

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

AGENDA

**Friday, May 14, 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 – Financial Report Thru April 30, 2021.

E. BUSINESS ITEMS

1. Introduction to Mr. Scott Epstein, Candidate for City Council in CD5
 - Comments from Board Member Fadlon
 - Open discussion, questions & answers
2. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Supervisor
3. Discussion re Security Ambassador Services
 - Report on monthly activities log
4. Request for financial assistance to purchase sound monitoring equipment (Michael Schneider).
 - Comments from Board Member Fadlon
5. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Crime Prevention Meeting with LAPD May 4, 2021
 - Festival Lighting Project Update; extending 1 block east
 - No-Go Zone for Sidewalk Vendors
 - Update of Store Listings
6. Discussion / Recommendation for MBID Leadership of a Community Campaign for Additional LAPD Resources
 - Petition language approval
 - 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
 - FEMA Grant requires 501c3 “charitable foundation”
8. MBID Budget Review / Discussion
9. Approval of Bylaws Modification for Board Election Process
10. 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

- June 11, 2021 @ 10 AM @ Virtual Meeting

I. ADJOURNMENT

12:00 PM