

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

**MEETING MINUTES**

**Friday, December 12, 2014  
Meeting Location: Hope Lutheran Church  
6720 Melrose Avenue  
Los Angeles, CA 90038**

***In attendance: Board Members – Fadlon, Rosenthal, D Weintraub, S Weintraub  
Staff – Duckworth  
Guest: Kim Sudhalter, Elsie Lopez***

***Meeting called to order at 10:20 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 – Defer to next meeting.

4. TREASURER'S REPORT - Through October 31, 2014  
- Executive Director's Cash Flow / Budget Report

***After discussion, Motion: Rosenthal, 2<sup>nd</sup> Fadlon, "The MBIA Board of Directors hereby approves the Treasure's Report and Cash Flow / Budget Report as presented through October 31, 2014." Approved unanimously.***

## 5. BUSINESS ITEMS

- A. Presentation re Use of Curated Street Art for BID Re-Vitalization
- i. Kim Sudhalter
  - ii. Isack Fadlon

***Board Member Fadlon and Marketing Manager Kim Sudhalter presented a concept plan for using curated street art as a foundation for BID business revitalization. Board Member Fadlon presented his recommendation that a noted street artist (Justin Bua) with local connections and an upcoming television show about street art be retained by the Melrose BID to provide leadership and credibility to the Melrose BID efforts.***

***The Board engaged in extended discussions, and questions and answers following the presentation. Motion: Rosenthal, 2<sup>nd</sup> S Weintraub, "The MBIA Board of Directors hereby approves the concept of creating a curated Street Art Program for the Melrose BID area; authorizes the Board Member Fadlon and the Executive Director to execute a Consulting Agreement with Justin Bua at a cost of \$2,000 per month totaling \$12,000 for 6 months to headline the effort as described by Board Member Fadlon and Kim Sudhalter's report; and, commits to future expenditures of an estimated \$13,000 for other artist expenses. All Agreements shall be subject to cancellation by the MBIA with 30 days notice." Approved unanimously.***

- B. Streetscape Improvements, Discussion & Actions as Desired re Various Streetscape Issues
- i. Report from Gilbert Perez re status of CleanStreets streetscape work
  - ii. Scraping & painting of street light poles has been held-off by BID President until sticker removal action @ \$150/ea
  - iii. Consideration of enhanced trash receptacle lids is pending
  - iv. Fire hydrant painting is complete

***The Executive Director provided an overview report of the status of the streetscape improvements performed by Clean Streets Inc. By consensus the Board acknowledged the pleasant appearance of the Melrose streetscape, the fine work being performed by Clean Streets, and the positive impact of the nicely painted fire hydrants.***

- C. Report re Marketing & Promotions Committee – Kim Sudhalter / Isack Fadlon
- i. AMEX Small Business Saturday Event
  - ii. Website progress report
  - iii. Social media development progress report
  - iv. Street banners progress report

***Marketing and Promotions Manager, Kim Sudhalter presented a comprehensive report of her activities for the month. She also discussed the Small Business Saturday Event, website progress, and social media progress.***

***After discussion, questions and answers, the Board expressed appreciation for the excellent work Kim had performed and approved her report.***

D. Property Owner Board Nominations

***The Executive Director reported that MBIA has fallen behind the technical timeline provided in the bylaws for appointing permanent Board Members while, at the same time, still fully observing the substantive process for that effort. The net result is that the process will be completed 60-90 days late but will otherwise be conducted according to the bylaws. The next step is to schedule a Board meeting with the 3 interested Board applicants and the Executive Director will do that as soon as possible after the Holidays.***

***By consensus the Board approved the report.***

E. Discussion of Melrose BID Position re Outdoor Advertising – Isack Fadlon

***Board Member Fadlon requested that the Board issue a letter of support for the City’s adoption of an updated outdoor advertising ordinance. A great deal of discussion amongst the Board ensued. The Board concluded that it was appropriate to support the preparation of a new City ordinance that would place the BID in a position to receive future revenue stream or advertising / promotional support. By consensus (Fadlon, Rosenthal, S Weintraub) the Executive Director was asked to prepare a suitable letter.***

F. Discussion of Melrose BID Position re Sidewalk Vending and Letter to City

***The Executive Director reported to the Board that the City was considering approval of sidewalk vending.***

***After discussion, Motion: S Weintraub, 2<sup>nd</sup> Rosenthal, “The MBIA Board of Directors hereby request the Executive Director to prepare a letter to the City of Los Angeles expressing the Boards firm opposition to legalizing sidewalk vending.” Approved unanimously.***

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING – Regular meeting Friday, January 9, 2014

9. ADJOURNMENT

1:00 PM

***Meeting Adjourned at 12:03PM***

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

**ATTENDANCE SIGN-IN SHEET**

**DATE: December 12, 2014**

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

Deny Weintraub, President SW  
Sylvia Weintraub, Secretary SW  
Julian Chicha, Treasurer \_\_\_\_\_  
Isack Fadlon, Board Member k  
Daniel Farasat, Board Member \_\_\_\_\_  
Fred Rosenthal, Board Member [Signature]  
Don Duckworth, Exe. Dir. [Signature]

Guests:                      Tel.                      E-Mail  
Kim Sudhakar                      Kim@urbanlegendpr.com

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