

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

REGULAR MEETING AGENDA

Friday, May 10, 2019

Meeting Location:

Hope Lutheran Church - Sanctuary Room

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.)

- 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, 2019.
E. BUSINESS ITEMS

1. Presentation by Chris Caskie re Branding for Landlords
2. Discussion re Streetscape Maintenance Program Enhancements / Changes
 - New vendor is Streetscape Services LLC, also providing services to Westchester BID and Westchester Streetscape Improvement Association.
 - Approval to Purchase 33% of Pressure Washer Machine (\$2,285.57)
3. Discussion re Melrose Security Enhancements Work Plan
 - Report on Homeless Services Focus
 - Meeting Date w/ LAPD Wilshire Division Command Staff – May 29 @ 1 PM
 - Discussion re “Seattle Is Dying” Video
4. Discussion of Marketing & Promotions Program Activities
 - 2019 Marketing Plan Update

- Melrose Mornings Update & Marketing Plan
- Possible ABnB Art Tour Description
- Other Items

5. Discussion re LADOT People Street Project @ Stanley Plaza & Community Meeting
 - Review Meeting Notes
 - Board Members Weintraub, Deny & Sylvia & Fadlon
 - MCWNC Board Member Berker
6. Status of Melrose Elementary School Lease for Universal Valet Parking Program
 - Board Members Blaetz & Hay

F. REPORT FROM EXECUTIVE DIRECTOR

- Status Report re TBTGLA
- Discussion re Starbucks
- City Has Repaved 2 Alleys – S/S Melrose Poinsettia to Martel per MBID Request
- Board Members Need to Log-On to HCPU2 Website
 - = Designation of Board Member Farasat to Seek CD5 Support for Increased Height Limit

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, June 14, 2019 @ 10 AM
- July Meeting Schedule Revision? July 19 or 26?

I. ADJOURNMENT

12:00 PM