

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

REGULAR MEETING AGENDA

**Friday, April 7, 2017
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

Staff – Duckworth

***Guest; Bob Abrahams, Riley Sherwood, Kim Sudhalter, Margaret Taylor,
Cole Herring, Luis Ulloa, Gilbert Perez, Andy Meselson***

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.)

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.
3. APPROVAL OF MINUTES – *Deferred to future meeting.*
4. FINANCIAL REPORT - *Deferred to future meeting.*
5. BUSINESS ITEMS
 - A. Streetscape Improvements Activities Report - Discussion & Actions
- Report from Gilbert Perez, Clean Streets Supervisor

Gilbert Perez, Clean Streets Supervisor, addressed the Board and described the various streetscape cleanup activities that he and his crew have been performing as well as issues they are currently encountering. MBIA raised questions and received answers about various streetscape issues; the Board was unanimous in praising the streetscape team's efforts. Board President Weintraub commented that he and Silvia Weintraub had been hearing good things about the cleanliness of the area recently. The Clean Street report was accepted with appreciation.

- B. Presentation re Blackbird New Business Proposal @ 7459 Melrose
 - Presentation by Margaret Taylor
 - Recommendation for MBIA support including universal valet parking accommodation

Margaret Taylor representing Blackbird, a new restaurant being proposed at 7459 Melrose, made a presentation to the Board. The business will need a variance from the City for 13 parking spaces before it will be allowed to open and these spaces can only effectively be provided by the Melrose BID Universal Valet Parking Program.

The Board discussed the meeting schedule leading toward City approval which included MCW PLUC on April 25, MCW Board TBD, and Zoning Administrator Hearing May 17. The Executive Director will appear at each of those hearings in support of the applicants, if that is the Boards pleasure.

MBIA also discussed the desirability of using CVS parking to support the BID area.

After discussion, Motion Farasat, 2nd Rosenthal, "The MBIA Board of Directors hereby supports the proposed Blackbird Restaurant as described by Margaret Taylor including leasing of 13 spaces through the Melrose BID Universal Valet Parking Program. In addition, the Executive Director was requested to prepare an appropriate letter in support and to personally appear on behalf of Blackbird." Approved unanimously.

- C. Presentation re City Council Proposal to Increase LAPD Field Resources Through Personnel Redeployments (11 AM)
 - Presentation by John Gregory, CD11
 - Councilman Koretz has been an early leader on this issue and supports it
 - MBIA action as desired

The Executive Director introduced John Gregory from CD-11 representing Councilman Mike Bonin who is proposing that LAPD Field Resources be increased through personal redeployments from non-sworn functions. Councilman Koretz has supported this effort and encouraged the MBIA to consider the CD-11 presentation, which he supports and has advocated for in the past.

After Gregory's presentation and questions and answers and discussion with MBIA Board Members, Motion Rosenthal, 2nd Fadlon, "The MBIA Board of Directors hereby endorses the proposed increase of LAPD Field Resources through personnel redeployments from non-

sworn roles because of the critical need for additional LAPD resources on Melrose where the BID's Security Ambassador reports that often, no patrol vehicles are seen." Approved unanimously.

D. Security / Ambassador Activities Report - Discussion & Actions

- Report from the field – Riley Sherwood, Melrose BID Security Ambassador
- Special officer safety training has been provided at no cost to BID by CSPSG
- Review of Activities Log

Riley Sherwood, Security Ambassador for the Melrose BID, addressed the Board and described his activity log for the month as well as some of the challenges he faces in the field on a daily basis. MBIA Board Members and Riley had an extended discussion. Board Member Chicha commented: "I had no idea as much activity as described needed attention." The MBIA Board received Riley's report with great appreciation for his work

E. Discussion / Update re Proposed Melrose Farmers' Market

- LAUSD will require rent payments; amount TBD; efforts are continuing
- An experienced "market manager" may not be available; efforts are continuing
- Westchester Sunday FM Cost Updates
- Recommendation: Continue to work towards a possible Melrose Farmers' Market Test Implementation in Spring 2018 and include costs in BID Renewal Budget

The Executive Director and Kim Sudhalter presented an update on the proposed Melrose Farmers Market. LAUSD will require rent payments in an amount to be determined to provide use of the selected Melrose Elementary School site. Melrose BID has submitted an appropriate application document. The Executive Director also reviewed the Westchester BID cost experience for its Farmers Market; an investment of some \$80,000 will probably be required within a 3 year period before that market stabilizes at a self-sustaining level. The Executive Director reiterated his support for the "experiment" but suggested caution to the Board in moving ahead. He said it was desirable to learn from the Westchester experience before investing Melrose resources. He recommended that Melrose continue to work on a possible Farmers Market implementation in the Spring 2018 and that appropriate support be implemented in the BID renewal budget.

Board Member Farasat expressed support for a Farmers Market because, "it creates a sense of community and serves the community from the district." Board Member Fadlon was also supportive of the market concept on Melrose.

F. Discussion of BID Services Survey Responses

- On-Street Distribution
- On-Line Distribution
- Merchants Mixer Distribution
- Real Estate Brokers Distribution

Executive Director Duckworth presented the results of an on-street survey, which was also conducted online, of pedestrians as well as other stakeholders. 82.4% of those responding felt that the BID area, “felt clean today” or was “average clean.” 17.6% felt it was “not clean”.

82.7% felt “more comfortable knowing that someone was looking out for them such as the security ambassador.” 32% “were not affected by the security ambassador.”

Only 39.9% “ had no problem finding a parking space close to their destination.” 60.2% “believe that parking in the area is not adequate.”

The survey provides other information of value to BID revitalization.

The Board received and filed the survey.

G. Marketing & Promotions Activities Report – Discussion & Actions

- Marketing Director Kim Sudhalter
- Urban Legend Status Report for February / March 2017
- Status Report Brokers Meeting (April 4)
- Status Report Merchants’ Mixer
- Status Report “Melrose Mile” Event
- Other

Kim Sudhalter, Marketing and Promotions Director, addressed the Board to describe her activities for the month. On April 4, 2017 BID Board members met with local real estate brokers to discuss BID revitalization. A Merchants Mixer was also held earlier that day.

Kim also updated the Board on the status on the “Melrose Mile Event” which is scheduled for the fall. It is hoped that this event can become a regular ongoing attraction for the area. After extended discussion the Board received and filed the report.

H. CLOSED SESSION with Legal Counsel

- The Board will discuss with outside counsel prospective litigation, the nature of which the Board has determined to address in confidence to protect the interests of the Association as well as potential litigants and which outweigh any benefits of public disclosure.

The Executive Director and Board Member Rosenthal briefed the Board on their experiences with California Public Records Act Requests. Following extensive discussion, Motion Chicha, 2nd Rosenthal, “The MBIA Board of Directors hereby approves retaining Attorney Jeff Briggs at a cost of \$500 per month and necessary computer technical support needed to comply with a CPRA request that the Melrose BID has received.” Approved unanimously.

6. REPORT FROM EXECUTIVE DIRECTOR

- Status Report re On-Street Parking Petitions
- Status Report re Melrose Future Vision: A Strategic Action Plan
 - > Document will be available for property owners by May 4; presentation by Mott Smith

- Status of City Proposal to Legalize Street Vending
- John Darnell has taken another City position
- Status Report La Brea to Highland Property Unique Branding Banner
- Status Report New Crosswalk Installation Plan

The Executive Director reported on the above items. The Board received and filed the report with appreciation.

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, May 12, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM

Meeting adjourned at 12:15 PM

MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING

ATTENDANCE SIGN-IN SHEET

DATE: April 7, 2017

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

Deny Weintraub, President DMW
Sylvia Weintraub, Secretary _____
Julian Chicha, Treasurer JC
Pierson Blactz, Board Member _____
Isack Fadlon, Board Member IF
Daniel Farasat, Board Member DF
Fred Rosenthal, Board Member FR
Don Duckworth, Exe. Dir. DD

Guests: Tel. E-Mail

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RILEY SHERWOOD
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