

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

**REGULAR MEETING MINUTES**

**Friday, November 11, 2016**

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

***In attendance: Board Members – D Weintraub; S Weintraub; Chicha, Blaetz; Fadlon; Farasat; Rosenthal;***

***Staff – Duckworth; Riley Sherwood; Gilbert Perez; Dave Abed; Kim Sudhalter; Justo Diaz; Elsie Lopez; Chaplain Steve Weller;***

***Guest - Brandon Weigelt; Michael Fogel; Rulon Openshaw;***

***Meeting called to order at 10:15 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](mailto: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.

- A. ***Rulon Openshaw, a Melrose BID Property Owner, appeared before the Board and reported that his restaurant property was available for lease. It includes a 24 car capacity parking lot in the rear. He explained that he was very pleased with BID activities and a big strong supporter.***
- B. ***Brandon Weigelt & Michael Fogel, from Concord Reality, addressed the Board. They are representing the property owner wanting to lease the former Bugatta Restaurant. They too support the BID and want to be involved as much as possible.***
- C. ***Pastor Weller, from the Homeless Task Force reported to the Board on his patrol and outreach activities for the prior month.***

3. APPROVAL OF MINUTES –

4. FINANCIAL REPORT – Through October 31, 2016

***After discussion, Motion: Rosenthal, 2<sup>nd</sup> D Weintraub, “The MBIA Board of Directors hereby approves the Financial Report through October 31, 2016 as presented.” Approved unanimously.***

A. Consideration, Possible Modification, & Approval of Proposed Annual Planning Report As Required by City of Los Angeles  
- Comments by Board Member Chicha

***After discussion, Motion: Rosenthal, 2<sup>nd</sup> D Weintraub, “The MBIA Board of Directors hereby approves the Annual Planning Report for 2017 as presented.” Approved unanimously.***

5. BUSINESS ITEMS

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

***Mr. Gilbert Perez, Clean Street Supervisor reported on activities from the previous month. The Board was unanimous in its expression of appreciation for a job well done.***

B. Security / Ambassador Activities Report - Discussion & Actions  
- Report from the field – Riley Sherwood, Melrose BID Security Ambassador  
- Consideration, Possible Modification, & Approval of Proposed Expansion of Security Ambassador Service Agreement to 7 Days / Week / 8 Hrs / Day

***Riley Sherwood, BID Security Ambassador, reported on his activities for the prior month. His typical schedule is noon till 8pm although that alternates based upon service needs of the BID as determined by the Executive Director and MBIA. Board Member Rosenthal noted that the Sunset & Vine BID Ambassador hours are from 6AM -8PM.***

***Riley noted that 7/11 and Subway are hotspots for attention for him on normal days as the halfway house residents tend to create problems at those locations.***

***MBIA received and filed Riley’s report and complimented him on his fine work.***

***The Executive Director presented his Board Report recommending that the MBIA approve a contract extension of the existing agreement with CSPSG to provide two additional days of services for 8 hrs each at a cost of \$30 per hour for a period of 90 days. The total cost is estimated at \$5,760.***

***After discussion, The MBIA consensus was to take on additional staffing for a period of 60 days at a cost of approximately \$3,840.***

***Motion: Rosenthal, 2<sup>nd</sup> Blaetz: “The MBIA Board of Directors hereby approves the extension of the existing agreement with CSPSG for 8hrs each at a cost of \$30 per hour for 60 days at an estimated total of \$3,840.” Approved 4-0-1 (Chicha).***

- C. Social Media/Website Activities Report – Melrose BID Success Story: What, How, Why?
- Kim Sudhalter Introduction
  - Dave Abed, Social Media Coordinator (10 Min)
  - Justo Diaz, Webmaster (10 Min)

***Following an introduction and overview by Marketing & Promotions Director Kim Sudhalter, Dave Abed, Social Media Coordinator, described the Social Media Services he provides and distributed a color report showing dramatic increases in Facebook fans, Instagram followers, and Twitter followers from 2015 to 2016. The Board and Abed engaged in extended discussion about the mechanics of social media and the opportunities it presented for BID area businesses.***

***Justo Diaz, Webmaster, presented a detailed a report of website statistics and compared the analytics for 2015 and 2016. Increased website activity that markets and promotes Melrose was reported on every measure, which reflects increased marketing opportunities for Melrose businesses.***

- D. Marketing & Promotions Activities Report – Discussion & Actions
- Urban Legend Status Report for October 2016
  - Decorative Lighting Proposal – Holiday and year around
  - Business Directory Map - printing & distribution
  - 2<sup>nd</sup> Year Accomplishments Brochure / Property & Business Owner Newsletter
  - Neighborhood Mixer for Saturday December 3 or Sunday December 4?
  - Date / time for MBIA Board Holiday Get Together (Wolf Restaurant?)
  - Other

***Kim Sudhalter, Marketing and Promotions Director, reviewed her activities for the month as described above. She distributed copies of the 2016 Accomplishments Brochure for the Melrose BID which will be distributed to all property owners. MBIA and Kim talked about a business directory map and the desire to distribute it prior to the holiday season.***

***After discussion, Motion: Fadlon, 2<sup>nd</sup> Blaetz, “The MBIA Board of Directors hereby approves printing of a business directory map for Melrose Avenue costing an estimated \$5,000.” Approved unanimously.***

- E. La Brea to Highland Property & Business Owners Priorities
- In lieu of November 10 Meeting?
  - Unique branding banners?

***The Executive Director presented recommendations from a property and business owner meeting of the La Brea through Highland section of the BID. These recommendations were called “Priorities for Immediate Emphasis” as follows:***

- 1. Brand and Beautify the area**
- 2. Install More Crosswalks**
- 3. Accomplish Administrative Tasks**

*Details were included in a one-page description of the meetings' consensus.*

*President Weintraub agreed with the priorities by the property and business owners and urged the Board to support them. After discussion by consensus the Board agreed that Kim Sudhalter would develop a "Melrose Design Center" banner for that area. It was also agreed that the Executive Director would pursue the installation for two additional crosswalks (at Stanley & Orange) and a pedestrian loading zone. The MBIA Board agreed by consensus.*

- F. Preliminary Report on Alley Repair Priorities (11:30 AM)  
- Matt Hayden

*Matt Hayden presented a preliminary draft report of the state of the alleys on Melrose. A wide ranging discussion ensued.*

*The Board agreed with this approach and looks forward to receiving an additional report.*

- G. Discussion of West Melrose Valet Parking Program
  - Status report on restaurant stakeholder meetings
  - Status report on Winett Lease
  - Potential New Restaurant @ 7453 Melrose (Next to Greenspan's)

## 6. REPORT FROM EXECUTIVE DIRECTOR

- A. Progress Report on Perkins + Will Doc: Melrose Future Vision Strategic Action Plan
- B. Updated Property Owner Database Revision Submitted to DW & JC
- C. Mid Melrose Valet Parking

## 7. BOARD MEMBER COMMENTS

- A. Meeting with New Principal of Fairfax HS (Mr. Kenneth Adiekweh)  
- Pierson Blaetz & Isack Fadlon

*Board Members Blaetz & Fadlon described their meeting with the Principal of Fairfax High together with Executive Director and Marketing and Promotions Director.*

## 8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, December 9, 2016 @ 10 AM

## 9. ADJOURNMENT

12:00 PM

*Meeting adjourned at 12:20*

MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
BOARD OF DIRECTORS MEETING

ATTENDANCE SIGN-IN SHEET

DATE: November 11, 2016

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

Deny Weintraub, President DW

Sylvia Weintraub, Secretary SW

Julian Chicha, Treasurer JC

Pierson Blaetz, Board Member PB

Isack Fadlon, Board Member IF

Daniel Farasat, Board Member DF

Fred Rosenthal, Board Member FR

Don Duckworth, Exe. Dir. DD

Guests:

Tel.

E-Mail

RILEY SHERWOOD  
GILBERT PEREZ (CLEAW STREET) STREETSCAPE MAINT.  
Brandon Weigelt  
Michael Fogel  
David Abeel  
Rulon Openshaw  
ELAPCA via Steve Wecker