oliver, Andy Meselson,  
Inga Wecker, Gilbert Perez, Bob Abrahams, Deborah Larsson, Christer Larsson, Mike  
Shand, Warren Blum, Linda Dowd (rep), Peter Nichols***

***Meeting called to order at 10:10 AM by Executive Director Duckworth***

*(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](mailto: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.

***Andy Meselson – Member of Mid City West Community Council, reported to the Board that he had good results in preventing glass etching vandalism by using a film applied by Solid Edge Windows tel. 323-240-3577.***

***Mr. Dan Grunberg was present representing Linda Dowd the property owner at 7208 Melrose Ave. who had just suffered major graffiti vandalism over the entire front of her building. The property owner lives in the San Louise Obispo and was not able to attend the MBIA meeting and asked Dan to represent her. The Board and Executive Director answered Mr. Grunberg's questions about vandalism prevention and the BID's Security Ambassador Program to promote personal safety and private property. (Note after the meeting the Executive Director and Property Owner worked together to identify a commercial entity that was the apparently***



***responsible for sponsoring this vandalism. The Executive Director submitted this info to LAPD and the City Attorney's Office. Following an LAPD investigation, a City Attorney Office Conference was held with the apparent sponsor and property owner cost reimbursement is being sought.)***

***Mr. Warren Blum a property owner across from Fairfax High School addressed the Board to report that students from Fairfax HS had created disruptions from time to time and that the BID Security Ambassador was extremely helpful in attempting to resolve the problems. Additionally, Mr. Blum requested that the Board seek input to CD5 before any additional residential parking districts are formed. He is concerned about 2hr parking on Orange Grove North of Melrose. (CD-5 representative said that his office would request BID input before reacting to future residential parking district requests.)***

***Mr. Mike Shand owner of Love Baked Wings on Melrose, addressed the Board to report vandalism and civil disruptions caused by unruly youth in the vicinity of his business between Fuller and Martel. He also requested that the BID encourage the City to more strictly remove wild postings and graffiti which he believes damages the family business environment. Mr. Shand also requested that the BID make an effort to post publicly visible signage that advises pedestrians that public use of marijuana is not legal. Kim Sudhalter will be attempting to follow up this request.***

***Mr. Christer Larsson from Owner of Alta Nordic Kitchen located at 7274 Melrose Ave. addressed the Board about his need for the BID's universal BID Parking Program in order to provide services for this business.***

3. APPROVAL OF MINUTES – July 14, 2017

4. FINANCIAL REPORT – Defer to Future Meeting

5. BUSINESS ITEMS

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

***Gilbert Perez, Clean Streets Supervisor, addressed the Board about Streetscape improvement activities over the previous month. He then answered question from Board Members. No further action was taken.***

- B. Security / Ambassador Activities Report - Discussion & Actions
  - Report from the field – Riley Sherwood, Melrose BID Security Ambassador
  - Review of Activities Log
  - Issues on Southside of Melrose Between Fuller & Martel (includes Maya / Sal's / Love Baked Wings / Others

***Mr. Riley Sherwood addressed the Board and provided elaboration upon his written security log report that was contained within the packet. He answered questions and engaged in extended discussion with Board Members. No further action was taken.***

C. Report on Discussions with CD5

- Meeting with Councilman Koretz pending Robert Oliver
- Comments from Robert Oliver (Pending Items: alley repaving 2 to 4 sections, portions of Melrose repaving and repainting all Continental Crosswalks, adding crosswalks @ Stanley & Orange)

***Mr. Robert Oliver, Field Representative for CD5, addressed the Board. He reported that alley paving funding would probably not be available from the City for anymore than small patch jobs. Therefore, the BID and its property owners should rely on their own efforts to bring about alley repaving.***

***He also reported that CD5 is working with the BID to add two new crosswalks at Stanley and Orange; and, to repaint all existing sidewalks.***

D. Marketing & Promotions Activities Report – Discussion & Actions

- Urban Legend Status Report for August 2017
- Real Estate Broker Fact Sheet
- Status Report re Holiday Decorations for 2017
- Status Report Park(ing) Day – September 15, 2017 – All MBIA should attend!
- Plan for Melrose Broker Event with Property Owners
- Status Report on Melrose Mile Event - Isack Fadlon
- Other

***Kim Sudhalter, Marketing and Promotions Director, reported on her activities for the previous month as listed above. In addition she reported that she has written to LAUSD expressing the BID's desire to lease a portion of Melrose Elementary School for a weekend Farmers Market. No response has been received.***

E. Discussion re Hollywood Community Plan Actions Needed to Incorporate Melrose Future Vision

- Executive Director

***The Executive Director reviewed the draft letter prepared to Connie Pallini-Tipton suggesting certain modifications to the Hollywood Community Plan that incorporate Melrose Future Vision Plan elements. The various elements were reviewed on an item by item basis. Board Member Chicha said he felt that this was a wonderful recommendation for the kinds of actions the BID should be pursuing on an ongoing basis. The other Board Members agreed. Following an extended discussion and questions and answers the Board approved the draft letter by consensus.***

- F. Melrose Elementary School Parking Lease
  - LAUSD has been contacted; Exe Dir to meet with them

- 6. Presentation of Melrose BID Draft Renewal Budget
  - Consideration only; no decisions at this meeting

***Executive Director walked the Board through the draft BID Renewal budget for their reflection and consideration. Each line item was referenced. No decisions would be appropriate until the next Board meeting.***

- A. Proposal to Become a Sponsor of Melrose Trading Post Anniversary - \$2,500

***Board Member Blaetz reviewed his proposal that the BID become a sponsor of The Greenway Arts Alliance 20<sup>th</sup> Anniversary Celebration on October 8<sup>th</sup> thru a \$2,500 donation.***

***After discussion the Board continued this item to the next meeting.***

- 7. REPORT FROM EXECUTIVE DIRECTOR

- 8. BOARD MEMBER COMMENTS

- 9. NEXT MEETING

– Regular Meeting for Melrose BID: Friday, October 13, 2017 @ 10 AM

***MBIA decided to meet September 19<sup>th</sup> at 10AM to discuss BID Renewal Budget. Unanimously approved.***

- 10. ADJOURNMENT

12:00 PM

***Meeting adjourned at 12:15 PM.***

MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
BOARD OF DIRECTORS MEETING

ATTENDANCE SIGN-IN SHEET

DATE: September 8, 2017

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

Deny Weintraub, President absent

Sylvia Weintraub, Secretary absent

• Julian Chicha, Treasurer J.C.

Pierson Blaetz, Board Member PB

• Isack Fadlon, Board Member IF

Daniel Farasat, Board Member [Signature]

Fred Rosenthal, Board Member [Signature]

Don Duckworth, Exe. Dir. [Signature]

Guests:                      Tel.                      E-Mail

Robert Oliver

RICKEY SHERWOOD

Michelle Lopez

Andy Moselson

Inga Wecker

GILBERT PEREZ CLEW STREET.

BOB ABRAHAM

Carol L. Larsson - Alta Nordic  
Christen Larsson " " Kitchen

MIKE SHAND - LOVE BAKED WINGS

VAREN BLUM

7200 - Linf.  
Hamaso

→ Linda Dord 831-025-0944

W N 2015 303 208 873

