

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

REGULAR MEETING AGENDA

Wednesday, July 24, 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 –

D. FINANCIAL REPORT – Financial Report Thru June 30, 2019.

E. BUSINESS ITEMS

1. Presentation by Christopher Caskey re Pop-Up Retail Concept for Melrose
- Follow-up from BM Pierson Blaetz.
2. Discussion of Marketing & Promotions Program Activities
- Rebranding as "Melrose Arts District"
- Pedestrian & On-Line Survey
- Pole Banner Designs
- Other Items
3. Discussion re ADA Issues
- What Role, If Any, Should the MBID Play?
- Briefing: Deny & Sylvia Weintraub

4. Discussion / Possible Decision re National Night Out Co-Sponsorship

F. REPORT FROM EXECUTIVE DIRECTOR

- Community Meeting re Stanley Plaza August ?, 2019 @ Greenway Theater

G. BOARD MEMBER COMMENTS

- Board Members Need to Log-On to HCPU2 Website for Input (Farasat)

- Melrose Elementary School Lease for Universal Valet Parking Program (Hay)

H. NEXT MEETING

- **August 9, 2019 @ 10 AM @ Hope Lutheran Church**

I. ADJOURNMENT

12:00 PM