

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

MINUTES

**Friday, May 14, 2021
VIRTUAL MEETING VIA ZOOM**

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

Staff – Duckworth

Guests: Margaret Taylor, Elsie Lopez, Riley Sherwood, Gilbert Perez Kim Sudhalter, Scott Epstein, Philip Farha, Pastor Drew, Nasim Kablan

Meeting called to order at 10:05 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 – Financial Report Thru April 30, 2021.

President Weintraub and Executive Director reported to the Board that Treasurer Chicha and Executive Director are still completing spreadsheet for a complete financial review. Any discussion today is premature and should be held off.

E. BUSINESS ITEMS

1. Introduction to Mr. Scott Epstein, Candidate for City Council in CD5
 - Comments from Board Member Fadlon
 - Open discussion, questions & answers

Mr. Scott Epstein Candidate for City Council in CD5, appeared before the Board to introduce himself and explain his candidacy. The Board engaged in wide ranging discussion with questions and answers about business issues.

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

Gilbert Perez, Streetscape Service Supervisor, addressed the Board about maintenance activities in the past month. Illegal dumping in the alleys continues to be a major problem and is one of the biggest issues he faces on a recurring basis. Board Member Hay reported his observations that residents are dumping in commercial bins and alleys.

The Board and business stakeholders seem satisfied and supported by the current level of Streetscape Service maintenance.

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

Riley Sherwood, Security Ambassador, addressed the Board about his activities for the month he reported that his observation is that crime on Melrose is generally down for the period. In addition LAPD seems to have controlled street gamblers. The biggest ongoing issues are motorcycle takeovers and uncontrolled sidewalk vendors.

The Board agreed with these assessments and commended the work that has been done.

4. Request for financial assistance to purchase sound monitoring equipment (Michael Schneider).
 - Comments from Board Member Fadlon

After discussion, the Board declined the request for funding.

5. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Crime Prevention Meeting with LAPD May 4, 2021
 - Festival Lighting Project Update; extending 1 block east
 - No-Go Zone for Sidewalk Vendors
 - Update of Store Listings

Kim Sudhalter, Marketing & Promotions Director, addressed the Board about her monthly activities. She has been assisting Commanding Officer Paulson, to establish a No-Go-Zone to prohibit sidewalk vending in the Melrose BID area. On May 4th the Monthly Crime Prevention meeting with property owners and business stakeholders was conducted by Zoom. The meeting was successful for all.

Additionally, Sudhalter informed the Board of her efforts to send links to the festival lighting GoFundMe to business and property owners located in the area.

6. Discussion / Recommendation for MBID Leadership of a Community Campaign for Additional LAPD Resources
 - Petition language approval
 - MBID Property & Business Stakeholders
 - MCWCC & GWNC
 - Residents
 - Melrose Action Alerts

- Hollywood Partnership BID & Others
- Hollywood Chamber of Commerce
- Others

Executive Director submitted revised language for a petition in support of LAPD complete budget restoration based on discussions with Board Members:

Petition in Support of Complete LAPD Budget Restoration

The Melrose BID and undersigned stakeholders of the City of Los Angeles hereby petition the Mayor and City Council to fully restore LAPD budget funding to its original FY2020 funding levels, including restoring the \$150 million in budget cuts made earlier this year. While we are committed to supporting justice for all and believe that policing reforms are needed, we also believe in the importance of keeping our community safe.

We have all felt the uptick in crime over the last six months as police resources have been cut back. People are feeling unsafe on the streets, not just at night but in broad daylight. A direct correlation can be drawn between the lack of police presence caused by department personnel cuts and the rise in crime on the streets and in our neighborhoods.

Los Angeles is soon to receive \$1.35 billion in federal relief to cover the loss of tax revenue caused by the pandemic. We request immediate action from the Mayor & City Council to utilize some of this money to restore the LAPD budget to its original 2020 funding levels.

The Board had an extensive discussion about the petition process and wording. After deliberation Motion: Silvia Weintraub, 2nd D Weintraub, “The MBIA Board of Directors supports the proposed petition process, language as presented by the Executive Director, and authorizes initiation of petition process in support of LAPD budget.” 4-0-1 (Fadlon Abstained).

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
 - FEMA Grant requires 501c3 “charitable foundation”
8. MBID Budget Review / Discussion
9. Approval of Bylaws Modification for Board Election Process

The Executive Director presented a Bylaws amendment for Board approval to clarify past practice with respect to Board elections. The Bylaws amendment will provide the Board of Directors, at their sole discretion, may initiate a full election process in any year”. The Board has not conducted elections every year because of the administrative burden presented by such process.

***After discussion, Motion: Chicha, 2nd S Weintraub, “The MBIA Board of Directors hereby approves the proposed bylaws amendment as proposed by the Executive Director.”
Unanimously Approved.***

10. 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

The Executive Director informed the Board that the restaurant property owner across from CVS would like to initiate universal valet parking at CVS and requested Board assistance. The Executive Director requested that a subcommittee of Board Members be appointed and meet with CVS in this regard. Board Member David Hay and President Deny Weintraub offered to participate.

Executive Director informed the Board that Television City proposal would be presented to them at the June meeting.

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- June 11, 2021 @ 10 AM @ Virtual Meeting

I. ADJOURNMENT

12:00 PM

Meeting adjourned at 12:00 PM

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

Attendance Sign-In Sheet

DATE: May 14, 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. *WDH*

Guest Name- Print	Company	Email
<i>Ken S.</i>		
<i>Elaine Lopez</i>		
<i>Phyllis S.</i>		
<i>Gilbert</i>		
<i>Kathryn Fager</i>	<i>Hope Lutheran</i>	
<i>Scott Rostin</i>		
<i>Phillip Parker</i>	<i>Greer Wesleyan NC</i>	
<i>Pastor Drew</i>	<i>Hope Lutheran</i>	

Nasim Kabbani

Margaret Taylor