

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

**AGENDA**

**Friday, October 9, 2020**

**VIRTUAL MEETING VIA ZOOM**

A. CALL TO ORDER – Denis Weintraub, President 10:00 AM

B. 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.

C. APPROVAL OF MINUTES – August 14, August 28, and September 3, 2020.

D. FINANCIAL REPORT – Through September 30, 2020.

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
  - Report on monthly activities
  - Recommendation to increase trash collection 1 day per week (add Saturday collection; \$100/wk; MWFSS new schedule)
  
2. Discussion re Security Ambassador Services
  - Report on monthly activities log
  - Report on Melrose Merchant’s Meeting Crime Prevention Plan
    - = CD5 Kevin Nahai will be present to address Street Vending & Food Truck Issues
  - Efforts to Establish “Scooter Free” Zone (Kim Sudhalter)
  - Report from Ian O’Brien, LAPD SLO
  
3. Discussion re Marketing & Promotions
  - Planned Open Community Zoom Meeting (La Brea to Highland)
  - Update on Al Fresco Dining Installation (N/S Melrose Fuller to Martel)
    - = Councilmember Koretz funding for “K” Rail Installation (Kevin Nahai present)
  - City has discontinued funding for other locations
  - Award of Social Media Grant from Television City \$2,500 thru year end
    - = Recommendation to Add 10 – 15 Hours per Month for Dave Abed (\$500/mo)
  - Confirmation of Justo Diaz restoration to \$1,500/mo

- Installation of Street Light Pole Banners

4. Report re Hollywood Community Plan Update2
  - Margaret Taylor, Apex-LA
  - Community Plan Implementation Ordinance (CPIO) Actions
  - CD5 (Koretz) Motion to Designate “Melrose Arts District”
  - Creation of Non Profit Fee Structure for “Community Serving Uses” and Greenway Arts Alliance
  - Brief discussion of “Formula Retail” restrictions
5. Discussion re Proposition 15 – Split Roll Property Tax
6. Discussion re Uplift Melrose Project
7. Approval of Agreement with CleanStreet Inc.
8. Discussion of Creating a “Public Safety” Work Group
  - President Weintraub

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **November 13, 2020 @ 10 AM @ Virtual Meeting**

I. ADJOURNMENT

12:00 PM