

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

**REGULAR MEETING MINUTES**

**Friday, May 12, 2017  
Meeting Location: Hope Lutheran Church  
6720 Melrose Avenue  
Los Angeles, CA 90038**

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

*Staff – Duckworth*

*Guest; Riley Sherwood, Dakota Sands, Kim Sudhalter, John Darnell, Mar Sinnot, Robert Oliver, Gregory Cornfield, Gilbert Perez*

*Meeting called to order at 10:00 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.

*Ms. Dakota Sands, a business owner on Fairfax, would like to see improvements on that commercial street similar to those the BID has achieved on Melrose. She would like to see a BID formed on Fairfax and addressed the MBIA to encourage them in that regard.*

*Marc Sinnott, of the Mid City West Community Council, informed the Board about the 2017 Green Fest and sustainable garden tour. He requested that the MBIA support this activity with a sponsorship.*

***After discussion, Motion Fadlon, 2<sup>nd</sup> Rosenthal, “The MBIA Board of Directors hereby approves a \$250 sponsorship for the MCWCC Green Fest Event in the amount of \$250 and authorizes the Executive Director to implement this action.” Approved unanimously***

3. APPROVAL OF MINUTES – Defer to next meeting.

4. FINANCIAL REPORT – Defer to next meeting.

5. BUSINESS ITEMS

- A. Presentation to Mr. John Darnell for Professional Services as Council District 5 District Director 2013 to 2017  
- President Deny Weintraub

***President Weintraub presented Mr. John Darnell, former CD 5 District Director, with recognition of his outstanding professional services on behalf of the Melrose BID and Councilman Paul Koretz.***

- B. Presentations to MBIA Board Members on Behalf of Councilman Paul Koretz  
- John Darnell & Robert Oliver

***Mr. John Darnell and Mr. Robert Oliver, the new CD 5 Field Representative, presented MBIA Board Members with certificates of appreciation on behalf of Councilman Paul Koretz.***

- C. Streetscape Improvements Activities Report - Discussion & Actions  
- Report from Gilbert Perez, Clean Streets Supervisor  
- Security / Ambassador Activities Report - Discussion & Actions

***Gilbert Perez, Clean Streets Supervisor for the Melrose BID, reported on his activities for the month. A problem that he has encountered is unlocked dumpsters that are broken into by scavenging homeless individuals. These individuals leave scattered debris on the ground, which makes a mess in the area. He reported that he and BID Security Ambassador work carefully together to clean up any kind of debris left by such activities. He has also encountered many homeless sleeping on business roofs and creating potential fire danger.***

***Following Gilbert’s report the Executive Director noted that 80% of the respondents to a recent BID survey reported that the area was, in their opinion, “very clean” or “average cleanliness.” That’s a powerful vote of support to Clean Streets activities.***

***After questions and answer, general discussion, The MBIA received and filed Gilbert’s report with their compliments of a job well done.***

- D. Report from the field – Riley Sherwood, Melrose BID Security Ambassador  
- Review of Activities Log

***Riley Sherwood presented his report and activity log for BID Security Ambassador Services.***

***After discussion, the Board received and filed Riley's report with their compliments of a job well done.***

- D. Marketing & Promotions Activities Report – Discussion & Actions
- Urban Legend Status Report for April & May 2017
  - All Property Owner Meeting Recap
  - Status Report on Melrose Mile Event with Isack Fadlon
  - Status Report on Melrose Map
  - Status Report on Design District Banner Installation
  - Other

***Kim Sudhalter, Marketing and Promotions Director addressed the Board for her activities of April and May. After questions and answers the MBIA received and filed her report for a job well done.***

- E. Request from Melrose Action Neighborhood Watch for National Night Out Support  
Tuesday August 1, 2017 @ 5:30 PM – NTE \$500

***Kim Sudhalter, reviewed the request she had received from Peter Nichols of MelroseAction.com for BID sponsorship report for the National Night Out scheduled August 1<sup>st</sup>.***

***After discussion, Motion Rosenthal, 2<sup>nd</sup> Fadlon, “The MBIA Board of Directors hereby approves a donation not to exceed \$500 to Melrose Action Neighborhood Watch for the upcoming National Night Out.” 3-1 (Chicha)***

- F. Approval of Assessment Roll for 2018 with No Changes

***The Executive Director presented the proposed Assessment Roll for 2018 with no changes over the previous year and recommended its adoption.***

***After discussion, Motion Chicha, 2<sup>nd</sup> Rosenthal, “The MBIA Board of Directors hereby approves the Assessment Roll for 2018 as presented and authorizes its transmittal to the City of Los Angeles.” Approved unanimously.***

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

- A. Melrose Future Vision Strategic Action Plan / Property Owner Out-Reach Pending  
- Comments by Board President Weintraub

8. NEXT MEETING  
– Regular Meeting for Melrose BID: Friday, June 9, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM




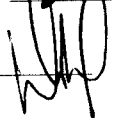
*Meeting adjourned*

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BOARD OF DIRECTORS MEETING

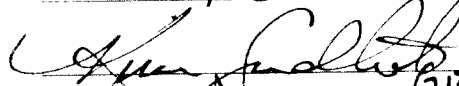

ATTENDANCE SIGN-IN SHEET

DATE: May 12, 2017

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

Deny Weintraub, President   
Sylvia Weintraub, Secretary \_\_\_\_\_  
Julian Chicha, Treasurer   
Pierson Blaetz, Board Member \_\_\_\_\_  
Isack Fadlon, Board Member IF  
Daniel Farasat, Board Member DF  
Fred Rosenthal, Board Member   
Don Duckworth, Exe. Dir. 

Guests:                      Tel.                      E-Mail

RILEY SHERWOOD  
Dakota Sands                      DS411308@yahoo.com  
  
John Darnell (213) 978-1551                      john.darnell@lacity.org  
Marc Sinnott                      msinnott@midcitywest.org  
  
Greg Jay                      gregjay@beyondjazz.com

Gilbert Perez clean street streetscape  
(310) 415 3763