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**BID INFO****Board of Directors:**

Denis Weintraub, President
Sylvia Weintraub, Secretary
Julian Chicha, Treasurer
Pierson Blaetz, Board Member
Isack Fadlon, Board Member
Daniel Farasat, Board Member
David Hay, Board Member
Fred Rosenthal, Board Member

Staff:

Donald Duckworth, Executive Director
Kim Sudhalter, Marketing Director
Cleaning: Streetscape Services
Safety: Critical Solutions Protective
Services Group (CSPSG)

Meetings:

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

Resources:

BID Email: duckworth.donald@gmail.com

LAPD: SLO Ian O'Brien
(213) 793-0708, 38916@lapd.online

BID Security Ambassador:

Riley Sherwood, 818.405.2615,
riley@melroseavea.com

Graffiti Removal & Sidewalk Cleaning:

Contact the BID

**NEW PRINCIPAL AT FAIRFAX HIGH SCHOOL**

Dr. Lorraine Trollinger was appointed as the new principal of Fairfax High in September, 2019. In mid-November, members of the Melrose BID Board and staff met with her to get acquainted and continue the productive working relationship between the school and the BID. The group discussed many items including parking, security in and around the school, working together on student/community programs and more.

Dr. Trollinger was born and raised in Wyomissing Hills, Pa. She attended Ohio State University, where she majored in music and theatre.

She continued her education at the University of Houston, Texas where she majored in music performance and earned a teaching credential. She began her teaching career as a music teacher in Houston Independent School District.

After moving to California, she worked as a music, dance, and drama teacher at the San Francisco School District while she continued her own education. She earned a Master's Degree in education administration from San Francisco State University and a Doctorate in organization leadership from the University of San Francisco.

She continued on her path in administration by next working as a dean, assistant principal, and summer school principal in Larkspur, California. After moving back to Pennsylvania, she worked as a principal at middle and high schools in Jenkintown and Abington. Most recently, she was principal of Jurupa Hills High School, CA.

We are excited to welcome Dr. Trollinger to Melrose!

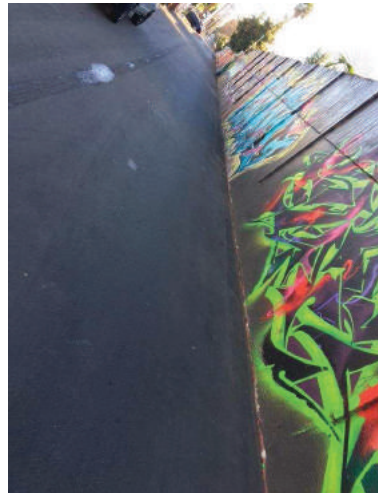
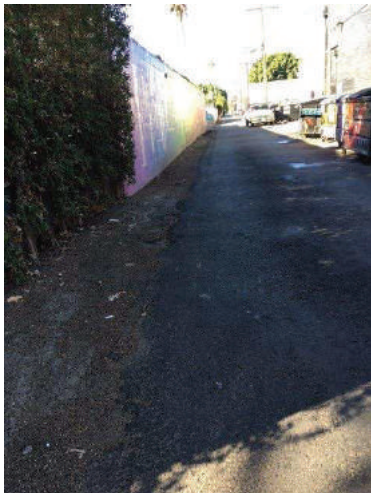
CLEANING THE ALLEYS

The Melrose BID has been working overtime to ensure its streets and alleys are kept clean. A recent rise in illegal dumping in the alleys has been met with a proactive push to clean up all materials quickly in order to prevent encampments from being established.

The city has been enforcing trash regulations actively in recent weeks. We have been working to cooperate by urging property owners to lock their dumpsters so they are not ransacked, leading to more distribution of garbage and debris in the alleyways.

Recently, we learned of a planned day of painting by graffiti artists, CBS Crew on select alley walls near Martel & Melrose. In response to their request, we scheduled a special cleaning the day before to ensure they would have a clean, safe environment in which to paint.

In addition, power washing is taking place on Melrose sidewalks once a month as scheduled by the BID.



Clean alleys



Melrose Merchant Mixer

MERCHANT MERCHANT MIXER

On Wednesday, November 20th, the BID held its annual Holiday Mixer for the Melrose Merchants. In attendance were about 15 property and business owners. Special guest LAPD SLOs Ian O'Brian and David Cordova talked about the extra resources that have been allocated to Melrose, based upon the BID's requests and close working relationship. He mentioned that we were making progress in reducing crime overall thanks to increased bike police patrols and vice unit visits to the area. Merchants had a chance to ask both the BID and LAPD specific questions about issues affecting their businesses, leading to productive conversations.