

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

REGULAR MEETING MINUTES

**Friday, October 14, 2016
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

*In attendance: Board Members – Chicha, Fadlon, Pierson, Rosenthal, Weintraub, S
Weintraub*

Staff – Duckworth

*Guest: Kim Sudhalter, Riley Sherwood, Bob Abrahams, Gilbert Perez, Elsie Lopez,
Mehrnoosh Naderi, Michael Fogel, D. Lowe, Richard Jebejian*

Meeting called to order at 10:20 AM by President, Denis Weintraub

*(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.

- Comments by Neighborhood Prosecutor, Nooshi Zahiri re existing marijuana sales on Melrose and City's plan for possible voter initiative approval in November.

A. City Prosecutor Nooshi Zahiri addressed the Board regarding enforcement of existing illegal dispensaries and status of the City's planning for administration / management of marijuana sales in the future should the ballot measure in November 2016 be approved by the voters.

She noted that there were seven (7) dispensaries currently operating in the Melrose BID area, one (1) of which is legal, Korea Town Collective (7382 Melrose Ave). Eleven (11) dispensaries have been closed within the Melrose BID area she said. Four (4) of the seven (7) are being investigated by LAPD Vice with possible enforcement action pending.

The City Prosecutor said that there was not any particular plan that the City had approved for administering and managing marijuana sales in the event of ballot measure approval. She said that such action would be within the purview of the Mayor and City Council.

After discussion, Motion D Weintraub, 2nd Chicha: “The MBIA Board of Directors hereby request the Executive Director to a). advise Melrose BID stakeholders in the extensive process required to legalize marijuana sales; and b). request the City Attorney’s Office and LAPD to expedite enforcement against illegal marijuana sales within the BID area as much as possible; and c). request the Mayor and City Council make every effort to adopt comprehensive program of administration and management of marijuana sales that avoided a recurrence of the tremendous difficulties experienced in the past.” Approved unanimously.

B. Property Owner, Richard Jebejian addressed the Board to tell them how pleased he was with the work that the Melrose BID was doing. He also requested that the Melrose BID research the process and feasibility of requesting a comprehensive rezoning of Melrose Avenue commercial properties to restore zoning ordinance benefits / land use lost during approval of the Hollywood Specific Plan. These benefits would relate to height limits, land use flexibilities, and other elements.

MBIA Board members were very supportive of Mr. Jebejian’s proposal. The Executive Director reported that he believed that the Melrose Future Vision Strategic Plan would include an action item about this subject. He also reported that contact has been made with the City Planning Staff regarding the Hollywood Community Plan Update and that he would follow up with a formal letter.

3. APPROVAL OF MINUTES –

4. FINANCIAL REPORT – Through September 30, 2016
- Comments by Board Member Chicha

After discussion, Motion D. Weintraub, 2nd Fadlon: “The MBIA Board of Directors hereby approves of the Financial Report through September 3, 2016 as presented.” Approved unanimously.

5. BUSINESS ITEMS

- A. Streetscape Improvements Activities Report - Discussion & Actions
- Report from Gilbert Perez, Clean Streets Supervisor

Gilbert Perez, Clean Streets Supervisor, reported on cleanup efforts accomplished within the Melrose BID over the past month. He shared photographs with the Board of large bulk items pickups in the alleys, which encourages homeless encampments.

MBIA Board Members were complimentary of the appearance of the BID area and complimented Gilbert on the fine work his crew was doing.

- B. Security / Ambassador Activities Report - Discussion & Actions
 - Report from the field – Riley Sherwood, Melrose BID Security Ambassador
 - Crime Assessment for Melrose BID Area – Mark Mireles

Riley Sherwood, BID Security Ambassador, reported on his field activities for the month. His perception is that homeless problems and overall homeless population have diminished since security ambassador services were initiated. He also talked about the closed group Facebook communications page and how that was assisting business and property owners in managing their businesses.

Mark Mireles of Critical Solutions Service Group presented a report to the MBIA that suggested that Melrose BID Security Ambassador has contributed to increased resolution of crimes within the Melrose BID area.

MBIA thanked the Ambassador and Mr. Mireles for their services in keeping the Melrose BID safe for business.

- C. Report re Police Enforcement Incident on October 2 @ Melrose & Gardner
 - Discussion of MBIA response

The Executive Director reviewed an email chain of communications relative to a law enforcement incident that occurred Sunday October 2, 2016 among a number of the restaurants located on Melrose.

Because of this incident the Executive Director communicated with LAPD management, that:

“This latest incident is another of a series that reflect the need, in my opinion, for additional LAPD patrol resources in the Melrose BID area. Our Security Ambassador has observed an absence of patrol vehicles in the area when we have deployed in the evening hours through 0400 a). The MBIA Board has expressed that concern with SLO Inga Wecker and her Sgt Cleon Joseph. There was discussion of requesting LAPD to reinstate a Melrose foot patrol. During our last Melrose BID Neighborhood Mixer, Patrol Captain Sandoval and I spoke of the observed absence of evening patrol resources in the Melrose area. Peter Nichols of Melrose Watch seems to share our concern, as I understand it.”

As a result of the Executive Director’s Communication, Rolando Solano, Commanding Officer of the Wilshire Division, agreed that “a more visible police presence would benefit everyone.” He also said: “You will begin to see more of a presence with a basic car in the area.” Yet he added: “As much as I would like to dedicate resources full time on Melrose, I

cannot do so at this time. However let me know the peak time of day and night when the merchants would like to see high visibility.”

In response to this, Duckworth asked various Melrose merchants to provide input. Various business owners requested a foot patrol or bike patrol particularly in the evening hours Thursday, Friday, Saturday, and Sunday. The owner of the Village Idiot as well as other business owners reported their personal crime encounters in support of additional patrol resources.

After extended discussion, by consensus the Executive Director was requested to prepare a letter requesting specific additional police services in the BID area on Thursday, Friday, Saturday, and Sunday evening hours. The Board also requested the Executive Director to develop a proposal for adding additional security services to the BID area.

D. Marketing & Promotions Activities Report – Discussion & Actions

- Urban Legend Status Report for August 2016
- Park(ing) Day Report (co-sponsored with the Mid City West Neighborhood Council)
- Decorative Holiday Lighting Proposal
- La Brea to Highland Property & Business Owners Meeting – November 3 @ 6:30 PM @ Hope Lutheran Church
- Business Directory Map
- “Literawl” Event
- Other

Kim Sudhalter, Marketing and Promotions Director, reviewed monthly activities as itemized on the Agenda. The MBIA agreed to review a decorative lighting proposal costing an estimated \$23,000 informally before the next regular meeting at which time any action can be formally ratified.

MBIA also discussed sponsoring of a “Literawl” special event as supported by CD5. After discussion, Motion Pierson, 2nd Rosenthal, “The MBIA Board of Directors hereby agrees to provide \$1,000 dollars funding to Conrad Romo “Literawl” event, which is being promoted CD5 and would be co-sponsored by the Melrose BID.” Approved 5-1 (Chicha).

E. Status Report re Possible Melrose Farmers’ Market

- Typical Farmers’ Market 1st Year Costs

Marketing Director Kim Sudhalter reported on efforts to initiate a Saturday Farmers Market in the BID area adjacent to Melrose BID area beginning in the Spring 2017.

The Executive Director provided detailed budget projections showing that a Farmers Market would cost \$45,000 in the first year and about \$27,000 the second year.

The Board agreed that continued efforts to implement a Farmers’ Market should continue. The next step is to contact appropriate LAUSD Representatives about the possible use of the elementary school site.

F. Discussion of West Melrose Valet Parking Program
- Status report on restaurant stakeholder meetings

G. Progress Report on Perkins + Will Report / Recommendations Revision
-- Awaiting Perkins & Will revisions to Mott Smith draft. Duckworth & Mott spent time on the re-write. More progress!

6. REPORT FROM EXECUTIVE DIRECTOR

A. Board Holiday Dinner @ BID Stakeholder Wolf Restaurant?

A. *MBIA Holiday Dinner. By consensus the MBIA agreed to have a Board Member / staff holiday dinner at Wolf restaurant with cost to be paid by the Melrose BID. Last year's dinner proved to be valuable outreach to an important new business in the BID area and a great way for Board Members to come to know one another better.*

B. *Sharing Light Pole Banners in October 2017 with Greenway Arts Alliance. MBIA agreed by consensus to share its permitted light poles with the Greenway Alliance for their Anniversary celebration promotions in 2017.*

C. *Great Streets Challenge. The Executive Director reported that he's been researching the Great Streets Challenge Program but has not found it to be tremendously beneficial given the effort that would be required to apply for the minimal funding it provides. The Board agreed that no application should be undertaken.*

7. BOARD MEMBER COMMENTS

After discussion, Motion D Weintraub, 2nd Pierson: "All MBIA Board Members shall attend a minimum of 50% of all Board Meetings in order to maintain eligibility for service on the Board." Approved unanimously.

8. NEXT MEETING

-- Regular Meeting for Melrose BID: Friday, November 11, 2016 @ 10 AM

9. ADJOURNMENT

12:00 PM


Meeting adjourned 12:45PM

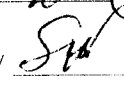
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ATTENDANCE SIGN-IN SHEET

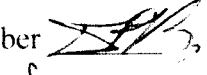
DATE: October 14, 2016

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Deny Weintraub, President 

Sylvia Weintraub, Secretary 

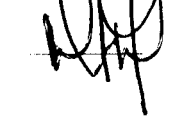
Julian Chicha, Treasurer 

Pierson Blaetz, Board Member 

Isack Fadlon, Board Member 

Daniel Farasat, Board Member _____

Fred Rosenthal, Board Member 

Don Duckworth, Exe. Dir. 

Guests: Tel. E-Mail

RILEY SHERWOOD

RICHARD JEBESIAN

MICHAEL FOGEL

GILBERT PEREZ CLEAN STREET MAINTENANCE

Mehrnoosh Naderi, Neighborhood Prosecutor

BOB ABRAMMS

• D. LOWE
RE BROKER

323-866-1828
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