

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

REGULAR MEETING AGENDA

**Tuesday, December 7, 2017
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

(Note: In compliance with the Americans with Disabilities Act and its implementing regulations, the MBIA / Melrose BID will provide reasonable accommodations upon request, which must be received 72 hours in advance of the desired meeting date. To request such an accommodation, please contact the Melrose BID Executive Director at 323-525-0840 or at Duckworth.Donald@gmail.com.)

1. CALL TO ORDER – Denis Weintraub, President 10:00 AM

2. 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.

3. APPROVAL OF MINUTES – September 8, 2017; September 19, 2017; & October 10, 2017

4. FINANCIAL REPORT – Thru October 31, 2017

5. BUSINESS ITEMS

A. Streetscape Improvements Activities Report - Discussion & Actions
- Report from Gilbert Perez, Clean Streets Supervisor

B. Security / Ambassador Activities Report - Discussion & Actions
- Report from the field – Riley Sherwood, Melrose BID Security Ambassador
- Review of Activities Log

C. Discussion of Farmers' Market Sponsorship Solicitation Deck

D. Discussion / Approval of Revised Melrose Map for Increased Advertising Revenue

E. Status Report re Follow-up to Meeting With Councilman Koretz-

F. Status Report re Discussions With Department of City Planning re Hollywood Specific Plan

G. Status Report re Melrose Elementary School Parking Lease

H. Report from Marketing & Promotions Director

- Melrose Realtor Tenant Info / Demographics Sheet
- Marijuana Use Project – Request from business owners
- Trading Post Marketing Distribution

I. Discussion re Final Draft BID Renewal Docs

- Digital Files Sent to MBIA

J. “Formula for BID Renewal”

- Additional Board Members Should Be Added
- 1st, 2nd, 3rd Year Melrose BID Accomplishments Handouts

6. REPORT FROM EXECUTIVE DIRECTOR

- Melrose BID Stakeholder Unhappiness re City’s New Trash Collection System
- Property Owner Request for Holiday Decorations & Off-Site Advertising Support

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, January 12, 2017 @ 10 AM
- Note Returning to Regular Schedule

9. ADJOURNMENT

12:00 PM