

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

MEETING MINUTES

**Friday, April 17, 2015
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

Staff – Duckworth

***Guest – Kim Sudhalter, Pierson Blatz, Gilbert Perez, David Hay, Peter Nichols, John
Darnell, Elsie Lopez***

(Note: In compliance with the Americans with Disabilities Act and its implementing regulations, the MBIA / Melrose BID will provide reasonable accommodations upon request, which must be received 72 hours in advance of the desired meeting date. To request such an accommodation, please contact the Melrose BID Executive Director at 323-525-0840 or at Duckworth.Donald@gmail.com.)

1. CALL TO ORDER – Denis Weintraub, President 10:00 AM

2. 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.

Peter Nichols representing Melrose Action Neighborhood Watch requested that the Melrose BID become a Co-Sponsor with his organization for the National Night Out event, which has been conducted annually. He saw it as a great way for the Melrose BID and its merchants to develop relationships with their current and prospective customers.

Board Members were supportive and enthusiastic about the potential. After discussion, Motion: Fadlon, 2nd Farasat, "The MBIA Board of Directors hereby approves Co-Sponsoring of National Night Out in conjunction with Melrose Action Neighborhood Watch, LAPD and City Council Office." Approved unanimously

3. APPROVAL OF MINUTES –

Deferred to next meeting.

4. FINANCIAL REPORT - Through March 31, 2105

After discussion, Motion: Chicha, 2nd Farasat, "The MBIA Board of Directors hereby approves the Financial Report through March 31, 2015 with requested revised format as submitted." Approved unanimously.

5. BUSINESS ITEMS

A. Streetscape Improvements, Discussion & Actions as Desired re Various Streetscape Issues

- Report from Gilbert Perez re status of Clean Streets streetscape work

Gilbert Perez, Clean Streets Supervisor, reviewed of monthly services to the Melrose BID the Board of Directors was complimentary about the services and cleanliness of the district.

After discussion, the Board requested the Executive Director to communicate to the City Council Office in order to have all catch basins screened to prevent rodent problems.

B. Marketing & Promotions Committee Recommendation to Add Theater & Entertainment to Its Purview and Pierson Blaetz as a Member

- Isack Fadlon

Board Member Fadlon presented the Marketing & Promotion Committee's recommendation that theater and entertainment be added to its purview and that Pierson Blaetz become a member of the Committee because of his unique insight and capabilities in these areas.

After discussion, Motion: Chicha, 2nd Fadlon, "The MBIA Board of Directors approves the recommended changes to the Marketing & Promotions Committee including the addition of Pierson Blaetz." Approved unanimously.

C. Other Marketing & Promotions Committee Recommendations

- Merchant Mixer – April 14
- Neighborhood Mixer -
- Theater Meeting TBD
- First Thursday events for June, July, August, September (NTE \$2,500 per event)

Marketing Manager Kim Sudhalter reviewed the Black Captain Program to help comminute with business on Melrose. She also discussed the Merchant Mixer held April 14, 2015 and discussed plans for a neighborhood mixer in the future. The Board and Peter Nichols decided that Sunday was the best day for a neighborhood mixer.

Kim also reported the Marketing & Promotions Committee recommendation that a number of themed events be held in the months of June, July, August, and September that would encourage broad participation along Melrose Avenue. It is estimated that the budget for

each event be should be \$2,500. Themed events could include design, art, and or food, each on a separate night.

***After discussion, Motion: Fadlon, 2nd Farasat, “The MBIA Board of Directors hereby approves the concept of conducting four themed events as described, subject to additional information on each event being provided to each board member through email..”
Approved unanimously.***

D. Discussion Re Candidates for Board Membership

- David Hay
- Donald Tyson
- Pierson Blaetz

The Board discussed the candidate interviews conducted at the previous meeting and expressed appreciation for the tremendous talent wanting to participate on Melrose BID activities.

After further discussion, Motion: Farasat, 2nd Fadlon, “The MBIA Board of Directors hereby appoints Peirson Blaetz as a Member of the Board of Directors for a one year term.” Approved unanimously

After discussion, Motion: Farasat, 2nd Fadlon, “The MBIA Board of Directors hereby appoints David Hay and Donald Tyson to its Future Vision Committee .” Approved unanimously

E. Status Report re 2 Restaurants and Valet Parking Pilot Implementation

- Met with 2 restaurant owners (Steven Kalt & Marciel Vigneron): total need 40 spaces
- Met with car wash owner as possible parking lot: total supply of 40 spaces
- Awaiting car wash owner feedback to agreement discussion points
- Jeff Jacobberger working with valet operators
- Meeting with Temple Young Israel next week
- Operational start: July 15 per restaurants

Executive Director Duckworth reviewed the status relative to establishing a valet parking pilot. The Board was supportive of this project and understood how it would work.

The Board discussed creating a promotional program with local transportation network companies such as Uber and Lift and asked the Executive Director to present a recommendation at the next MBIA Board meeting.

F. Status Report re Melrose Future Vision Committee

- Daniel, Julian, Deny
- Review of Project Description, Goals, Deliverables, Next Steps
- Meeting to consider revised consultant proposals is pending.

Executive Director Duckworth presented a status report of the Melrose Future Vision Committee's work. The Board expressed support for the Committee's work and urged speedy action.

G. Recommendation to Purchase an Ad in Starline Tours Brochure (NTE \$2,800)

Executive Director Duckworth recommended that the MBIA contract for an ad in the Star Line Tours. Some 410,000 brochures will be printed and distributed to tourists interested in shopping such uniquely Los Angeles Neighborhoods such as Melrose. This tour business has been growing about 17% year and should be a source of customers for BID merchants After discussion, Motion: Fadlon, 2nd Chicha, "The MBIA Board of Directors hereby approves an expenditure of \$2,800 dollars for an ad in the StarLine Tours brochure for the year and authorizes the Executive Director to execute documents as needed to achieve that." Approved unanimously.

H. Report re Marketing & Promotions Committee – Kim Sudhalter

- i. Urban Legend Monthly Activity
- ii. Utility Vault Project Status Report
- iii. Melrose Mural Project ("MMP")
- iv. BID Newsletter

Kim Sudhalter, Marketing Manager, presented her monthly report of activities. The Board members felt that Marketing & Promotion activities are being well received from the BID area stakeholders and expressed appreciation.

The Board also discussed a potential Harajuku Event and requested that the Executive Director to contact the Japanese Consulate in that regard.

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING – Regular meeting Friday, May 8, 2015

9. ADJOURNMENT

1:00 PM

Meeting Adjourned at 12:30 PM

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

ATTENDANCE SIGN-IN SHEET

DATE: April 17, 2015

Meeting Location:
Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038

Deny Weintraub, President *DW*
Sylvia Weintraub, Secretary *SW*
Julian Chicha, Treasurer *JC*
✓ Isack Fadlon, Board Member *IF*
Daniel Farasat, Board Member *DF*
Fred Rosenthal, Board Member _____ - absent
Don Duckworth, Exe. Dir. *DD*

Guests: Tel. E-Mail

GILBERT PEREZ CLEANSTREET
Kim Sudhakar you know :
John Blatz Pierson Blatz
David Hay david@wallaccesscapital.com
Peter Nichols peter@melroseaction.com
John Darnell john.darnell@lacity.org
Elvite Noemi Lopez :)