

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

MINUTES

Friday, April 9, 2021

VIRTUAL MEETING VIA ZOOM

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

*Guests: Margarete Taylor, Elsie Lopez, Riley Sherwood, Gilbert Perez,
Warren Blum, Nasim Kablan, Daniel Benvegnu*

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.

Mr. Daniel Benvegnu from Agora Temple, introduced himself to the Board and said that his group will do Melrose Ave cleanups on a volunteer basis. He is located at 7561 Melrose Ave.

The Executive Director recognized Nasim Kablan newly elected District 2 Representative to Mid-City West Community Council

C. APPROVAL OF MINUTES – Defer to future meeting.

D. FINANCIAL REPORT – Defer to next meeting.

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Supervisor
 - Recommendation to increase pressure washing by two days per week (\$400 / wk) because of business re-openings.

Gilbert Perez, Streetscape Maintenance Supervisor, reviewed his issues and activities for Streetscape Maintenance during the month. Based upon increased traffic loads and conditions, he and the Executive Director are recommending an increase in pressure washing

by 2 days per week totaling \$400 a week. The Executive Director joined in that recommendation.

After discussion, Motion: Blaetz, 2nd Hay, "The MBIA Board of Directors hereby approves the addition of pressure washing for an additional 2 days per week at cost of about \$400 per week." Approved 5-1 (Fadlon).

2. Presentation of Digital Windows Marketing Concept @ 10:30 AM
 - Mr. Dave Gajda, Smart City Labs
 - Jack Illes, Smart City Labs

Mr. David Gajda and Mr. Jack Illes presented their Digital Windows Marketing Concept. Mr. Gajda is a member of Hollywood BID Board and their company is interested in providing digital marketing for vacant window areas. He is looking for 6-8 windows on the Melrose Ave frontage. Mr. Illes presented an informational deck to the Board.

Following the presentation the Board engaged in an extensive discussion about the concept and how it might work for Melrose businesses. There was also some concern expressed for advertising for non-local entities such as hotels and liquor companies.

The Board took no formal action on the proposal. Kim Sudhalter will continue to investigate the feasibility with respect to specific window locations.

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

Riley Sherwood, Melrose BID Ambassador, presented his monthly repost of activities to the Board. During the month several complimentary letters were received about Riley's support. LAPD is trying to establish a street vendor "no go zone" and BID stakeholder support is requested. Board Member Fadlon said that he would write a letter detailing the problems he has experienced in front of his business with unruly street vendors that are unlicensed and interfere with pedestrian travel and regular business conduct. Marketing Director, Kim Sudhalter, will also provide supportive communication.

4. Minnesota Chauvin Trial / Potential Protest Preparation
 - Report from Executive Director
 - Executive Director and Mark Mireles will be prepared to respond based upon LAPD guidance and field observations just as was done during the past summer's civil unrest.

Executive Director Duckworth reiterated his email to Board Members regarding preparations for any possible adverse reactions to the conclusion of the Chauvin Trial in Minnesota. The Executive Director and Mark Mireles will maintain focused attention during this period of potential danger.

5. Report re MBID Crime Prevention Meeting @ April 6
 - LAPD needs the active support of all Melrose BID property owners. Please be aware of and responsible for your tenant decisions. Illegal marijuana dispensaries, unapproved uses, illegal alcohol sales, can have an adverse effect on the revitalized entertainment

district that we are all committed to promoting.

- Illegal street vending may be addressed by new City multi-departmental task force. Individual letters of support and testimony are needed from Melrose BID business and property owners.
- BID Security Ambassador & LAPD continue to pursue on-going issues with reasonable success.

6. 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

7. Discussion re Concept of Purchasing Camera(s) for LAPD Support

- Sgt AJ Kirby is attempting to secure cost estimates for a camera of suitable quality.
- Captain Paulson has yet to approve a joint project.
- Hollywood Entertainment District has experience that should be queried.

8. Discussion Melrose Arts District Marketing & Promotions

- Kim Sudhalter, Marketing & Promotions Director
- Crime Prevention I-Sheet
- LAPD Drop-In Center
- Festival Lighting Project Update; recommendation to extend 1 block east
- Smart City Labs Window Activation Project

Marketing & Promotions Director, Kim Sudhalter, recommended that the Board extend the previously approved lighting zone one block east to Martel to provide a bigger / brighter reopening statement in support to Melrose Businesses.

After discussion, Motion: Farasat, 2nd Hay, "The MBIA Board of Directors hereby approves the extension of the Festival Lighting Zone one block east to Martel contingent upon contributions from at least some of the impacted businesses / property owners. Total estimated cost is \$5,000" Approved unanimously.

9. 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 he had been in contact with CD-5 Jeff Ebenstein and determined that the Board would need to host a special meeting before 9AM or after 5:30 PM because of his City Employment status with Councilman Koretz. By consensus the Board agreed to hold a special meeting.

G. BOARD MEMBER COMMENTS

President Weintraub asked if Board Members would be amenable to resume in person meetings in June. Board Members generally agreed.

H. NEXT MEETING

- May 14, 2021 @ 10 AM @ Virtual Meeting

I. ADJOURNMENT

12:00 PM

Meeting adjourned at 12:05

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

Attendance Sign-In Sheet

DATE: April 9, 2021

**Meeting Location:
Zoom Online Meeting**

Deny Weintraub, President _____

Sylvia Weintraub, Secretary _____

Julian Chicha, Treasurer _____

Pierson Blactz, Board Member _____

Isack Fadlon, Board Member _____

Daniel Farasat, Board Member _____

David Hay, Board Member _____

Fred Rosenthal, Board Member *no* _____

Don Duckworth, Exe. Dir. *WHP*

Guest Name- Print	Company	Email
<i>Riley Sherman</i>		
<i>Elsie Lopez</i>		
<i>Margaret Taylor</i>		
<i>Gilbert Perry</i>		
<i>Warren Blum</i>		
<i>Nasim Kablan</i>		
<i>Daniel Benvegnu, Agara Temple</i>		