

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

REGULAR MEETING AGENDA

Friday, March 13, 2018

April (Typo)

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

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

*Guest; Riley Sherwood, Kim Sudhalter, Robert Oliver, Gilbert Perez, Bob Abrahams, SLO
Spiro Roditis, Amanda Mejia, Irene Farr, Inga Wecker, David Hay*

Meeting called to order at 10:15 AM by President 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.

LAPD SLO Officer Inga Wecker addressed the Board to provide an update report about crime in the Melrose BID area.

3. APPROVAL OF MINUTES – Defer to next meeting
4. FINANCIAL REPORT – Defer to next 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 past month.

- B. Security / Ambassador Activities Report - Discussion & Actions
 - Report from the field – Riley Sherwood, Melrose BID Security Ambassador
 - Report re Arson Arrest

Riley Sherwood addressed the Board to describe his Security Ambassador activities over the past month with particular attention to the arson arrest (Parlor Restaurant) as described in the recent BID Newsletter.

- C. Introduction of Amanda Mejia, Governmental Affairs Manager for Athens Disposal
 - Comments by Amanda
 - Executive Director Recommendation: Schedule a series of stakeholder meetings to begin a process of problem resolution for RecycLA

Amanda Mejia, Governmental Affairs Manager for Athens Disposal addressed the Board to describe her role as a problem solver for commercial consumer needs within the BID area. She also described the role of the local Environmental Coordinator. After discussion, questions and answers MBIA suggested a series of stakeholder meetings be conducted to begin a process of problem resolution of RecycLA. Executive Director and Marketing Director Kim Sudhalter will coordinate arrangements.

- D. Comments for Property Owner David Hay re Melrose Elementary School Valet Parking Lease
 - Executive Director Recommendation: MBIA Board should maintain a high priority on this issue resolution in the coming 90 days.

- Property Owner, David Hay, addressed the Board and described the extreme urgency of his tenants to have parking spaces available within Melrose Elementary School Valet Parking Program.

- E. Report from Marketing & Promotions Director
 - Farmers' Market Update
 - Tourist Map Update
 - 1st & 2nd Quarter BID Newsletters
 - Social Media Update
 - Marijuana No Smoking Signage – Stakeholders Request
 - Melrose BID Special Event History & Lessons Learned – Discussion Draft-

Marketing & Promotions Director, Kim Sudhalter, presented information to the Board on the above listed subjects. She elaborated on her status report and history of the BID's conduct of special events. Special events have been relatively expensive and not generated either the stakeholder or public interest desired. Based upon this experience the BID Board decided over the years to transition to Social Media Marketing and Promotions efforts with only an occasional special event. The Board engaged in general discussion and accepted Kim's report by consensus.

- F. Possible Melrose BID Event @ Harajuku in Japan
- Defer action to next meeting

The Executive Director introduced the packet information about the proposed Melrose BID Kiosk for Harajuku in Japan. He is recommending that the MBIA defer action on this item until the next meeting because Board Member Fadlon was unable to attend.

Board Member Fadlon would like to have Melrose BID Kiosk placed at the Harajuku Event in September. He believes that event cost will be about half of the \$15,000- \$20,000 estimate provided by Kim Sudhalter. The Board needs to decide whether or not to proceed with this kind of event /cost.

6. REPORT FROM EXECUTIVE DIRECTOR

- A. *The Executive Director provided an email describing the BID's on street parking initiatives.*
- B. *The Executive Director reported to the MBIA that he had met with Peter Nichols of Melrose Action Alerts and discussed the possibility that the BID might serve as a clearing house for the provision of neighborhood security patrols.*
- C. *Executive Director briefed the Board about the Mayor's pending homeless initiative to provide shelter relief for the homeless in each council district and close encampments.*
- D. *Executive Director briefed the Board on his response and needed responses to open record acts request.*

7. BOARD MEMBER COMMENTS

- Report from Deny & Sylvia Weintraub re BID Renewal Process

Board President Weintraub and Secretary S Weintraub briefed the Board on the BID Renewal committees' efforts to secure signatures for BID renewal. Everything is progressing well although the work effort has been intensive. One of the last signatures will be from LAUSD which is provided about \$45,000 a year in BID assessments.

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, May 11, 2018 @ 10 AM

9. ADJOURNMENT

12:00 PM

Meeting adjourned at 12:15PM