

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

AGENDA

**Friday, February 12, 2021
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 January 30, 2021.

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Supervisor

2. Discussion re Security Ambassador Services
 - Report on monthly activities log
 - Last Melrose Merchant's Meeting Crime Prevention Meeting – March 9 @ 6 PM
 - = CD5 Kevin Nahai will be present to address Street Vending & Food Truck Issues
 - Report from LAPD SLO (Ian O'Brien is on leave)

3. Discussion re Request From Streets LA for Melrose BID Commitment to Provide Future Maintenance for Street Trees, Wayfinding Signage, Gateway Signage, Street Furnishings, or Other Improvements Installed as Part of the Melrose Pedestrian Improvement Project (MTA Grant)
 - Report from Executive Director

4. Approval to Initiate MBIA Board Member Recruitment Process and Modification of Bylaws
 - Report from Executive Director

5. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Installation of Festival Lighting Update (\$2,415 raised @ Go Fund Me; \$1,000 from CM Koretz; MBIA has committed to proceed with remainder of \$9,500 project cost as soon as City permits)
 - Discussion / MBIA Direction re Spotify contributions (\$336.29)

- Pole Banner Space for FFHS Banners
- Online & Social Media Strategy Update
- Update on Melrose BID Covid Support for Stakeholders

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **March 12, 2021 @ 10 AM @ Virtual Meeting**

I. ADJOURNMENT

12:00 PM