

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

**AGENDA
Friday, January 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 – December 17, 2021.

D. FINANCIAL REPORT – Through December 31, 2021.
- Expenditure / Cash Flow Budget Report.

E. BUSINESS ITEMS

1. Presentation / Discussion / Approval re Development Proposal for 7000 Melrose, Case # CPC-2021-7217-DB-VHCA: a 4 to 6 story, 61,899 sf mixed use building containing 63 units, including 6 units of very low income affordable housing.
 - Introduction by Board Member Farasat
 - Presentation by Matt Hayden
2. Presentation / Discussion re Streets LA MTA Grant Design Plans
 - Alexander Caiozzo, Streets LA
 - How to resolve unpermitted encroachments?
 - Tree planting / maintenance discussion.
 - DWP Melrose Mainline Project.
3. Discussion re Streetscape Maintenance
 - Continue to next meeting
4. Discussion re Security Ambassador Services
 - Riley Sherwood, Melrose BID Ambassador
5. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Website Redesign
 - Next Crime Prevention Meeting with LAPD on January 11, 2022

- Festival Lighting Project Grant Application-

F. REPORT FROM EXECUTIVE DIRECTOR

- i. Public Counsel CPRA re No-Go Zone
- ii. Television City Grant of \$5,000 for Crime Prevention Cameras
- iii. Grant from CD5 (Koretz) for \$10,000 for License Plate Readers in Partnership with Melrose Action. \$2,500 / camera x 4 = \$10,000.
- Term Sheet
- iv. Grant from CD5 (Koretz) for \$8,333 for Sidewalk Repair La Brea to Highland.
- v. Grant from CD5 (Koretz) for \$25,000 for Security Ambassador & Clean Up Costs
- vi. Complete Streets Grant for Melrose as a Continuing Priority Given Federal Infrastructure Funding

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **Next Regular Board Meeting February 11, 2022 @ 10 AM**

I. ADJOURNMENT

12:00 PM