

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

REGULAR MEETING AGENDA

**Friday, January 12, 2018
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 November 30, 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 re Final Draft BID Renewal Docs
- Petition Drive Campaign Host Assignments

D. Discussion re Possible Wasteland Request for Universal Valet Parking Agreement

E. Report from Marketing & Promotions Director

- Melrose Demographics Report
- Marijuana No Smoking Signage – Stakeholders Request
- Accomplishments #3 Brochure
- Newsletter Pending
- Merchant Mixer – January 25 @ 6:30 PM
- Tourist Map Re-Design
- Farmers’ Market Sponsorship Solicitation
- Umbrella Co. Street Art Project
- Social Media Role for Renewal Campaign

6. REPORT FROM EXECUTIVE DIRECTOR

- Status Report re Melrose Elementary School Parking Lease
- Other

7. BOARD MEMBER COMMENTS

- Report from Deny & Sylvia Weintraub re On-Street Parking Meeting @ CD5

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, February 9, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM