

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

**AGENDA**

**Friday, June 11, 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 – February 12, March 12, April 8, & May 14, 2021.

D. FINANCIAL REPORT – Defer to next meeting.

E. BUSINESS ITEMS

1. Presentation of Proposed Television City Development
  - Ms. Andi Ceragioli & Team
  - Open discussion, questions & answers
2. Presentation by Michael Schneider re his request for \$600 to fund vehicle noise sound monitoring camera
3. Discussion re Streetscape Maintenance
  - Gilbert Perez, Streetscape Supervisor
4. Discussion re Security Ambassador Services
  - Report on monthly activities log
5. Discussion Melrose Arts District Marketing & Promotions
  - Kim Sudhalter, Marketing & Promotions Director
  - Crime Prevention Meeting with LAPD June 1, 2021; next July 13
  - Festival Lighting Project Update; + west extending 1 block west
  - No-Go Zone for Sidewalk Vendors
6. Presentation by Margaret Taylor re
  - Zone Change to C-2
  - Melrose Arts District designation

7. Discussion re MTA Grant Status
  - CD5 Joan Pelico will be requesting StreetsLA to schedule a presentation to MBID
8. Discussion of CVS Universal Valet Parking
9. MBID Budget Review / Discussion
  - Scheduled for July MBID Board meeting
10. Discussion re Board Election Process
11. Discussion re Motorcycle Terrorism on Melrose
12. Discussion re LAPD Booth @ Sunday Trading Post
13. Pending Item for Future Discussion: Discussion re Request From StreetsLA 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

**- July 9, 2021 @ 10 AM @ Virtual or In-Person Meeting**

I. ADJOURNMENT

12:00 PM