

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

REGULAR MEETING AGENDA

Wednesday, October 11, 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 – April 12, 2019 ?; May 10, 2019; June 14, 2019; & July 24, 2019

- D. FINANCIAL REPORT – Financial Report Thru September 30, 2019 &
- 2019 Year End Cash Flow Expense Projections

E. BUSINESS ITEMS

1. Discussion / Approval of 2019 Melrose Arts District Rebranding
 - Pole Banner Designs
 - Rebranding as "Melrose Arts District"
 - AirBnB Street Art Tour Series
 - 3rd Quarter BID Newsletter
 - Melrose Mornings Update
 - Other Items
2. Discussion re Melrose Security Ambassador Program
 - Report on Homeless Services Focus

3. Presentation by MCWCC Soliciting Support for Their “Plan to Enhance Traffic Safety on Melrose While Improving Traffic Flow” – (11:00 AM Target Schedule)
- Michael Schneider, MCWCC Board Member
4. Discussion re ADA Issues
- What Role, If Any, Should the MBID Play?
- Briefing: Deny & Sylvia Weintraub
5. Discussion / Approval of Agreement with Christine Robertson to Prepare Universal Valet Parking Proposal
6. Proposed Marijuana Outlet (Genius) at 7569 Melrose Avenue
7. Discussion / Approval of Plan of Action for MTA Grant

F. REPORT FROM EXECUTIVE DIRECTOR

-

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

- **November 8, 2019 @ 10 AM @ Hope Lutheran Church**

I. ADJOURNMENT

12:00 PM