

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

**REGULAR MEETING MINUTES**

**Friday, August 14, 2015**

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

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

***Staff – Duckworth***

***Guest: Elsie Lopez, Katherine Carey, Andy Meselson, Ana Tabuena-  
Ruddy, Ferdy Chan, Josh Paget, Carlos Rios, Leigh Christy, Lindsey Kennedy, David  
Hay, Jeff Carpenter***

***Meeting called to order at 10:10 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 – May 8, June 12, June 19, and July 7, 2015

***After discussion, Motion: Farasat, 2<sup>nd</sup> S Weintraub, "The MBIA Board of Directors hereby approves the Minutes for May, 8<sup>th</sup>, June 12<sup>th</sup>, June 19<sup>th</sup>, and July 7<sup>th</sup> as presented."***  
***Approved unanimously.***

4. FINANCIAL REPORT -- Defer to next meeting

5. BUSINESS ITEMS

A. Review / Approval of Annual Financial Statement as Prepared by Richard Moon & Associates, CPA

***After discussion, Motion: Rosenthal, 2<sup>nd</sup> Farasat, "The MBIA Board of Directors hereby approves the Annual Financial Statement as presented by Richard Moon & Associates, CPA." Approved unanimously.***

B. Approval of Alternative Event – Sidewalk Sale Instead of the Art of Melrose Special Event

*Marketing Director Kim Sudhalter explained that contacts with the business community revealed their preference for a late September Sidewalk Sale instead of the planned 3<sup>rd</sup> Art of Melrose Event. She recommended that the Board authorize the event substitution at the same budget level.*

*After discussion, Motion: Chicha, 2<sup>nd</sup> S Weintraub, “The MBIA Board of Directors hereby approves that the BID conduct a Sidewalk Sale instead of the 3<sup>rd</sup> planned Art of Melrose Event.” Approved unanimously.*

C. Melrose Future Vision Project -- Work Session #1

*The Executive Director provided an introduction to the Melrose Future Vision Project Work Session #1. This is in follow up to the Boards action requesting that a master plan for the future of Melrose be developed to guide BID actions.*

*Ms. Leigh Christie facilitated the group through a vision session, notes of which are attached to these minutes. No Board action was taken.*

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

-- Special Meeting for Melrose BID business items: Friday, August 28, 2015 @ 1:00 PM.

9. ADJOURNMENT

*Meeting adjourned at 12:30PM*

Approved 

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

**ATTENDANCE SIGN-IN SHEET**

DATE: August 14, 2015

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

Deny Weintraub, President DW  
Sylvia Weintraub, Secretary Sw  
Julian Chicha, Treasurer Jc.  
Pierson Blaetz, Board Member PB  
Isack Fadlon, Board Member I  
Daniel Farasat, Board Member DF  
Fred Rosenthal, Board Member FR  
Don Duckworth, Exe. Dir. DD

Guests:	Tel.	E-Mail
<u>Elsie Lopez</u>		<u>elvie2lopez@gmail.com</u>
<u>Kathryn Green</u>		<u>—</u>
<u>Andy Meselson</u>		
<u>ANA TABUENA - Ruddy</u>		<u>ana.tabuena-ruddy@lacity.org</u>
<u>FERDY CHAN</u>		<u>ferdy.chan@lacity.org</u>
<u>JOSH PAget</u>		
<u>Carlos Rios</u>		<u>carlos.rios@lacity.org</u>

Leigh Christy leigh.christy@perkinswill.com  
Lindsay Kennedy lindsay@villageidiotla.com  
David Hay  
Jeff Carpenter

PERKINS  
+ WILL

Meeting Agenda

Subject:	Vision Session	Project Name:	Melrose BID Master Plan
Date:	August 14, 2015	Project No:	715009.000

**Purpose**

The purpose of the meeting is to confirm and expand upon the stated goals for the future of the Melrose Property BID. The aim is to gain a better understanding of the big-picture future vision in order to be able to craft a vision statement and metrics of success for the project moving forward.

**Agenda**

- 10:00 – 10:15 Introductions / Project Scope
- 10:15 – 11:00 Setting the Stage
- o When: Then and Now
  - o Who: Market Context
  - o Where: Existing Site Conditions
  - o What: Precedents / Analogues
- 11:00 – 11:45 Why: Vision Discussion
- o What is (are) the problem(s) you are trying to fix?
  - o What does vibrancy mean to you?
  - o What does economic vitality mean to you?
  - o What one word / phrase would you use to describe your future Melrose Avenue?
  - o Which potential stakeholders + partners might play a role in implementation?
- 11:45 – 12:00 How: Next Steps

MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
BOARD OF DIRECTORS MEETING

MELROSE FUTURE VISION  
SESSION #1  
NOTES

August 14, 2015

I. "What single word describes for you the Melrose of the future."

Silvia Weintraub – "exciting" – (MBIA)  
Deny Weintraub – "vivacious" - (MBIA)  
Donald Duckworth – "revitalized" - (MBIA)  
Pierson Blaetz – "eclectic" - (MBIA)  
Kim Sudhalter – "neighborhoody" - (MBIA)  
Daniel Farasat – "vibrant" - (MBIA)  
Josh Baldwin – "enlivened" – (MCW NC Board Member)  
Fred Rosenthal – "energized" - (MBIA)  
Julian Chicha – "authentic" - (MBIA)  
Jeff Carpenter – "rich challenge" – Greater Wilshire NC Board Member  
Jay Greenstein – n/a - (CD5)  
John Darnell – "love it" (CD5)  
Lindsey Kennedy – "green" (Melrose restaurant owner)  
Carlos Rios – ? (LADOT)  
Ana Ruddy – "youthful" (BSS)  
Ferdyn Chan – "compliance" (BSS)  
Deane – "stylized" (Cosmo & Natalia, Melrose retailer)  
Cody – "vital" (Melrose retailer)  
Andy Meselson – "destination" (Melrose property owner & MCW NC Board Member)  
Isack Fadlon – "vibrant, energetic, green" - (MBIA)

II. "What aspects of Melrose today, do you want to retain for the future?"

"Involvement of business owners, and their property owners"

"More than a sidewalk sale." - Cody

"Rent increases are driving business out."

"Fashion, Music, Art" – Isack Fadlon

"More business owner involvement."

"Cohesive place making."

"More of a community."

"More tourism, particularly Japanese."

"There is more intense competition now and we have to adjust." (The Grove, Abbot Kinney, etc.)

"The past was an organic movement, and I'd like our future to be as well." – Lindsey Kennedy

"Melrose needs to take the lead on something, perhaps bike lane transit would be a natural progression." – Lindsey Kennedy

"The Anti-Mall"

### III. Market Area Demographics

5 min travel radius  
15 min travel radius  
30 min travel radius

not including tourists

compare with LA as a whole

Ask the public: “What do they want?” is among our next steps

Historically, Melrose has been “Mom & Pop,” NOT chain store / restaurants; as a result, it has felt “authentic.”

- Lindsay Kennedy is “not afraid of chain competition; there are lots of different kinds of them.”

Tenant Mix – How can we manage tenant mix? This is where a single owner center has an advantage. Caruso can manage his tenant mix.

“I think there are more families within the Melrose market area than the stats show.” – Pierson Blaetz

- “Yes, including gay families” – Kim Sudhalter

Where are the “Hop-on / Hop-off” stops on Melrose?

- Melrose & Stanley near Temple Young Israel
- Melrose & Sycamore just east of La Brea
- Also Fairfax & Melrose

The alleys are also part of the Melrose attraction

- street art access
- also side streets

Long Beach at least 1 area in which an economic revitalization strategy involves protected bike lanes; we should examine it. Broadway & 3<sup>rd</sup> in L.B.

How can we get a Farmers Market on Melrose?

Barcelona is also a street fashion center in the world w/ Harajuku and Melrose. We should examine that too.

“Haight Ashbury should be looked at too. It’s very similar.” – Deny W.

“Also 2<sup>nd</sup> Street – ‘Belmont Shore’ near Long Beach” – Julian Chicha



“Also Dzenzo Street in Israel” – Isack Fadlon

“And Broad Avenue in Memphis TN.” – Josh Baldwin

LA comps also include:

- Melrose w/o Fairfax to La Cienega
- York & Figueroa
- Sunset Junction
- La Brea Pedestrian Area
- Fairfax area
- Larchmont
- La Cienega – notable restaurant area of LA

“Melrose is dark and perceived as unsafe.” – Sylvia Weintraub

- Needs lights on the street and in the alleys

IV. “What objective observation would signal the success of this Melrose Future Vision process?”

More foot traffic; more bike traffic

Less building vacancy

Others speak of it

Social media interest focused on Melrose

- Curbed LA
- Racked LA
- Eat LA

Reduced disillusionment by new small business owners

- Should the BID mentor new business?

\$3.9 Million MTA Grant

La Brea to Highland will become a destination designer location

Rosewood from La Cienega to La Brea is slated for \$2 Million in bike improvements