

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

**Minutes
Friday, July 22, 2022
VIRTUAL MEETING VIA ZOOM**

***In attendance: Board Members –Blaetz, Blum, Hay, D Weintraub, S Weintraub
Staff – Duckworth***

Guests: Kim Sudhalter, Zach Sokoloff, Lisa Trifletti, Patrick Gibson, Bob Hale, Stephanie Eyestone Jones, Allyn Rifkin, Shelby Blecker, Brian Larrabee, Benjamin Shenassafar, Nancy B, Jacqueline Canter, Daniel Osztreicher, Elizabeth Mason, Francis Park, Jennifer Erickson, Ron Demeter

Meeting called to order at 10:05AM by President Weintraub.

A. CALL TO ORDER – Denis Weintraub, President 10:00 AM

The meeting was called to order by President Weintraub at 10:05 AM,

B. 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.. .

C. BUSINESS ITEMS

1. Television City Development Project Proposal 2050 / Introduction of Draft EIR 7716 – 7860 West Beverly Boulevard, Los Angeles, Ca.
- Introduction by Zach Sokoloff, Sr. VP Hackman Capital Partners

Representatives of the Television City Development Project Team made a detailed presentation of their TVC 2050 Studio Plan. Significantly, the project has no unavoidable adverse environmental impacts upon the beginning of operations. Also, there are only two relatively minor unavoidable impacts: "construction air quality" and "temporary noise and vibrations."

Board Members engaged in questions and answers and discussion with the project team. Following the presentation a number of 3rd parties appeared in front of the Board and offered their comments.

Zach Sokoloff, Lisa Trifletti, Patrick Gibson, Bob Hale, Stephanie Eyestone Jones, Allyn Rifkin, Shelby Blecker, Brian Larrabee, Benjamin Shenassafar, Nancy B, Jacqueline Canter, Daniel Osztreicher, Elizabeth Mason, Francis Park, Jennifer Erickson, Ron Demeter.

Most of those addressing the Board were in support of the TVC 2050 Studio Plan.

President Weintraub expressed his opinion that the Melrose BID should support the project while continuing to advocate for customer traffic flow to the Melrose area from the complex. Perhaps a rubber roller trolley could be beneficial.

Board Member Blum expressed strong support for the project and felt that it would assist in enhanced security for the area.

Board Member Blaetz said that the presentation answered many of his question although he understood there were some unknowns of the project. He understood that careful implementation was need.

Board Member Hay was in also in support of the project and also felt it was important to encourage pedestrian traffic from TVC to Melrose. He felt lunch business should grow from TVC.

Board Member Sylvia Weintraub also supported the project and felt that lunch time trolley services were desirable to achieve that goal.

Environmental Planner Lisa Trifletti explained the specific plan process and noted that other major Los Angeles Studios employed this concept at their lots.

After broad discussion, Motion: S Weintraub, 2nd Blum, "The MBIA Board of Directors hereby supports TVC 2050 Studio Plan approval consistent with the presentation that was made." Approved unanimously.

REPORT FROM EXECUTIVE DIRECTOR
- Note proposed)-

D. BOARD MEMBER COMMENTS

E. NEXT MEETING

- Next Regular Board Meeting August 19, 2022 @ 10 AM

F. ADJOURNMENT

12:00 PM

Meeting adjourned at 11:39 AM.

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

Attendance Sign-In Sheet

DATE: July 22, 2022

**Meeting Location:
Zoom Online Meeting**

Deny Weintraub, President ✓

Sylvia Weintraub, Secretary ✓

Julian Chicha, Treasurer San Diego

Pierson Blaetz, Board Member ✓

Warren Blum, Board Member ✓

Isack Fadlon, Board Member Israel

Daniel Farasat, Board Member N.Y.

David Hay, Board Member ✓

Donald Duckworth, Exe. Dir. DDW

Guest Name- Print	Company	Email
ZACH SOBKOLOF	Hochman Capital	
Lise Trifilette	ER	
Omar Pardo	ER	
Kim Suchalter	MBID	
Allyn Riffkin		
Pat Gilson		
Bob Hale	BOB'S SITE DESIGN	
Fenech Schillaci		