

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING
REGULAR MEETING ONLINE
MINUTES
Friday, November 4, 2022**

VIRTUAL MEETING VIA ZOOM

In attendance: Board Members –Blum, Chicha, Fadlon, Farasat, Hay, D Weintraub, S Weintraub

Staff – Duckworth

Guest - Gilbert Perez, Kim Sudhalter, Daniel Lee, Flor Mata, Adeena Bleich

Meeting called to order at 10:02 AM by President D.Weintraub

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 – October 14,2022

After discussion, Motion: Hay, 2nd Blum: “The MBIA Board of Directors hereby approves the Minutes for October 14, 2022 as presented.” Approved unanimously.

D. FINANCIAL REPORT – Thru August 31, 2022 and Expenditure / Cash Flow Report for 2022.

E. BUSINESS ITEMS

1. Discussion / Approval of MTA Grant Tree Planting Proposal
 - Executive Director
 - Would MBID prefer to delete street furniture in favor of additional sidewalk replacement?
 - Adeena Bleich of StreetsLA will present a final draft street tree layout for Board consideration. Since the last meeting StreetsLA has met in the field with Board Members & the Executive Director to resolve all outstanding issues.

Adeena Bleich of StreetsLA presented the current street tree count of locations that could be added for MTA Grant street trees. A total of 124 trees are possible. The Board had previously agreed to 70-80 trees from a maintenance cost perspective. An extended discussion ensued.

President Weintraub supported the planting of 120 streets trees. Adeena and StreetsLA wanted to be sure Board Members would be comfortable with street tree locations that had been selected. She will distribute a link to location maps along Melrose for the Board to individually validate after the meeting. Any location objected to will be removed. The Board agreed.

After discussion, Motion: S Weintraub, 2nd Blum “The MBIA Board of Directors hereby approves the planting of up to 124 new street trees within the MTA Grant and subject to Board Member location review.” Approved unanimously.

2. Discussion of Possible Addition of Festival Lighting for Melrose Avenue.
 - Kim Sudhalter
 - Proposal from LA Christmas Light Installers
 - Proposal from Bright Life
 - Map of block by block costs

MBIA continued its discussion about the possible addition of festival lighting on Melrose. Brad Sweezy the low bid vendor to provide festival lighting made a lengthy and detailed presentation to MBIA. His proposal included one-time per month maintenance for one year. He expects the lights to have a lifespan of 5-7 years. He does not know if there will be a City electricity charge. President Weintraub said that he felt restaurant use areas should receive emphasis for festival lighting. Several Board Members felt that it might be feasible to skimp on maintenance cost, which, the Executive Director cautioned against.

Board Member Chicha said he was not aware the MBIA has sufficient funding to entertain such a project. He also asked if festival lighting really takes the place of security lighting? Board Member Farasat felt that a better investment was to provide additional security lighting. Board Member Chicha and Board Member Hay felt that a long term lighting plan was needed to enhance safety for the BID area. Board Member Farasat said that a long term safety lighting plan could provide the basis for seeking a grant to fund installation costs. President Weintraub agreed.

3. Streetscape Maintenance Schedule for Zone 1 & Zone 2
 - Executive Director & Streetscape Maintenance Supervisor

Gilbert Perez, Streetscape Maintenance Supervisor, responded to questions raised in the previous MBIA board meeting by Board Member Farasat as to whether or not streetscape maintenance services were equitably distributed in Zone 1 & 3. The Executive Director developed and presented a service matrix which allocated the existing level of services among the two zones. Zone 1 should receive 75hrs per week for 5,253 linear ft. Zone 3 should receive 25hrs for its 1,647 linear ft. The matrix details were distributed to all board members.

4. Discussion of Marketing, Promotions, & Outreach Program Activities
 - Kim Sudhalter
 - Fairfax HS Arts Partnership with Greenway Arts Alliance October 23 @ Noon
 - Update on Entry Signage

Kim Sudhalter, Marketing and Promotions Director, presented her report on Marketing, Promotions and Outreach activities for the month. She said that she was trying to provide a report on entry signage at the December Board Meeting.

5. Discussion of Possible Neighborhood Street Festival
- Board Member Fadlon

Board Member Fadlon suggested that MBIA sponsor a Neighborhood Street Festival that provided an opportunity for neighbors to meet and have refreshments on a Saturday morning. He had recently attended a similar event with another neighborhood group.

After discussion, Motion: Chicha, 2nd Fadlon: “The MBIA Board of Directors hereby approves the sponsoring of neighborhood street event at a cost not to exceed \$1,000 with matching funding from another organization.” Approved unanimously.

6. Discussion of Possible Addition of 3 Days of Porter Service Zone 1
- Board Member Blum
- (Carryover to December meeting)

Board Member Blum suggested that MBIA add 3 days of additional porter service to improve the streetscape maintenance in Zone 1. Maintenance Supervisor Gilbert Perez answered Board Member questions. Ultimately he agreed to reassign existing crew members working during the week to weekend duties to see if that improved maintenance quality.

The Executive Director and Mr. Perez will return to the Board at a future meeting with an assessment of the schedule change in terms of providing better service.

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

Board Members raised the idea about providing a \$500 holiday bonus to Gilbert Perez for his top quality service. There was no objection. After discussion it was approved by consensus and the Executive Director was directed to implement the bonus.

H. NEXT MEETING

- Next Regular Board Meeting December 9 @ 10 AM

I. ADJOURNMENT

12:00 PM

Meeint adjourned at 12:14 PM