

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

REGULAR MEETING MINUTES

~~Tuesday~~ Thursday, December 7, 2017
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038

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

Staff – Duckworth

Guest-: Riley Sherwood, Kim Sudhalter, Bob Abrahams, Gilbert Perez

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.

Bob Abrahams addressed the Board and was complimentary of Melrose BID services.

3. APPROVAL OF MINUTES – September 8, 2017; September 19, 2017; & October 10, 2017

No action taken.

4. FINANCIAL REPORT – Thru October 31, 2017
5. BUSINESS ITEMS

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

Gilbert Perez, Clean Streets Supervisor, reported on activities for the recent period of service.

After discussion, Motion: Rosenthal, 2nd Blaetz, “The MBIA Board of Directors hereby approves MBIA authorizes the Executive Director and Clean Streets to obtain a water meter for power washing services as needed from the City of Los Angeles DWP.” Approved unanimously

- 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. Sidewalk vending continues to be a problem in the BID area. MBIA reaffirmed its request that the City allow for opt out provisions of BID areas.

- C. Discussion of Farmers’ Market Sponsorship Solicitation Deck

Marketing & Promotions Director Sudhalter presented a Sponsorship Proposal Deck to establish a Melrose Farmers’ Market. The MBIA engaged in a page by page review of the document and offered comments and discussed sponsorships generally. Sudhalter suggested possible founding sponsors for the market: Wells Fargo Bank, CVS, K-Town Collective. Ideally she said a founding sponsor would be able to underwrite market cost of about \$50,000 a year. The Board discussed the concept of a marijuana sales outlet sponsorship and decided that the community would probably accept such a sponsorship given that marijuana sales would not be undertaken. By consensus the Board agreed that Sudhalter could pursue a market sponsorship with K-Town Collective.

The Executive Director felt that sponsorship would be a significant prerequisite to establishing a Melrose Farmers’ Market and the Board agreed.

- D. Discussion / Approval of Revised Melrose Map for Increased Advertising Revenue

Marketing & Promotions Director Sudhalter presented a tourist map proposal and redesign which included sponsorship opportunities for various Melrose businesses. The maps would be provided to all Starline Tours.

After discussion, questions and answers, the MBIA Board of Directors, by consensus agreed to approve the expenditure of \$2,500 to redesign the tourist map.

- E. Status Report re Follow-up to Meeting With Councilman Koretz-

President D Weintraub, Secretary S Weintraub and Board Member Fadlon reviewed the talking points with Councilman Koretz and Executive Director Duckworth on November 2, 2017. The Board was in agreement with those positions.

F. Status Report re Discussions With Department of City Planning re Hollywood Specific Plan

The Executive Director reported that discussion with the City Department of Planning staff about incorporating elements of the Melrose Future Vision Strategic Plan had gone well. Mott Smith and the Executive Director had met with the Planning Staff. Also, the CD5 staff had agreed to support the BID's position as reflecting in the talking points from the meeting with Councilman Koretz.

The Executive Director will draft an appropriate letter for review and submission to City Planning.

Board Members were particularly pleased with this turn of events because adopting Melrose Zoning changes independent from a city process could be very expensive, requiring an EIR, and time consuming. Board Member Chicha said, "this is a big win for Melrose Property Owners." Board Member Farasat agreed.

G. Status Report re Melrose Elementary School Parking Lease

The Executive Director reviewed his letter to LAUSD raising real problems with their intended valet parking lease cost of \$13,743 per month. The Board and he reviewed the letter in the packet and discussed aspects of it.

H. Report from Marketing & Promotions Director

- Melrose Realtor Tenant Info / Demographics Sheet
- Marijuana Use Project – Request from business owners
- Trading Post Marketing Distribution

Marketing & Promotions Director Sudhalter reviewed her activities with prior reference to the above items.

I. Discussion re Final Draft BID Renewal Docs

- Digital Files Sent to MBIA

The Board had received digital files of the proposed final BID documents. Board Members will notify the Executive Director of any needed changes or particular thoughts.

J. "Formula for BID Renewal"

- Additional Board Members Should Be Added
- 1st, 2nd, 3rd Year Melrose BID Accomplishments Handouts

The Executive Director reviewed documents from the packet relative to BID Accomplishment that should be important to property owners as BID Renewal is being considered.

6. REPORT FROM EXECUTIVE DIRECTOR
 - Melrose BID Stakeholder Unhappiness re City's New Trash Collection System
 - Property Owner Request for Holiday Decorations & Off-Site Advertising Support
7. BOARD MEMBER COMMENTS
8. NEXT MEETING
 - Regular Meeting for Melrose BID: Friday, January 12, 2017 @ 10 AM
 - Note Returning to Regular Schedule
9. ADJOURNMENT 12:00 PM

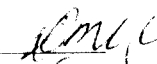
Meeting adjourned at 11:30 AM.

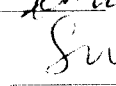
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BOARD OF DIRECTORS MEETING

ATTENDANCE SIGN-IN SHEET


DATE: December 7, 2017

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


Deny Weintraub, President 

Sylvia Weintraub, Secretary 

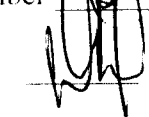
Julian Chicha, Treasurer _____

Pierson Blaetz, Board Member 

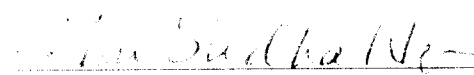
Isack Fadlon, Board Member _____

Daniel Farasat, Board Member 

Fred Rosenthal, Board Member _____

Don Duckworth, Exe. Dir. 

Guests: Tel. E-Mail



RILEY SHERWOOD

BOB ANIZKUS

GILBERT PEREZ CLEWSTREET
