

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

SPECIAL MEETING MINUTES

**Tuesday, September 19, 2017
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

Staff – Duckworth

Guest: - Riley Sherwood, Kim Sudhalter, Lindsey Kennedy

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.)

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.

Lindsey Kennedy an owner of the Village Idiot addressed the Board with concerns about ongoing security issues in the Melrose BID area that deserve ongoing addressment. Kennedy gives great compliments to Security Ambassador Riley Sherwood for the extraordinary services that he provides: he is detailed and affective at addressing homeless and petty crime issues, which is very much appreciated. Kennedy also expressed appreciation for the social media and marketing promotion that the BID has done. At the same time, Kennedy feels there are ongoing quality of life issues that demand 7 day per week service on the part of the Melrose BID Security Ambassador.

The Board joined in an extended discussion with Mr. Kennedy. No decisions were made.

3. APPROVAL OF MINUTES – July 14, 2017

After discussion, Motion: Farasat, 2nd Blaetz, “The MBIA Board of Directors hereby approves the Minutes FOR July 14, 2017 as presented.” Approved unanimously.

Note typographical error on Special Meeting Agenda should be September 19, 2017.

4. FINANCIAL REPORT – Thru August 31, 2017
- Comments by Board Member Chicha

Board Member Chicha made comments about the Financial Report. He would like the Melrose Future Vision Plan and the \$4 Million Dollar MTA Grant Plan better integrated into budget line items. He thinks it’s important that the Melrose BID receive as much benefit for business as possible from the MTA Grant. He would like to see a project management system that would provide an ongoing information system for the Board and property owners.

By consensus the Board approved the Financial Report as presented.

5. BUSINESS ITEMS

A. Presentation of Melrose BID Draft Renewal Budget

The Executive Director presented the existing Multi Year BID Budget / Service Plan and a renewal budget worksheet which provided for 3 zones of benefit. The Board engaged in an extended discussion about services that would be important to provide in a renewal BID. Generally the Board supported 7 days per week security services which will require a small budget increase. The Budget Worksheet identified public plaza or farmers market cost as being about \$4,000 per month of \$40,000 per year. Generally all other BID services were kept at a level at which they are currently provided.

Board Member Fadlon felt it was important for the BID to produce a special event or a Farmers Market.

President Weintraub felt the implementation of the Melrose Future Vision Strategic Action Plan, CVS Valet Parking, additional on street parking, and addition of two new crosswalks was important.

Board Member Farasat and Board Member Fadlon recognized CPI increases were having an impact on BID service costs and supported increases to accommodate them. Board Member Chicha felt that a budget about \$600,000 a year was reasonable and provided real benefits to the property owners.

No decisions were made of a renewal budget. The subject will be discussed again at the next meeting.

B. Melrose BID Social Media Program Statistics

Marketing and Promotions Director Sudhalter presented Social Media Program Statistics and reviewed the one page presentation in detail with the Board Members.

C. Proposal to Become a Sponsor of Melrose Trading Post Anniversary - \$2,500

Action deferred to a future meeting.

D. Melrose Elementary School Parking Lease
- LAUSD has been contacted

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

– Regular Meeting for Melrose BID: Friday, October 13, 2017 @ 10 AM

Board agreed to change the schedule for the next meeting to October 10th, 2017

9. ADJOURNMENT


12:00 PM

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ATTENDANCE SIGN-IN SHEET


DATE: September 19, 2017

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

Deny Weintraub, President 


Sylvia Weintraub, Secretary SW

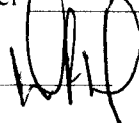
Julian Chicha, Treasurer JC

Pierson Blaetz, Board Member 

Isack Fadlon, Board Member IF

Daniel Farasat, Board Member DF

Fred Rosenthal, Board Member 

Don Duckworth, Exe. Dir. 

Guests: Tel. E-Mail

Elvie Lopez

RILEY SHERWOOD

Lindsay Kennedy
