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BID INFO

Board of Directors:

Denis Weintraub, President
Sylvia Weintraub, Secretary
Julian Chicha, Treasurer
Pierson Blaetz, Board Member
Warren Blum, Board Member
Isack Fadlon, Board Member
Daniel Farasat, Board Member
David Hay, Board Member

Staff:

Executive Director: Donald Duckworth
Marketing Director: Kim Sudhalter
Cleaning: Streetscape Services
Safety: Critical Solutions (CSPSG)

Meetings:

BID Board Meetings: 2nd Friday of
the month, 10am. **Crime Prevention:**
1st Wednesday of the month, 7pm.
Check BID website for Zoom links.

Resources:

LAPD: De'Antraye Dantzler,
(213) 793-0708, 40675@lapd.online

BID Security Ambassador:

Please call (213) 423-8108 or email
MelroseBIDAmbassador@gmail.com

Graffiti Removal/Sidewalk Cleaning:

Contact Don Duckworth,
duckworth.donald@gmail.com

Website & Social Media:

www.melroseartsdistrict.com

FB: melroseartsdistrict

IG: melroseartsdistrict

TW: melroseartsdist



10 TIPS FOR HOLIDAY SAFETY

As the holiday season approaches, businesses in the Melrose Arts District need to be prepared for an increase in shoplifting, possible smash-and-grab incidents, and any other disruptive behaviors thrown your way. It's crucial not only to protect your merchandise but also to ensure the safety of your employees and customers, and the security of your premises. Be prepared!

Here are ten essential tips to help you prevent theft and keep your business safe during this festive season.

- 1. Employee Training:** Start by providing comprehensive training to your employees on how to identify suspicious behavior and potential shoplifters. Ensure they understand your shop's security procedures and the importance of staying vigilant during busy times. Think about developing a code word or signal that employees can use to discreetly communicate potential security threats to each other.
- 2. Security Cameras:** Invest in high-quality security cameras and strategically position them throughout your store. Visible cameras act as deterrents, and they can also provide valuable evidence if an incident occurs. Ideally, cameras should be capable of thirty (30) days memory storage.
- 3. Adequate Lighting:** Maintain proper lighting both inside and outside your store. Well-lit areas are less attractive to thieves and reduce hiding spots for potential thieves.
- 4. Alarm System:** Install a reliable alarm system that includes motion sensors and glass break detectors. Ensure that it's professionally monitored, so authorities can be alerted in case of a break-in.
- 5. Access Control:** Limit access to your store during off-hours. Implement a key control system to track who has access to your business. Reinforce entry points with shatterproof glass and sturdy doors with sturdy locks and deadbolts to make it harder for smash-and-grab attempts. Use security shutters that can be closed at night or during non-business hours to protect your storefront. (cont.)



10 TIPS FOR HOLIDAY SAFETY (cont.)

- 6. **Display Strategies:** Arrange merchandise strategically, keeping high-value items away from entrances. Use anti-theft devices like locking display cases or clothing tags to deter theft.
- 7. **Visible Signage:** Display signs indicating that your store is under surveillance, and penalties for theft. Do not keep cash onsite overnight and display signage to the effect that "there is no cash on the premises." This can act as a deterrent.
- 8. **Hire Security Personnel:** If possible, employ security guards during peak shopping hours, especially during the holiday season.
- 9. **Emergency Procedures:** Establish clear protocols for handling theft attempts, emergencies, and lockdowns. Train employees on how to respond to various situations and keep emergency contact numbers readily accessible.
- 10. **Collaboration with Neighbors:** Build relationships with neighboring businesses and create a sense of community vigilance. Share information about suspicious individuals or incidents and consider joint security initiatives. And finally, Join the MBID private Facebook Group called **Melrose Businesses**. Request to join and we'll approve you.

The holiday season is a busy and profitable time for small businesses along Melrose Avenue, but it can also be a prime target for theft and vandalism. By implementing these ten security measures and focusing on employee safety, you can help safeguard your store and merchandise while ensuring that your customers have a safe and enjoyable shopping experience.

If you need advice on securing your premises, please contact Kim Sudhalter at the Melrose Business Improvement Association (kim@urbanlegendpr.com) and we will arrange for our security firm, or our neighborhood Senior Lead Officer, to visit and tailor your security measures to the specific needs and vulnerabilities of your store.

In summation, stay vigilant, communicate with your employees, and work together with your neighboring businesses to create a secure and thriving community Within the Melrose Arts District during the holidays and throughout the year. We hope it's a safe, profitable holiday shopping season for everyone!

Key Information:

SLO De'Antraye Dantzler: 213.793.0708, 40675@lapd.online

SLO Ian O'Brien: 213.590.5410, 38916@lapd.online

BID Security Ambassadors: 213.522.3681, melrosebidambassador@gmail.com

LAPD Non-Emergency Dispatch: (877) ASK-LAPD (1-877-275-5273)

Wilshire Division Front Desk: (213) 473-0476

CD5 Field Deputy, Thao Tran: O: (213) 473-7005, C: (213) 898-4959, thao.tran@lacity.org

MyLA311 (graffiti removal, pothole repair, bulky-item pickup): Call 311 or (213) 473-3231, submit thru app or website, myla311.lacity.org