

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

AGENDA

Friday, April 9, 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 – Defer to next meeting.

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Supervisor
 - Recommendation to increase pressure washing by two days per week (\$400 / wk) because of business re-openings.
2. Presentation of Digital Windows Marketing Concept @ 10:30 AM
 - Mr. Dave Gajda, Smart City Labs
 - Jack Illes, Smart City Labs
3. Discussion re Security Ambassador Services
 - Report on monthly activities log
4. Minnesota Chauvin Trial / Potential Protest Preparation
 - Report from Executive Director
 - Executive Director and Mark Mireles will be prepared to respond based upon LAPD guidance and field observations just as was done during the past summer's civil unrest.
5. Report re MBID Crime Prevention Meeting @ April 6
 - LAPD needs the active support of all Melrose BID property owners. Please be aware of and responsible for your tenant decisions. Illegal marijuana dispensaries, unapproved uses, illegal alcohol sales, can have an adverse effect on the revitalized entertainment district that we are all committed to promoting.
 - Illegal street vending may be addressed by new City multi-departmental task force. Individual letters of support and testimony are needed from Melrose BID business and property owners.
 - BID Security Ambassador & LAPD continue to pursue on-going issues with reasonable success.

6. 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

7. Discussion re Concept of Purchasing Camera(s) for LAPD Support
 - Sgt AJ Kirby is attempting to secure cost estimates for a camera of suitable quality.
 - Captain Paulson has yet to approve a joint project.
 - Hollywood Entertainment District has experience that should be queried.

8. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Crime Prevention 1-Sheet
 - LAPD Drop-In Center
 - Festival Lighting Project Update; recommendation to extend 1 block east
 - Smart City Labs Window Activation Project

9. 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

- **May 14, 2021 @ 10 AM @ Virtual Meeting**

I. ADJOURNMENT

12:00 PM