

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

**MINUTES
Friday, March 12, 2021
VIRTUAL MEETING VIA ZOOM**

***In attendance: Board Members –Blaetz, Hay, D Weintraub, S Weintraub
Staff – Duckworth***

Guests: Margaret Taylor, Elsie Lopez, Riley Sherwood, Sam Yebri

Meeting called to order at 10:09 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 February 28, 2021.

E. BUSINESS ITEMS

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

Gilbert Perez, Streetscape Maintenance Supervisor, presented his monthly report of activities to the Board and answered questions.

2. Introduction of CD5 Candidate Same Yerbi (10:15 to 10:30 AM)

Sam Yebri from CD5 introduced himself to MBIA Board and described his platform if he is successfully elected. Board Members engaged in general conversation with questions and answers. No action was taken.

3. Report Fr Margaret Taylor re Various Public Policy / Landuse Regulatory Issues:
 - Update on the City Planning Commission Public hearing on the HPCU and CPIO: Draft letter to CPC attached);
 - Update on Melrose Arts District designation;
 - Update on Streetscape support;
 - Update on Commercial Eviction Moratorium;

- Update on Planning Department Filing Fees Increase;
- Update on COVID19 relief measures;
- Relief from parking for changes in use;
- Tolling of CUB, parking, and valet requirements;
- Relief from parking for patio seating and coverings for patio seating.

Margaret Taylor, presented a detailed report of her activities. The Board engaged in questions and answers and general discussion. After discussion, Motion: S Weintraub, 2nd Hay, "The MBIA Board of Directors hereby supports Planning Commission action approving Hollywood Community Plan 2 and Community Plan Implementation Ordinance." Approved unanimously.

4. Report re MBID Crime Prevention Meeting (@ March 9; Discussion / Recommendation for MBID Leadership of a Community Campaign for Additional LAPD Resources
 - MBID Property & Business Stakeholders
 - MCWCC & GWNC
 - Residents
 - Melrose Action Alerts
 - Hollywood Partnership BID & Others
 - Hollywood Chamber of Commerce
 - Others

Executive Director and Kim Sudhalter described the March 9th Crime Prevention Meeting in detail and answered Board questions. A general discussion ensued.

5. Discussion re Security Ambassador Services
 - Report on monthly activities log

Security Ambassador, Riley Sherwood, reported on his activities for the month and answered Board questions.

6. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Crime Prevention 1-Sheet
 - LAPD Drop-In Center
 - Festival Lighting Project Update
 - Smart City Labs Window Activation Project
7. Pending Item for Future Discussion: 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)

F. REPORT FROM EXECUTIVE DIRECTOR

Executive Director Duckworth reported that Mid City West elections would be held March 16 and he encouraged all Board Members to vote. He would also be communicating with

property owners in that regard. Kim Sudhalter would be communicating with business stakeholders about the importance of voting as well.

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- April 9, 2021 @ 10 AM @ Virtual Meeting

I. ADJOURNMENT

12:00 PM

Meeting Adjourned at 11:50PM

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

Attendance Sign-In Sheet

DATE: March 12, 2021

**Meeting Location:
Zoom Online Meeting**

Deny Weintraub, President ✓

Sylvia Weintraub, Secretary ✓

Julian Chicha, Treasurer *Called In*

Pierson Blaetz, Board Member ✓

Isack Fadlon, Board Member _____

Daniel Farasat, Board Member

David Hay, Board Member ✓

Fred Rosenthal, Board Member *NO*

Don Duckworth, Exe. Dir. *WHL*

Guest Name- Print	Company	Email
<i>Margaret Taylor</i>		
<i>Riley Sherman</i>		
<i>Blaine Lopez</i>		
<i>Sam Yehie</i>		