

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

**REGULAR MEETING MINUTES**

**Friday, September 16, 2016  
Meeting Location: Hope Lutheran Church  
6720 Melrose Avenue  
Los Angeles, CA 90038**

*In attendance: Board Members – D Weintraub, S Weintraub, Chicha, Blaetz, Fadlon,  
Farasat, Rosenthal,  
Staff – Duckworth, Riley Sherwood, Gilbert Perez Elsie Lopez,*

*Guest; Bob Abrahams, Andy Meselson, Thierry Heuirequis ??, Eugene Van Cise, John  
Darnell*

*Meeting called to order at 10:15 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.

*Thierry Heuirequis, Co-Owner of Maison Richard, addressed the Board to inquire about BID Services and plans for the future. He said that as business owners his family was concerned about the negative impacts that a parklet in front of their restaurant might pose. A positive discussion ensued.*

3. APPROVAL OF MINUTES – Defer to next meeting.

4. FINANCIAL REPORT -- Through August 31, 2016  
- Comments by Board Member Chicha

*After discussion, Motion: Blaetz, 2<sup>nd</sup> S Weintraub, “The MBIA Board of Directors hereby approves the financial report as presented.” Approved unanimously.*

## 5. BUSINESS ITEMS

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

*Gilbert Perez, Clean Streets Supervisor, presented the Board with a report of streetscape activities for the month. He also distributed the regular landfill statistics report which shows that 53.51 tons of trash has been collected from on street receptacles, an average of 6.7 tons per month. In addition, a total 10.39 tons of street sweeping debris had been collected through August, an average of 1.3 per month.*

*The Board asked questions and Gilbert responded. An open discussion took place.*

*The Board received and filed the report and thanked Gilbert for his fine work.*

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

*Riley Sherwood, BID Ambassador reported on his monthly activities. He has noted increased homeless encampments behind American Apparel and has taken steps to alleviate that condition. He has conducted several night patrols to increase services to homeless individuals sleeping behind businesses. He has been working with Joey Harris owner of the Bike Store to control disruptive individuals after high school hours. He has provided an updated list of marijuana sale outlets to the City Prosecutor. Riley reported to the Board that during the night time patrols there has been a total absence of any LAPD Police Patrol through September. He and the Executive Director are working with LAPD to increase patrol services devoted to the Melrose Businesses. Board Member Chicha requested a formalized written report / activity log be compiled on a regular basis for the BID Ambassador. The Executive Director responded that he would set that up.*

- C. Melrose BID Renewal Timeline

*Executive Director reviewed the Melrose BID Timeline as provided by the City Clerk’s Office and expressed a sense of urgency that the process be started as soon as possible.*

*There was some discussion that the Council Office would like to see Fairfax included in a BID. Also, there was discussion about the possibility about ending the current BID at La Brea. The Executive Director reported that he has been told that the City Attorney Office would not be likely to embrace such a boundary change at La Brea.*

***The Board consensus was to begin work on BID Renewal per the District's current boundaries.***

- D. Discussion of West Melrose Valet Parking Program
  - Status report on restaurant stakeholder meetings

***The Executive Director reported on West Melrose Valet Parking Program. Meeting notes and cost analysis information was distributed in the packet.***

***Board Member Fadlon suggested that the BID look into obtaining a blanket parking variance allowing for parking credit for any new business looking to relocate on Melrose. The Executive Director will contact Margaret Taylor of this feasibility approach.***

- E. Discussion of Denis Weintraub Email: Melrose BID Board Member Review, Sept 2016
  - Comments by Denis Weintraub

***President Weintraub reviewed his email of September 2016. There was a general discussion and it was agreed that the Perkins + Will report document needed to be completed as soon as possible so that property owner meetings could be scheduled as soon as possible.***

***Board Member Fadlon said that he was interested in developing a fashionable t-shirt with the BID logo and saw that as an elaborate creation with internet sales.***

***The Executive Director noted that he has prepared a farmers market financial pro forma , which has been implemented in Westchester, which shows startup cost of \$25,000, first year's operating losses about \$16,000, and a second years operating loss of about \$27,000. He asked if the Board was interested in making such an investment on a Farmer Market?***

***The Executive Director will redouble his efforts to publish Board meeting agendas at least a week in advance of the meeting.***

- F. City Street Light Pole Banners Permit Update
  - Issues resolved and Melrose BID has been designated the approved permittee through December 2018
  - Thank you Councilman Koretz Office!!

***As a result of extensive efforts from Councilman Koretz Office the City Bureau of Street Lighting has a finally agreed to allow annual permits through December 2018. The new permit allows our schedule to begin January 2017.***

***Board Member Fadlon requested that the Executive Director and Marketing Director explore the feasibility of including business names on pole banners.***

- G. Status Report on Preparation of an Alley Repair Program
  - Database for MBIA Board review will be presented at October meeting.

II. Progress Report on Perkins + Will Report / Recommendations Revision  
– Awaiting Perkins & Will revisions to Mott Smith draft. Progress!

- I. Marketing & Promotions Activities Report – Discussion & Actions
- Urban Legend Status Report for July 2016 (written only this month).
  - Kim is staffing Park(ing) Day on the north side of Melrose in front of The Umbrella Company. This project is co-sponsored with the Mid City West Neighborhood Council. All MBIA Board Members should stop by for a sample of the “parklet” / “activity areas” described by Perkins + Will and available to the Melrose BID through the City’s People Street Program.
  - Comments by Board Member Fadlon.

***The Board discussed the concept of establishing a Farmers Market. There are a lot of details that need to be worked out, including financial feasibility.***

***After discussion, Motion Chicha:, 2<sup>nd</sup>, “The MBIA Board of Directors hereby forms a committee composed of Fadlon and Blaetz to meet with the Executive Director and Marketing Director to prepared detailed plans for a Melrose Farmers Market.” Approved unanimously.***

6. REPORT FROM EXECUTIVE DIRECTOR

A. ‘Typical Farmers’ Market 1<sup>st</sup> Year Costs

***B. BID Accomplishments that Might Compel Renewal – The Executive Director presented a list of accomplishments that might compel property owners to vote for BID renewal and asked for MBIA input / thoughts.***

***C. Winett Parking Lease Payment – The Executive Director presented an overview of the Winett parking lot lease for the west valet parking. After the valet abruptly walked away from the lease, the Winetts felt some severance consideration was appropriate. \$1,500 has been negotiated, which is 50% of their lost rent. The Executive Director recommended the payment. By consensus, MBIA approved the \$1,500 payment.***

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

– Regular Meeting for Melrose BID: Friday, October 14, 2016 @ 10 AM

9. ADJOURNMENT

12:00 PM

***Meeting Adjourned 12:20PM***

MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
BOARD OF DIRECTORS MEETING

ATTENDANCE SIGN-IN SHEET

DATE: September 16, 2016

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     IF    

Daniel Farasat, Board Member     X    

Fred Rosenthal, Board Member     FR    

Don Duckworth, Exe. Dir.     DD    

Guests:                      Tel.                      E-Mail

RILEY SHERWOOD

GILBERT PEREZ / CLEAN STREET 9Perez@cleanstreet.com

BOB ABRAHAM

Andy Meselson

Thierry Henriquez 310.614.5693 thierry@maisonrichard.com

EUGENE VAN GISE - LA CITY CLERK

John Darnell - CD 5 (323) 866-1828 john.darnell@lacity.org