

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
BOARD OF DIRECTORS MEETING  
SPECIAL MEETING ONLINE  
MINUTES  
Friday, September 9, 2022  
VIRTUAL MEETING VIA ZOOM**

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

*Guests: Kim Sudhalter, Gilbert Perez*

*Meeting called to order at 10:15AM.*

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 – May 26, 2022 (Rev).

*After discussion, Motion, Hay, 2<sup>nd</sup> Chicha: “The MBIA Board of Directors hereby approves the revised minutes for May 26<sup>th</sup> as presented.” Approved unanimously.*

D. FINANCIAL REPORT – Defer to next meeting.

E. BUSINESS ITEMS

1. Discussion of Marketing, Promotions, & Outreach Program Activities
  - Kim Sudhalter
  - Katy Yaroslavsky “Meet & Greet” October 1 @ 5 PM @ The Village Idiot
  - Fairfax HS Arts Partnership with Greenway Arts Alliance October 23 @ Noon

*Kim Sudhalter, Marketing & Promotions Director, provided the Board with a verbal report of past activities with particular reference to meeting with CD5 Candidate Yaroslavsky on October 3<sup>rd</sup> and special event with Greenway Alliance on October 23.*

2. Discussion of Security Ambassador Program Activities
  - Security Ambassador is reporting Sidewalk Vending Violations to StreetsLA
  - Streets Ambassador is continuing to make personal contact with individual businesses

3. Discussion of Streetscape Maintenance Program Activities
  - Gilbert Perez, Maintenance Services Supervisor
  - Discussion / Approval of Repairs to 20 +/- Decorative Trash Receptacle Latches at a Cost NTE \$2,700

***Gilbert Perez, Streetscape Services Supervisor, presented a report on his maintenance activities for the previous month. He also reported that about 20 receptacle latches require repair including welding. A BID from an outside vendor was presented to perform the work at a cost not to exceed \$ 2,700. After discussion, Motion: Chicha, 2<sup>nd</sup> Blaetz: "The MBIA Board of Directors hereby approves the expenditure of \$2,700 for trash receptacle repair and authorizes Executive Director to execute same." Approved unanimously.***

4. Discussion / Approval of MTA Grant Tree Planting Proposal
  - Executive Director
  - Would MBID prefer to delete street furniture in favor of additional sidewalk replacement?
  - StreetsLA is still completing their final draft street tree layout. A continued MBID Board Meeting should be scheduled for September 23
5. Discussion of Television City Development Project Proposal 2050
  - MCWCC Meeting September 13 @ 7 PM (630 PM)

***The Executive requested all Board Members to attend the MWCC on September 13 @7 PM to support Television City Proposal 2050. This will be a virtual meeting.***

#### F. REPORT FROM EXECUTIVE DIRECTOR

- #### G. BOARD MEMBER COMMENTS
- Comments re Caruso Meet & Greet

***Board Member Fadlon request a proposal to extent festival lights on Melrose be brought to the next Board Meeting. The proposal would be similar to the installation on Cahuenga Blvd in Hollywood and an extension to existing Melrose festival lighting.***

***Board Member Blaetz requested that a report be brought to the Board about street vending restrictions and Section 41.18. The report should refer specifically to the proximity of Sycamore to the Jewish School, Fairfax HS, and Temple Young Israel.***

#### H. NEXT MEETING

- Next Regular Board Meeting September 23 or October 14, 2022 @ 10 AM

#### I. ADJOURNMENT

12:00 PM

***Meeting adjourned at 11:00AM***

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

**Attendance Sign-In Sheet**

**DATE: September 9, 2022**

**Meeting Location:  
Zoom Online Meeting**

Deny Weintraub, President Houston, TX

Sylvia Weintraub, Secretary Houston, TX

Julian Chicha, Treasurer JC

Pierson Blaetz, Board Member PB

Warren Blum, Board Member Called from Albuquerque, N.M.

Isack Fadlon, Board Member IF

Daniel Farasat, Board Member DF

David Hay, Board Member DH

Donald Duckworth, Exe. Dir. DD

Guest Name- Print	Company	Email
Karin S.		
Gilbert Ruz		