

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

**AGENDA**

**Friday, March 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 February 28, 2021.

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance  
- Gilbert Perez, Streetscape Supervisor
2. Introduction of CD5 Candidate Same Yerbi (10:15 to 10:30 AM)
3. Report Fr Margaret Taylor re Various Public Policy / Landuse Regulatory Issues:
  - Update on the City Planning Commission Public hearing on the HPCU and CPIO; Draft letter to CPC attached);
  - Update on Melrose Arts District designation;
  - Update on Streetscape support;
  - Update on Commercial Eviction Moratorium;
  - Update on Planning Department Filing Fees Increase;
  - Update on COVID19 relief measures;
  - Relief from parking for changes in use;
  - Tolling of CUB, parking, and valet requirements;
  - Relief from parking for patio seating and coverings for patio seating.
4. Report re MBID Crime Prevention Meeting @ March 9; Discussion / Recommendation for MBID Leadership of a Community Campaign for Additional LAPD Resources
  - MBID Property & Business Stakeholders
  - MCWCC & GWNC
  - Residents
  - Melrose Action Alerts
  - Hollywood Partnership BID & Others
  - Hollywood Chamber of Commerce
  - Others

5. Discussion re Security Ambassador Services
  - Report on monthly activities log
  
6. Discussion Melrose Arts District Marketing & Promotions
  - Kim Sudhalter, Marketing & Promotions Director
  - Crime Prevention 1-Sheet
  - LAPD Drop-In Center
  - Festival Lighting Project Update
  - Smart City Labs Window Activation Project
  
7. Pending Item for Future Discussion: 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)

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **April 9, 2021 @ 10 AM @ Virtual Meeting**

I. ADJOURNMENT

12:00 PM