

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

REGULAR MEETING MINUTES

Tuesday (Friday), November 3, 2017
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038

***In attendance: Board Members – Blaetz, Chicha, Fadlon, Farasat, Rosenthal, D
Weintraub, S Wientraub***
Staff – Duckworth
Guest: Riley Sherwood, Kim Sudhalter, Bob Abrahams,

Meeting called to order at 10:05 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.

3. APPROVAL OF MINUTES – October 10, 2017

After discussion, Motion: Rosenthal, 2nd S Weintraub: "The MBIA Board of Directors hereby approves the Minutes for October 10, 2017 as presented." Approved unanimously

4. FINANCIAL REPORT – Thru September 30, 2017 approved at October 10 meeting.

5. BUSINESS ITEMS

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

Report continued to the next meeting.

- B. 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, addressed the Board and provided a report about his recent activities..

- C. Discussion / Approval of Annual Planning Report As Required by City Agreement for BID Administration

Executive Director reviewed the Annual Planning Report required to be submitted to the City. The budget from the 2017 Annual Planning Report / Budget was compared to the 2018 Proposed Annual Planning Report.

After discussion, Motion: Rosenthal, 2nd Farasat: “The MBIA Board of Directors hereby approves the Proposed Annual Planning Report as presented by the Executive Director and authorizes its submission to the City.” Approved unanimously.

- D. Discussion re Meeting With Department of City Planning re Hollywood Specific Plan – Approval of Follow-Up Actions

The Executive Director reviewed the proposed draft letter enumerating Melrose BID’s request for inclusion in the Hollywood Specific Plan Update 2. The Board reviewed the letter on a line by line basis.

By consensus the Board approved the proposed draft letter with changes as discussed at the meeting. Unanimously approved.

- E. Discussion re Meeting With Councilman Koretz
 - Report by President Weintraub

President Weintraub discussed the recent meeting with Councilman Koretz’s Office, which seemed to produce agreement on a number of the BID’s requests for assistance, importantly those related to inclusion to Hollywood Specific Plan Update items and on-street parking items.

- F. Discussion re Draft BID Renewal Docs
 - Digital Files Sent to MBIA

The Executive Director discussed the draft BID renewal documents that had been forwarded to each Board Member. The MBIA Board Members agreed to review documents and advise the Executive Director as to any possible changes needed.

G. Report from Marketing & Promotions Director

- Melrose Realtor Tenant Info Sheet
- Melrose Map Cost Saving Re-Design
- Farmers' Market Sponsorship Deck |
- Holiday Merchant Mixer
- Marijuana Use Project – Request from business owners

Marketing & Promotion Director Sudhalter addressed the Board and described her activities for the previous month and particularly those listed above.

H. Follow-up re \$2,500 donation to Greenway Arts Alliance

After discussion, Motion: S Weintraub, 2nd Fadlon: “The MBIA Board of Directors hereby approves a donation of \$2,500 dollars to Greenway Arts Alliance as a 20th Anniversary Sponsorship.” Vote: 3-0-2 (Abstain: Julian Chicha and Pierson Blaetz).

I. “Formula for BID Renewal”

- Additional Board Members Should Be Added

J. Melrose Elementary School Parking Lease Status Report

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

– Regular Meeting for Melrose BID: Friday, December 1 or 8, 2017 @ 10 AM (Note Possible Change to 1st Friday)

9. ADJOURNMENT

12:00 PM

Meeting adjourned at 11:50 AM.

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ATTENDANCE SIGN-IN SHEET

DATE: November 3, 2017

Meeting Location:
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6720 Melrose Avenue
Los Angeles, CA 90038

Deny Weintraub, President *DW*
Sylvia Weintraub, Secretary *(SWE)*
Julian Chicha, Treasurer *JC*
Pierson Blaetz, Board Member *PB*
Isack Fadlon, Board Member *IF*
Daniel Farasat, Board Member *DF*
Fred Rosenthal, Board Member *FR*
Don Duckworth, Exe. Dir. *DD*

Guests: Tel. E-Mail

RILEY SHERWOOD
Elvie Lopez
BOB ABRAMAM S
Kui Sudhakar