

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

REGULAR MEETING MINUTES

**Friday, July 14, 2017
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

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

Guests - Elsie Lopez, Bob Abrahams, Riley Sherwood, Kim Sudhalter, Nick Solish, Robert Oliver, Riley Sherwood, Andy Meselson, Kathryn Schwartz, Mehrnoosh Maderi, Matthew Hayden, Jessica Wethington McLean, Michael McHugh

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.

Kathryn Schwartz, President of the Board at Hope Lutheran Church, introduced herself to the Board. She is interested in working with the Melrose BID to provide additional parking resources in the vicinity of the church for shared use for all neighboring property owners.

Michael McHugh, Property and Business Owner of Maya, was in attendance seeking the MBIA's assistance in dealing with unruly tenants in the block between Fuller and Martel on the south side of Melrose. He requested additional security ambassador services be provided later into the evening. He was complimentary about the Melrose BID sidewalk cleaning and trash collection but said there was still problems behind the stores, in the alleys and parking lots that needed to be addressed. "All trash receptacles should be required to be locked," he said. Mr. McHugh was quite upset with the outrageousness of the open partying, including

marijuana and alcohol use, that was taking place on his sidewalk and urgently seeking MBIA support.

MBIA Board Members, Executive Director, Neighborhood Prosecutor, Security Ambassador, and LAPD SLO Inga Wecker engaged in discussion with Mr. McHugh.

Nick Solish, Mid City West Community Council Transportation Committee Chairman, introduced himself to the Board. He is pleased to hear that the Melrose BID undertaking efforts to repair various alley ways and offered neighborhood council support. He is also reviewed the Melrose Vision Strategic Action Plan, which is inspiring in his opinion. The neighborhood council transportation committee is looking forward to a detailed presentation from the BID about its universal valet program. Lastly, he has been involved in street tree planting efforts in beautify the area and would like to partner the Melrose BID in that regard.

Andy Meselson – Melrose BID Property Owner and Mid City West Community Council Board Member reported to the Board that a neighborhood council subcommittee has been formed to help improve the Fairfax Village area as much as Melrose Avenue has improved under the guidance of the Melrose BID. This committee is very complimentary about the improvements they see in Melrose. The District has become much better as a result of the programs and activities provided by the BID.

Robert Oliver, Field Representative for CD-5, addressed the Board. He believes that the MBIA's effort to prioritize alley repair will assist in the gradual improvement over time. City resources are almost non-existent for alley repairs. So property owners will need to be willing to address the most serious problems through private resources. Robert also reiterated the Council District support for two new crosswalks (Stanley and at Orange) within the BID area.

Nooshi Maderi, Neighborhood Prosecutor from the City Attorney's Office addressed the Board about City's Marijuana Enforcement Process. She then answered questions from different Board Members and committed to doing everything to move the process as quickly as possible.

LAPD SLO Inga Wecker addressed the Board. She reported that a number of existing sworn officers are being reassigned from civilian roles to field duty effective in 2018 which should create additional field resources for deployment on Melrose and other places.

3. APPROVAL OF MINUTES – June 9, 2017 – Defer to future meeting.
4. FINANCIAL REPORT – Through June 30, 2017
 - Comprehensive 2017 budget / expenditure projection
 - Comments by Board Member Chicha
5. BUSINESS ITEMS
 - A. Security / Ambassador Activities Report - Discussion & Actions
 - Report from the field – Riley Sherwood, Melrose BID Security Ambassador
 - Review of Activities Log

- Issues on Southside of Melrose Between Fuller & Martel (includes Maya / Sal's / Love Baked Wings / Others)

Security Ambassador Riley Sherwood addressed the Board and shared his activity log for the month. The Board asked a number of questions and he responded.

Board Member Chicha requested a statistical summary of information by address be added to the report.

- B. Discussion re Alley Repair Priorities Report
 - Matt Hayden, Hayden Planning

Mr. Matt Hayden, Melrose BID Consultant to identify alley repair priorities within the district made an extensive report to the Board. He identified 37 alleys within the BID area. He rated them as "fair", "needs improvement", and "poor." The "needs improvements" are the alleys in the worst condition that should receive immediate attention. Of the 37 alleys in the district, 10 were rated "needs improvement." Matt's report also included a detailed construction cost estimate for the required work. He reported that his discussions with City staff were that no City alley repair money was available in the current City budget.

Generally, Hayden reported that "a proper alley reconstruction" not including concrete swail, could cost on the order of magnitude of \$80,000. Also, another generalized cost estimate, would be that an alley asphalt overlay might cost in the order \$40,000. Similarly, asphalt patching only, might run \$5,000- \$10,000. Clearly, local alley repair work is at a cost level which exceeds the BID's ability to fund.

During discussion, it was noted that in past years, the City of Los Angeles had promoted alley repair work by allowing the cost of the work to be placed on the tax rolls and paid over a 10 year period. Pastor Mark Rasbach said the alley behind Hope Lutheran Church was repaired using such a process. He noted that unanimous or near unanimous support from property owners was required. Robert Oliver from CD-5 would inquire to the availability of such a program currently. Andy Meselson noted that property owners with NNN Leases might be quite interested in such a plan.

Board Member Farasat requested Hayden to come up with a comprehensive scheme to attempt to bring about a street wide action.

Overall the MBIA was impressed with the clarity of Hayden's work and is anxious to undertake further efforts to bring about alley repairs.

- C. Report on Discussions with CD5
 - Meeting with Councilman Koretz pending Robert Oliver
 - Comments from Robert Oliver (Pending Items: alley repaving 2 to 4 sections, portions of Melrose repaving and repainting all Continental Crosswalks, adding crosswalks @ Stanley & Orange)

CD5 Field Representative Robert Oliver addressed the Board about alley repaving Melrose Street repaving, repainting of all crosswalks on Melrose as continental crosswalks, and adding two crosswalks at Stanley and Orange. These are all projects in process.

- D. Marketing & Promotions Activities Report – Discussion & Actions
- Urban Legend Status Report for June 2017
 - Status Report on Melrose Map
 - Status Report on Design District Banner Installation
 - National Night Out – Board Attendance Needed August 1, 2017 5:30 PM - Co-sponsorship with Melrose Action Neighborhood Watch
 - Real Estate Broker Fact Sheet
 - Status Report on Melrose Mile Event - Isack Fadlon
 - Other

Kim Sudhalter, Marketing and Promotions Director, addressed the Board about her activities for the month. The new design district banners have been positively received. An updated map has been printed and distributed. National Night Out will be held on August 1st and Kim Requested Board Member participation; the Melrose BID is a Co- Sponsor for this event. In October the BID will also be co-sponsoring the Park(ing) Day Event and is hoping to site it at the north side of Melrose on Stanley, a possible future parklet site.

The Board talked about parklets as important pedestrian activity centers on the street as described in the Melrose Future Vision Strategic Action Plan. Several Board Members expressed the opinion that parklet development might be a higher priority than a farmers market. The Executive Director said that an option could be included in the BID Renewal Documents for either.

The Board received and filed the report.

- E. Discussion re Hollywood Community Plan Actions Needed to Incorporate Melrose Future Vision
- Executive Director
 - Jessica Wethington McLean

Jessica Wethington McLane submitted a proposal for Board consideration to facilitate the inclusion of Melrose Future Vision Strategic Section Plan elements in the Hollywood Community Plan – which is underway. Updating of the Hollywood Community Plan has been underway for years and has nearly reached a point of completion but there is still time to incorporate certain elements of the Melrose Future Vision document that could prove advantageous for Melrose property owners. The reality is that the materials needed to accomplish this end would need to need to be prepared and submitted within weeks.

The Board discussed the opportunity and recognized the tremendous cost savings that could be achieved by seizing it.

After discussion, Motion Farasat, 2nd Chicha, “The MBIA Board of Directors hereby authorizes the Executive Director to contract with Jessica Wethington McLane for the preparation of planning implementation needed to place Melrose Future Vision elements with the Hollywood Community Plan at a cost not to exceed \$5,000.” Approved unanimously.

- F. Lutheran Church Request re Parking
 - Comments by Board President Weintraub

President Weintraub reported to the Board that Pastor Mark Rasbach had approached the BID with request for joint efforts that would produce added parking for the church and other properties between La Brea and Highland. Weintraub, Executive Director, Mark Rasbach, and S. Weintraub will meet briefly after this Board meeting. It is not a request for BID funding as much as request for collective action.

The Board expressed support the concept of working together to locate additional parking in the area even though available locations seemed difficult.

- G. Melrose Elementary School Parking Lease
 - LAUSD has been contacted; Exe Dir & President to meet with them

The Executive Director reported that the parking lot at Melrose Elementary might be available for lease and that he had contacted LAUSD in that regard.

- H. Streetscape Improvements Activities Report - Discussion & Actions
 - Report from Gilbert Perez, Clean Streets Supervisor
 - Deferred to next meeting / illness.

5. REPORT FROM EXECUTIVE DIRECTOR

- A. BID Renewal Budget to Provide Increases for Security Ambassador (7 days) & Farmers' Market
- B. Blackbird Restaurant parking variance has been approved
 - Mott Smith parking management support is next step

6. BOARD MEMBER COMMENTS

Board Member Blaetz reported that the Melrose trading post is celebrating its 20th Anniversary on October 8th and invited each Board Member to participate.

7. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, August 11, 2017 @ 10 AM

8. ADJOURNMENT

12:00 PM

Meeting adjourned at 12:30PM

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MELROSE BUSINESS IMPROVEMENT ASSOCIATION BOARD OF DIRECTORS MEETING

ATTENDANCE SIGN-IN SHEET

DATE: July 14, 2017

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

- Deny Weintraub, President +
- Sylvia Weintraub, Secretary x
- Julian Chicha, Treasurer X
- Pierson Blaetz, Board Member ✓
- Isack Fadlon, Board Member _____ (absent)
- Daniel Farasat, Board Member DF
- Fred Rosenthal, Board Member _____ (absent)
- Don Duckworth, Exe. Dir. DD

Guests: Tel. E-Mail

- Elaine Lopez _____
- Nick Solish (310) 922-7530 nsolish@midcitywest.org _____
- Robert Oliver _____
- RILEY SHERWOOD _____
- BOB ANDR AMAS _____
- Judy Kessler _____
- Jessica Wetz _____
- Kathryn Schwartz _____

Mehrnoosh Naderi 213 978 2220 mehrnoosh.zaliri@
1ady.org

Matthew Hayden 306 614 2964

Vanu

Michael McHugh, Mayor
business & paperman

Kim Suhlhalter