

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

AGENDA

Friday, November 13, 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 – Defer to future meeting.

D. FINANCIAL REPORT – Through October 30, 2020.

E. BUSINESS ITEMS

1. Discussion re Requested Installation of Festival Lighting Gardner to Vista
 - Concept Presentation – Kim Sudhalter
 - Go Fund Me Solicitation
 - Possible Art Walk Project

2. Presentation by Alpha’a for Art Walk Partnership / Project
 - Manuella Seve, Alpha’a

3. Discussion re Marketing & Promotions – Kim Sudhalter
 - 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
 - Proposition 15 Success!!
 - Community Crime Prevention Meetings
 - = Next Zoom meeting Wednesday, November 17 @ 4:00 PM

4. Approval of Annual Planning Report to City Clerk per Contract Requirements
 - Executive Director

5. 11:30 AM Presentation re Precision Concrete Cutting – Mr. Gary Beneducci
 - Possible application @ Highland to La Brea

6. 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

7. Report re MBIA Advocacy Issues – Margaret Taylor, Apex-LA
 - Parking requirement relief for changes of use
 - Restaurant Beverage Program
 - Hollywood Community Plan Update2

8. Discussion re Uplift Melrose Project
 - MBIA Request for Meeting w/ Mayor’s Office
 - MBIA Request for Meeting w/ Council Member Koretz re Next Cycle Grant Application
 - MBIA Request for CD5 Funding of PCC Horizontal Cut Sidewalk Repairs
 - MTA Grant Review Pending

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- December 11, 2020 @ 10 AM @ Virtual Meeting

I. ADJOURNMENT

12:00 PM