

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

**REGULAR MEETING MINUTES**

**Friday, May 11, 2018  
Meeting Location: Hope Lutheran Church  
6720 Melrose Avenue  
Los Angeles, CA 90038**

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

*Guests - Riley Sherwood, Kim Sudhalter, Chris Robbins, Mica Ray, SLO  
Cordova, SLO Inga Wecker, SLO Spiro Reditis*

*Meeting called to order at 10:10 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. *SLO Inga Wecker and SLO Spiro Reditis of LAPD appeared before the Board and discussed crime trends in the area and ongoing LAPD activities.*
- B. *Mica Ray and Chris Robbins addressed the Board about their new business LN2 Pizza "Liquid Nitrogen" at 7212 Melrose Ave. The couple lives in the neighborhood and requested that the Melrose BID Board consider assisting them in providing parking needed for their business. They plan an opening in the Fall 2018 and are anticipating the need for additional parking.*

*MBIA Board Members unanimously indicated their support for assisting in the restaurant with its liquor license needs and valet parking coordination.*

3. APPROVAL OF MINUTES – April 13, 2018

*After discussion, Motion: Blaetz, 2<sup>nd</sup> S Weintraub, “The MBIA Board of Directors hereby approves the Minutes for April 13, 2018 as presented.” Approved unanimously.*

4. FINANCIAL REPORT – Defer to next meeting

5. BUSINESS ITEMS

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

*Defer to next meeting.*

- B. Security / Ambassador Activities Report - Discussion & Actions  
- Report from the field – Riley Sherwood, Melrose BID Security Ambassador  
- Report re Arson Arrest

*Security Ambassador, Riley Sherwood, presented a report including the details of an arson arrest which he facilitated that affected Melrose BID properties.*

- C. Report from Marketing & Promotions Director  
- Tourist Map Update & Draft Review  
- Social Media Update  
- Marijuana No Smoking Signage – Stakeholders Request  
- Status Report on Coordinating Meetings with Athens Services

*Marketing & Promotions Director, Kim Sudhalter, provided the Board a report on the items above.*

- D. Review of 2 Years Westchester Sunday Farmers’ Market Financial Experience  
- Executive Director Recommendation: MBIA Board should maintain an interest in establishing a Melrose Farmers’ Market. It will cost money. Finding a sustainable founding sponsor should be recognized as a prerequisite for moving ahead.

*Executive Director presented a weekly income analysis for the Sunday Westchester Farmers’ Market as well as typical expenses for that endeavor. The point was to be able to learn from the Westchester experience as it applies to starting a Melrose Farmers’ Market. Monthly expenses for the SWFM are typically \$4,100 a month. The startup cost for that market was \$20,000-\$25,000. During 2016 market revenues totaled \$12,216 for half a year. During 2017 market revenue totaled \$27,795 and averaged \$535 per week. For 2018 the market goal is to realize \$30,000 dollars of revenue or, \$600 per week. The bottom line, in the Executive Director’s opinion, was that MBIA Board should maintain an interest in establishing a Melrose Farmers Market realizing it will cost money. Also, finding a sustainable sponsor should be a prerequisite for moving ahead.*

*The Board had an extended conversation about the need, sustainability, costs, and potential benefits in establishing a Famers' Market on Melrose. No decisions were made.*

E. Discussion re Possible Melrose BID Kiosk / Event @ Harajuku in Japan

*Executive Director distributed various emails about the concept of having a Melrose BID Kiosk at the upcoming Harajuku Event in Japan. The goals, as Board Member Fadlon envisioned it, would be to;*

- 1. Promote the Melrose Brand; and.*
- 2. Promote individual brands that exist on the street.*

*Board Member Chicha felt that it would be most effective for the Melrose BID to try to attract Japanese Tourists that are already in US Hotels rather than going to Japan in search for potential travelers. Marketing Director Sudhalter has worked with the LA City Tourism Board over the years.*

*Board Member Blaetz felt that kiosk cost should be supported by the individual stores. He felt it was not necessary for the BID to produce promotional efforts because in his experience, other parties would fill this void in serving their own unique communication goals.*

*The Board had extended discussion about the concept of creating a kiosk at Harajuku. No specific decisions were made.*

*This item will return for future Board consideration.*

6. REPORT FROM EXECUTIVE DIRECTOR  
- Melrose Elementary School Valet Parking

*The Executive briefed the Board with current state of discussions with LAUSD.*

7. BOARD MEMBER COMMENTS  
- Report from Deny & Sylvia Weintraub re BID Renewal Process

*President Weintraub briefed the Board on current status of BID Renewal efforts.*

*President Weintraub also reported that he felt that MBIA should begin a recruitment process to assess any stakeholder interest in serving as a part of the Board in the Summer. The number of Board members could be expanded if all of the existing members wanted to continue.*

8. NEXT MEETING  
- Regular Meeting for Melrose BID: Friday, June 8, 2018 @ 10 AM

9. ADJOURNMENT

12:00 PM

*Meeting adjourned at 12:10 PM*

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BOARD OF DIRECTORS MEETING

ATTENDANCE SIGN-IN SHEET

DATE: May 11, 2018

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

Deny Weintraub, President *[Signature]*  
Sylvia Weintraub, Secretary *[Signature]*  
Julian Chicha, Treasurer *[Signature]*  
Pierson Blaetz, Board Member *[Signature]* *Kim Sudharto* ✓  
Isack Fadlon, Board Member *[Signature]*  
Daniel Farasat, Board Member *[Signature]*  
Fred Rosenthal, Board Member *[Signature]*  
Don Duckworth, Exe. Dir. *[Signature]*

Guests:                      Tel.                      E-Mail

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Mica Ray    310-498-4546    Dva5678@aol.com  
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RILEY SHERWOOD    &  
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