

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

**MEETING MINUTES**

**Friday, May 8, 2015**

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

***In attendance: Board Members –Chicha, Fadlon, Farasat, D Weintraub,  
S Wientraub***

***Staff – Duckworth***

***Guest: Gilbert Perez, Leslie Shlecter, Kim Sudhalter, David Hay, Andy Meselson,  
Elsie Lopez***

***Meeting called to order at 10:05 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](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.

3. APPROVAL OF MINUTES –

***Deferred to future meeting.***

4. FINANCIAL REPORT - Through April 30, 2015

***The Executive Director provided a draft of the Financial Report through April 30, 2015. Because of some questions he had about the presentation he was not asking Board approval at this meeting. By consensus the MBIA Board concurred.***

## 5. BUSINESS ITEMS

- A. Streetscape Improvements, Discussion & Actions as Desired re Various Streetscape Issues
- Report from Gilbert Perez re status of CleanStreets streetscape work

*Gilbert Perez, Clean Street's Supervisor, provided a detailed report including photographs of this month's progress. He noted that painted graffiti on the sidewalks was a continuing issue; various entities use it as a way of advertising. The same is true with stickers that are applied to any available surface. There was also a photograph showing a substantial homeless encampment in the alley between Martel and Vista on the North Side of Melrose.*

*The Board was unanimous that the debris that had accumulated in the referenced alley by homeless savaging be removed as soon as possible and so instructed the Executive Director.*

*Board Members expressed appreciation of the maintenance quality of Melrose Avenue and its alleys and thanked Gilbert and Clean Streets for their effort.*

- B. Recommendation to Request City Installation of Crosswalk (Including Pedestrian Lighting) @ Melrose & Orange (East Side)
- Request of Property Owner Lorca Cohen @ The Window
  - Approval of Agreement with Jeff Jacobberger to provide professional support and advocacy of the requested crosswalk (NTE \$1,950)

*The Executive Director presented a request from Property Owner Lorca Cohen at The Window for a crosswalk on Melrose Avenue on the East Side of Orange. Ideally, safety lighting would be provided with the installation. A proposal from Jeff Jacobberger to provide professional support necessary to advocate this request has been presented and the Executive Director and was recommended for approval NTE \$1,950.*

*Board Member Farasat said that he had often felt that more than one crosswalk is absolutely necessary along this stretch of Melrose to promote a pedestrian oriented district.*

*Board Member Chicha agreed as did others in attendance.*

*After discussion, Motion: Farasat, 2<sup>nd</sup> Chicha, "The MBIA Board of Directors hereby approves the concept of crosswalk installation at Melrose and Orange, approves an agreement for professional services with CEA, and authorizes the Executive Director to execute additional documents needed to implement this action." Approved unanimously*

- C. Recommendation to Not Assess Cost of COLA Adjustment for 2016
- Approval of 2016 Assessment Roll (Same As 2015)

*The Executive Director reported that CPI Statistics do not support an adjustment of assessments for 2015. Consequently he is recommending that the current year's assessment roll be continued for 2016.*

***After discussion, Motion: Chicha, 2<sup>nd</sup> Farasat, “The MBIA Board of Directors hereby approves the assessment roll for 2016 and authorizes the Executive Director to take actions necessary to have it implemented.” Approved unanimously.***

- D. Recommendation of Marketing & Promotions Committee to Establish a Uber / Lyft Melrose Avenue Promotional for June 2015 (NTE \$15,000)
- Isack Fadlon, Board Member

***Board Member Fadlon presented a recommendation from the Marketing and Promotions Committee to establish an Uber/ Lyft Promotional for the summer of 2015.***

***After discussion and extensive questions about possible volume, impact, destination of riders, tie-in with special events, the availability of matching contributions, advertising, hours, sustainability, and others., the Board reached a consensus to proceed with the concept of a Lyft Melrose Avenue promotional in the Summer.***

***Marketing Director Kim Sudhalter will work out details and report back to the Board.***

- E. Recommendation of Marketing & Promotions Committee to Adopt Proposed Social Media Plan
- Kim Sudhalter, Marketing Director
  - Isack Fadlon, Board Member
  - Approval to retain Social Media Coordinator (NTE \$1,500 / mo.)
  - Approval to retain Website Maintenance / SEO Coordinator (NTE \$1,500 / mo.)

***Marketing Director Kim Sudhalter reviewed the Social Media Plan the had been distributed on a page by page basis. The Plan involves retaining a Social Media Coordinator (NTE \$1,500 / mo.) and Website Maintenance / SEO Coordinator (NTE \$1,500).***

***Board Member Chicha asked how the Social Media Plan would benefit his ownership. He felt that such a Plan should not be initiated until after a comprehensive plan for the future of Melrose was adopted.***

***After discussion, Motion: Farasat, 2<sup>nd</sup> Fadlon, “The MBIA Board of Directors hereby approves the Social Media Plan as presented and authorizes its implementation for a 90 day period at which time, its continuation would require a subsequent Board approval in order to continue.” Approved unanimously.***

- F. Report on Possible Partnership With Astrella and David Lynch Foundation for Entertainment in Conjunction with Melrose BID Summer Special Events

***The Executive Director presented a report outlining a special events and entertainment partnership with Astrella and the David Lynch Foundation in conjunction with other Melrose BID Summer Special Events. The group agreed that the concept would be desirable if these potential partners can produce.***

- G. Report re Marketing & Promotions Committee – Kim Sudhalter
- i. Urban Legend Monthly Activity
  - ii. Melrose Mural Project (“MMP”)
  - iii. Ad in Starline Tours Brochure
  - iv. Other Items

***Marketing Director Kim Sudhalter presented her monthly Marketing and Promotions Activity Report including references to the specific Agenda subtitles subjects. By consensus, the Board approved her report and thanked her for her services.***

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

***Board Member Fadlon asked if the Board was interested in sponsoring a major street fair event for Melrose similar to the Sherman Oaks Street Fair? He has long felt that such an event is badly needed in the area and that Clear Channel, for example, might be a viable co-sponsor.***

***Board Member Fadlon reported to the Board that he might be able to facilitate a “Melrose is LA” type billboard ad on Beverly at Killea.***

8. NEXT MEETING – Regular meeting Friday, June 12, 2015

9. ADJOURNMENT

1:00 PM

***Meeting adjourned at 12:10 PM***

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
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**ATTENDANCE SIGN-IN SHEET**

**DATE: May 8, 2015**

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

Deny Weintraub, President DW

Sylvia Weintraub, Secretary SW

✓ Julian Chicha, Treasurer \_\_\_\_\_

Isack Fadlon, Board Member IF

Daniel Farasat, Board Member DF

Fred Rosenthal, Board Member \_\_\_\_\_

Don Duckworth, Exe. Dir. DD

Guests:                      Tel.                      E-Mail

Gilbert Perez (310) 415 3763 gperez@cleanstreet.com

Kim Sudhalter 213-369-6062

David Hay david@allaccesscapital.com

Candy Mirelson 818-472-8090

Levlie V.

LONGING LA  
Carol Ann