

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

MINUTES

**Friday, February 12, 2021
VIRTUAL MEETING VIA ZOOM**

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

Staff – Duckworth

Guest; Margarete Taylor, Elsie Lopez, Riley Sherwood, Gilbert Perez, Stacy Winett, Warren Blum, Kim Sudhalter, Christian Sperne

Meeting called to order at 10:00 AM by President, Denis 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 – Defer to future meeting.

D. FINANCIAL REPORT – Through January 30, 2021.

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
- Gilbert Perez, Streetscape Supervisor

Gilbert Perez, Streetscape Maintenance Supervisor, presented the Board with a report of Streetscape activities for the month. He reports food truck and street vendor cleanup is taking a greater amount of time. He has been repainting the City’s black trash receptacles to remove unsightly graffiti. Illegal dumping is also a major problem on Melrose. It appears that some property owners do not have required trash service.

2. Discussion re Security Ambassador Services
- Report on monthly activities log
- Last Melrose Merchant’s Meeting Crime Prevention Meeting – March 9 @ 6 PM
= CD5 Kevin Nahai will be present to address Street Vending & Food Truck Issues
- Report from LAPD SLO (Ian O’Brien is on leave)

Riley Sherwood, BID Security Ambassador, presented a report of his monthly activities to the Board. Armed robberies of pedestrians displaying expensive jewelry seems to be increasing and imposes extreme danger. Additionally, the BID has produced a monthly Crime Prevention Meeting set for March 9th 2021

3. Discussion re Request From Streets LA for Melrose BID Commitment to Provide Future Maintenance for Street Trees, Wayfinding Signage, Gateway Signage, Street Furnishings, or Other Improvements Installed as Part of the Melrose Pedestrian Improvement Project (MTA Grant)
 - Report from Executive Director

Executive Director Duckworth presented an email from Streets LA outlining their requests for maintenance services of MTA Grant installed improvements. He included detailed line item cost accounting analysis for tree maintenance services as well as standard estimates from a local arborist in the Los Angeles area. Both sources report comparable costs. Melrose BID should anticipate a cost of \$300 per tree and maintenance for 50 trees would total about \$15,000 per year. The Board discussed these figures and will refer to them in their next discussion on the MTA Grant.

4. Approval to Initiate MBIA Board Member Recruitment Process and Modification of Bylaws
 - Report from Executive Director
5. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Installation of Festival Lighting Update (\$2,415 raised @ Go Fund Me; \$1,000 from CM Koretz; MBIA has committed to proceed with remainder of \$9,500 project cost as soon as City permits)
 - Discussion / MBIA Direction re Spotify contributions (\$336.29)
 - Pole Banner Space for FFHS Banners
 - Online & Social Media Strategy Update
 - Update on Melrose BID Covid Support for Stakeholders

Kim Sudhalter, Marketing & Promotions Director, presented a report of her activities for the month. She reported that a total of \$336.29 had been received from the T-Shirt sales project and recommended that those funds be allocated to Festival Lighting Project which was approved by consensus of the Board.

6. Report Fr Margaret Taylor re City Proposal to Increase Planning Fees and Recommendation for MBID to Formally Oppose

Margaret Taylor presented a detailed report of her activities.

After discussion, Motion: Farasat, 2nd S Weintraub, "The MBIA Board of Directors hereby opposes any planning fee increase." Approved unanimously.

7. Recommendation to Formally Oppose LA County Adoption of a COVID-19 Recovery Surcharge on Indoor Dining Businesses

Margaret Taylor reported County Board consideration of establishing a Covid-19 cost recovery surcharge. By consensus the Board authorized a letter opposition be prepared for the County.

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- March 12, 2021 @ 10 AM @ Virtual Meeting

I. ADJOURNMENT

12:00 PM

Meeting adjourned 11:41 AM

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

Attendance Sign-In Sheet

DATE: February 12, 2021

Meeting Location:

Zoom Online Meeting

Deny Weintraub, President ✓

Sylvia Weintraub, Secretary ✓

Julian Chicha, Treasurer ✓

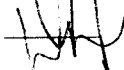
Pierson Blaetz, Board Member ✓

Isack Fadlon, Board Member ✓

Daniel Farasat, Board Member ✓

David Hay, Board Member ✓

Fred Rosenthal, Board Member

Don Duckworth, Exe. Dir. 

Guest Name- Print	Company	Email
Elsie Lopez		
Kin Suckhatter		
Wanna Blum		
Christina Spence		
Stacy Smith		
Gilbert Perry		