

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING
SPECIAL MEETING ONLINE
MINUTES
Friday, August 19, 2022
VIRTUAL MEETING VIA ZOOM**

*In attendance: Board Members –Blaetz, Blum, Chicha, Fadlon, Hay
Staff – Duckworth*

Guest; Kim Sudhalter, Mark Mireles, John Castello, Adeena Bleich, Joaquin Macias

Meeting called to order at 10:08 AM by Isack Fadlon

A. CALL TO ORDER – Denis Weintraub, President 10:00 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. APPROVAL OF MINUTES – Defer to next meeting.

D. FINANCIAL REPORT – Defer to next meeting.

E. BUSINESS ITEMS

1. Discussion of Security Ambassador Program Activities
- Mark Mireles

Mark Mireles, from Critical Solutions Protective Service Group, reported to the Board on security ambassador activities. Overall crime activities in LA is up this year which presents a significant problem. At the same time crime on Melrose is down.

The Security Ambassador is filing complaints with StreetsLA Enforcement regarding street vending practices that are not permitted by the City Ordinance. He is also checking-in with 5-8 individual businesses every day.

Following questions and answers from the Board the report was received and filed with compliments for a job well done.

2. Discussion / Approval of MTA Grant Tree Planting Proposal
 - Executive Director
 - Adeena Bleich, StreetsLA

Executive Director and representative from CD5 reported that the Council Office has agreed to provide a grant of \$50,000 to the MBIA to defray street tree maintenance costs if a 75-80 new trees can be added to the street through MTA Grant program.

The Executive Director reported that he and Board Member Farasat and the StreetsLA Team has identified locations between LA Brea and Highland for an additional 27 trees that would not obstruct display windows or signage. In addition an additional 5-10 trees have been identified on the frontage of Fairfax H.S. And two palm trees have been identified from the northern frontage of Fairfax H.S. The net result is that if MBIA and StreetsLA can place about 50 trees between Ogden and La Brea the goal of planting 75-80 trees could be realized. CD5 grant funding money would help fund maintenance cost. The Board had a long and in depth discussion about the cost and benefits associated with the street trees.

Board Member Fadlon volunteered to accept a tree in front of his business at 7160 Melrose Ave.

Executive Director reported that he and Gilbert had calculated a tree maintenance cost of \$300 per tree per year based upon their experience maintain about 500 to 600 trees in Westchester.

After broad discussion, Motion: Fadlon, 2nd Blum: "The MBIA Board of Directors hereby agrees to plan for an additional 70-80 street trees on Melrose at locations with minimal adverse impact to business windows and signage; and, to maintain said trees as required by the MTA terms." 3-0-1 (Chicha)

3. Discussion of Streetscape Maintenance Program Activities
 - Gilbert Perez, Maintenance Services Supervisor

Gilbert Perez, Streetscape Services Supervisor, gave a report on activities of his maintenance crew on Melrose. The Board engaged in discussion, questions, and answers. The Board thanked Gilbert for his excellent services.

4. Discussion of Television City Development Project Proposal 2050
5. Discussion of Marketing, Promotions, & Outreach Program Activities
 - Kim Sudhalter

Kim Sudhalter, Marketing & Outreach Manager, reported to the Board her program activities for the month.

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- Next Regular Board Meeting September 9, 2022 @ 10 AM

I. ADJOURNMENT

12:00 PM

Meeting was adjourned at 11:55 AM.

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

Attendance Sign-In Sheet

DATE: August 19, 2022

**Meeting Location:
Zoom Online Meeting**

- Deny Weintraub, President HW
- Sylvia Weintraub, Secretary HW
- Julian Chicha, Treasurer J.C.
- Pierson Blaetz, Board Member PB
- Warren Blum, Board Member WB
- Isack Fadlon, Board Member IF
- Daniel Farasat, Board Member _____
- David Hay, Board Member DH
- Donald Duckworth, Exe. Dir. DD

Guest Name- Print	Company	Email
Kim Sudhalter		
Joaquin Macias		
Adeene Bleich		
John Castello (Loved Belal Hinguz)		
Maul Mueller		