



2017 ACCOMPLISHMENTS

Third Year Accomplishments of the Melrose BID



BID INFO

Board of Directors:

Denis Weintraub, President
 Sylvia Weintraub, Secretary
 Julian Chicha, Treasurer
 Pierson Blaetz, Greenway Arts Alliance
 Isack Fadlon, Board Member
 Daniel Farasat, Board Member
 Fred Rosenthal, Board Member

Staff:

Donald Duckworth, Executive Director
 Kim Sudhalter, Marketing
 CleanStreet, Streetscape Clean-Up

Meetings:

BID Board Meetings:
 10am on the 2nd Friday of the month. Hope Lutheran Church, 6720 Melrose

Resources:

BID Office: 323.525.0840
BID Email: duckworth.donald@gmail.com
LAPD: SLO Inga Wecker (213) 793-0708, 37580@lapd.lacity.org
BID Security Ambassador: Riley Sherwood, 818.405.2615, MelroseBID-Ambassador@gmail.com

- **Future Vision Plan:** The Melrose BID developed a Strategic Action Plan entitled Melrose Future Vision for business revitalization on Melrose working closely with business stakeholders, City officials, community members, and professional revitalization consultants. The document is a step-by-step work program for economic revitalization. Some first steps have been taken; others remain for the Melrose BID renewal term.
- **Social Media:** A strategic social media plan was developed and implemented that directly targets ideal Melrose customer demographics. Since launch, 10,000 qualified followers have been garnered on Facebook and Instagram, along with 33,000 on Twitter.
- **Hollywood Specific Plan:** Specific language to facilitate real estate utilization on Melrose has been prepared and submitted for inclusion in the soon-to-be-vetted Hollywood Specific Plan Update2. This language will implement a number of aspects of the Melrose Future Vision Plan and is directed at zoning reform, reducing City process limitations that inhibit land use changes including parking, use, height, and other items. The new language would assist in installing / integrating pedestrian-oriented improvements on Melrose Ave and support grant funding for same.
- **Melrose BID Security Ambassador:** In the last year, the BID Security Ambassador has responded to and handled more than 1000 incidents ranging from trash and homeless complaints, to shoplifting and more criminal issues. Business and property owners have expressed a strong support for and on-going demand for these services. As a result the BID Board has proposed to extend the service hours so that the current 5-day coverage will be expanded to 7-day coverage.
- **LAPD Liaison & Coordination:** Melrose BID makes a significant effort to maintain on-going communications through its Sr. Lead Officer Inga Wecker and Command staff. In response to increasing disruptive behavior / petty crime during the summer months the BID increased its Security Ambassador patrols and varying its shift times. Also LAPD was requested to provide additional patrol presence, which resulted in horse-mounted patrols, and additional attention from the vice units. The BID has been informed that pending sworn officer deployment modifications may also provide additional resources to the area. It seems that LAPD's efforts have had the desired impact, although these efforts are necessarily on-going.
- **Clean:** Looking back over the last four years, we have seen some interesting patterns emerge: sticker placement and bulky item deposits have gone way down, while use of the trash cans and littering has increased.

SERVICES	2014	2015	2016	2017
BULKY ITEMS	1729	1836	1525	1502
STICKERS	2230	2191	1310	1141
TRASH CAN TONS	55.59	61.44	78.21	73.76
SWEEPING TONS	18.91	21.16	13.67	14.64
TOTAL TONS	74.50	82.60	91.88	88.40

2017 ACCOMPLISHMENTS

Third Year Accomplishments of the Melrose BID



BID INFO

Board of Directors:

Denis Weintraub, President
 Sylvia Weintraub, Secretary
 Julian Chicha, Treasurer
 Pierson Blaetz, Greenway Arts Alliance
 Isack Fadlon, Board Member
 Daniel Farasat, Board Member
 Fred Rosenthal, Board Member

Staff:

Donald Duckworth, Executive Director
 Kim Sudhalter, Marketing
 CleanStreet, Streetscape
 Clean-Up

Meetings:

BID Board Meetings:
 10am on the 2nd Friday of the month. Hope Lutheran Church, 6720 Melrose

Resources:

BID Office: 323.525.0840
BID Email: duckworth.donald@gmail.com
LAPD: SLO Inga Wecker
 (213) 793-0708,
 37580@lapd.lacity.org
BID Security Ambassador:
 Riley Sherwood,
 818.405.2615, MelroseBID-Ambassador@gmail.com

Cont. from pg.1

- **Enforcement Against Illegal "Pot Shops":** Melrose is approved for only one legal "pot shop." At the time of BID initiation there were more than fifteen (15) operating within its boundaries, which saturated the area with related problems. Melrose BID has been working with the City Attorney's Office Neighborhood Prosecutor and the LAPD to close the illegal businesses. To date, about half of the offenders have been closed and the remaining few are targeted for attention.
- **Universal Valet Parking Program:** Melrose BID continues to implement its Universal Valet Parking Program to the benefit of Melrose business and property owners. A number of restaurants and retail businesses have used the program to meet City entitlement requirements. Two parking locations, one on the west end of Melrose and another at Melrose Elementary School, are planned.
- **Customer Foot Traffic:** Customer foot traffic on Melrose Avenue has increased recently which seems attributable, in large part, to the BID's aggressive social media campaigns. Potential visitors / shoppers learn about new places to shop and eat mostly on social media. They visit these destinations on Melrose and then walk the street, thereby discovering new places they might not have known about otherwise.
- **Sidewalks:** The BID facilitated sidewalk repairs for several property owners, including Josette LeBlond at 707 N. Stanley Avenue during the year.
- **New Crosswalks:** Melrose BID has requested two (2) new crosswalks, one at Orange Avenue & another at Stanley Avenue. The Office of City Councilman Paul Koretz has agreed to support this request, which is currently being processed by the Department of Transportation. Funding and timing issues remain to be resolved although it seems clear that the MTG Grant that has been received will serve those needs. Another crosswalk has been requested by property and business owners at Vista and that request is being processed as well.
- **Alley Repair:** The BID Board has conducted a detailed, technical evaluation of all of the alleys to the north and south of Melrose Avenue within the BID's footprint. Gradients of all alleys as to the urgency and relative cost of repairs have been made. Work will continue with the goal of preparing a strategy for funding necessary alley work.