

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

**REGULAR MEETING MINUTES**

**Friday, January 13, 2017**

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

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

***Staff – Duckworth***

***Guest; Riley Sherwood, Gilbert Perez, Bob Abrahams***

***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 – November 11, 2016; October 14, 2016; September 16, 2016;  
August 12, 2016

***After discussion, Motion: Farasat, 2<sup>nd</sup> Blaetz: "The MBIA Board of Directors hereby approves the Minutes for November 11, October 14<sup>th</sup>, September 16, and August 12<sup>th</sup>, 2016 as presented." Approved unanimously.***

4. FINANCIAL REPORT – Through December 30, 2016  
- Comments by Board Member Chicha

***After discussion, Motion: S Weintraub, 2<sup>nd</sup> Blaetz: “The MBIA Board of Directors hereby approves the Financial Report through December 30, 2016 as presented.” Approved unanimously.***

5. BUSINESS ITEMS

- A. Updated Proposal from CEA (Mott Smith) to provide services for on-street parking improvements / additions (petitions) and valet parking implementation (10:00 AM)  
- Comments by Board President Weintraub

***Mott Smith of Civic Enterprise & Associates presented his proposal to provide services to the BID that would implement on-street parking enhancements / additions and valet parking program. The Board had an extended discussion about parking needs and requested completion of on-street parking petitions be the first order or priority.***

***After discussion, Motion: Farasat, 2<sup>nd</sup> Fadlon:, “The MBIA Board of Directors hereby approves the retention of CEA to assist with on-street and valet parking implementation; and, authorizes the Executive Director to implement the proposed agreement.” Approved unanimously.***

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

***Gilbert Perez, Clean Streets Supervisor, made his monthly presentation to the Board on streetscape activities that he has undertaken. His crew has worked to protect businesses from flooding and also removed debris that could potentially clog drainage inlets. His crew has also worked to remove bulky items from the alley ways that serve homeless encampments. Gilbert noted that increased rain means increased weed growth which will affect his work load. Gilbert distributed the landfill dumping fee report for the full year of 2016, which reflects the number of bulky items removed and approximately 6 ½ ton of trash collected from the trash receptacles; and a little more than one ton of street sweeping debris per month. Gilbert distributed photographs reflecting his efforts for the month.***

***MBIA Board Members received Gilbert’s report. President Weintraub reported that he has received many positive comments from business and property owners about how clean Melrose is looking.***

- C. Security / Ambassador Activities Report - Discussion & Actions  
- Report from the field – Riley Sherwood, Melrose BID Security Ambassador  
- Review of Activities Log

***Riley Sherwood, Melrose BID Ambassador, presented his monthly activity report. Also, a copy of his written activity report from September 20<sup>th</sup> thru January 11<sup>th</sup> was distributed as***

***requested by MBIA at a previous meeting. He shared some of his experiences in the field with the Board which demonstrate that the BID Security Ambassador is an important first line of defense for crimes and quality of life issues that could adversely affect Melrose Business. Riley also distributed photographs showing increased police patrols that have been facilitated by the BID, of a potential arsonist by a large fire, and of several emergency responses initiated by the Security Ambassador.***

***After looking at the log MBIA Board Members collectively agreed that the BID Security Ambassador program “has been an asset far beyond what was anticipated.”***

- D. Discussion of City Proposal to Legalize Street Vending  
- Melrose BID Letter to Councilman Koretz

***The Executive Director briefed the MBIA on proposals that were being considered by the City Council to legalize street vending. Collectively the BID Board Members were shocked that the City was considering any kind of street vending legalization and particularly without allowing property owner approval given that the City had recently declared sidewalk maintenance to be a property owner responsibility. The Executive Director encouraged all board members and property owners to communicate directly with Councilman Paul Koretz from CD5.***

***The BID community has been aggressive in resisting this program for making it more manageable for property owners but it is the City Council members that vote.***

- E. La Brea to Highland Property & Business Owners Priorities for Immediate Emphasis
- Executive Director’s Status Report
  - Crosswalk Installation Plan of Action / LADOT Meeting
  - Unique branding banner design @ February MBIA Meeting
  - Request to defer PLZ @ California Chicken Café by Property Owner
  - Brokers Meeting for Area to be Scheduled ASAP (for January / February)

***The Executive Director reported to the Board about follow up efforts underway in response to property and business owner priorities that were approved by MBIA. The Board encouraged speedy implementation.***

- F. Proposal for BID Renewal Services from Duckworth Consulting (NTE \$20,000)  
- Comments by Board President Weintraub

***MBIA President Weintraub recommended to the Board that an agreement with Duckworth Consulting not to exceed \$20,000 be approved for services beyond the scope and time constraints of the Executive Director position.***

***Executive Director Duckworth reported that BID renewal would require about 200 hrs of work devoted to database revision / updating, management district plan and engineering report preparation, and petition drive solicitation. This did not include any cost related to professional engineering preparation or signoff of any documents.***

***By consensus the Board was in agreement. Duckworth will maintain an accounting of specific hours worked for these renewal services.***

- G. Marketing & Promotions Activities Report – Discussion & Actions
  - Urban Legend Status Report for December 2017
  - Decorative Lighting Proposal – Holiday and year around
  - Other

***The Board received and filed Kim Sudhalter’s Marketing and Promotions activity report.***

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

- A. Progress Report on Perkins + Will Doc: Melrose Future Vision Strategic Action Plan
  - Comments by Board President Weintraub

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, February 10, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM

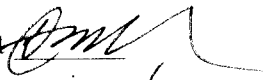
***Meeting adjourned at 12:20***

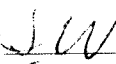
**MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

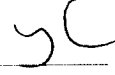
**ATTENDANCE SIGN-IN SHEET**

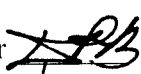
DATE: January 13, 2017

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

Deny Weintraub, President 

Sylvia Weintraub, Secretary 

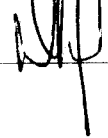
Julian Chicha, Treasurer 

Pierson Blaetz, Board Member 

Isack Fadlon, Board Member 

Daniel Farasat, Board Member DF

Fred Rosenthal, Board Member 

Don Duckworth, Exe. Dir. 

Guests:                      Tel.                      E-Mail

RILEY SHERWOOD

BOB ABRAHAM

GILBERT PEREZ STREETSCAPE MAINTENANCE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_