

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

REGULAR MEETING MINUTES

**Tuesday, October 10, 2017
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

Staff – Duckworth

Guest; Riley Sherwood, Kim Sudhalter, Mott Smith, Margaret Taylor, Christer Larson, Warren Blum

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.

Christer Larsson from Alta Nordic Kitchen, addressed the Board to request Valet Parking support for his restaurant located at 7274 Melrose Ave. He is requesting 15 parking spaces.

Margarete Taylor of Apex-LA addressed the Board to explain problems that a number of businesses are having because C4 Zoning prevalent on Melrose is more restrictive for gym/workout centers and second hand stores among others. She has been contacted by a second hand clothing store that may need a variance. Also outlets such as Orange Theory and small gyms are affected.

The Board was very concerned and wanted to assist in resolving this issue in any way they could. The Executive Director explained that these problems would be resolved through

implementation of the Melrose Future Vision Plan recommendation for a comprehensive Zone change from C4 to C2 along Melrose.

After discussion, Motion: S Weintraub, 2nd Fadlon, “The MBIA Board of Directors hereby authorizes the Executive Director to prepare advocacy letters as needed to support zone changes from C4 to C2 Zone along Melrose.” Approved unanimously.

3. APPROVAL OF MINUTES – Defer to next meeting.
4. FINANCIAL REPORT – Thru September 30, 2017
 - Comments by Board Member Chicha
 - Follow-up re \$2,500 donation to Greenway Arts Alliance

Board Member Chicha made comments regarding the Financial Report through September 30, 2017. The Executive Director noted that an ending balance of about \$50,000 was forecast. By consensus the Board accepted the report as presented.

5. BUSINESS ITEMS

A. Program Description for Melrose Universal Valet Parking Program

- Mott Smith
- Recommended that MBIA Board review the program description. The Executive Director and Mott Smith will continue by meeting with affected parties to work through details.

Mott Smith presented to the Board a comprehensive program description for the Melrose Universal Parking Program currently the program is envisioned with two parking sites; one at CVS and another Melrose Elementary School.

After discussion and questions by consensus the MBIA approved the program description as presented.

B. Melrose Elementary School Parking Lease Status Report

The Executive Director reported that he was in contact with LAUSD staff regarding possible leasing of the Melrose Elementary parking lot for the Universal Valet Parking Program. No other substantive information or cost has been received at this time. MBIA encouraged finalization of these arrangements as soon as possible.

C. Presentation of Melrose BID 2nd Draft Renewal Budget

The Executive Director presented the second draft renewal budget for the Melrose BID beginning January 1, 2019, which was in keeping the MBIA’s previous actions. The Board reviewed the Budget on a line item basis.

After discussion, Motion: Rosenthal, 2nd S Weintraub, “The MBIA Board of Directors hereby approves a \$572,832 renewal budget as recommended by the Executive Director. Total

expenditures, including the 6% (\$36,564) general benefit contribution from the City will be \$609,396.” Approved unanimously

After discussion the Executive Director to prepare a sponsorship packet for initiation of a farmers market on Melrose.

- D. Report from Marketing & Promotions Director
- Melrose BID Social Media Program Statistics
 - Marijuana Use Project – Request from business owners
 - Tourist Map Cost Savings Concepts
 - MCWNC Art Tour Event

The Marketing and Promotions Director made a detailed presentation to the Board. Her report was accepted with appreciation.

- E. “Formula for BID Renewal”
- Additional Board Members Should Be Added

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

– Regular Meeting for Melrose BID: Friday, November 3, 2017 @ 10 AM (Note Change 1ST Friday)

9. ADJOURNMENT

12:00 PM

Meeting adjourned at 12:00 PM

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ATTENDANCE SIGN-IN SHEET

DATE: October 10, 2017

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

Deny Weintraub, President [Signature]
Sylvia Weintraub, Secretary [Signature]
Julian Chicha, Treasurer (None)
Pierson Blaetz, Board Member [Signature]
Isack Fadlon, Board Member [Signature]
Daniel Farasat, Board Member (absent)
Fred Rosenthal, Board Member [Signature]
Don Duckworth, Exe. Dir. [Signature]

Guests:	Tel.	E-Mail
<u>[Signature]</u>	<u>213-445-5283</u>	<u>mott@CIVICENTERLA.org</u>
<u>MARGARET TAYLOR</u>	<u>818-398-2740</u>	<u>margaret@ipex-la.com</u>
<u>CHRISTEN LARSSON</u>	<u>763-278-4709</u>	<u>CHRISTEN@ACTANOCHEKITCHEN.com</u>
<u>WARREN BLUM</u>	<u>323-896-2586</u>	<u>warren.blum@blum.com</u>