

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

**AGENDA**

**Friday, May 8, 2020**

**VIRTUAL MEETING VIA ZOOM**

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

B. COMMENTS FROM BOARD MEMBERS re COVID-19

Each Board Member should describe their experiences, thoughts, concerns, etc. How long will business be down? What will be your “new normal”? Is there positive possibilities that might come of all this? 3 Minutes each.

C. APPROVAL OF MINUTES – April 10, 2020

D. FINANCIAL REPORT – Financial Report thru April 30, 2020

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
  - Current Post Covid-19 service level should be slightly adjusted to restore 4 hrs. of trash collection and 8 hrs. of porter service (+\$300/wk).
2. Discussion re Melrose Security Ambassador Logs
3. Discussion Melrose Arts District Marketing & Promotions
  - Kim Sudhalter, Marketing & Promotions Director
  - Covid Budget Reductions @ -33.6%
  - Logo Design Decision by MBIA
  - Social Media Promotions Update
  - Website Upgrade Update
  - General Discussion re “Re-Opening Strategy”
4. Discussion / Approval of an Agreement for Universal Valet Parking with MRO Elliot Management (former Vinoteque site) 25 spaces
5. Discussion of MTA Grant “Workshop” Meeting on April 17, 2020
  - Review “Meeting Minutes” prepared by Alexander Caiozzo, Group Manager, & Jeff Palmer, Project Manager, for the City Street Services Department.
  - MBIA Board thoughts on “Next Steps.”
6. Discussion of Proposals to Install Festival Lighting on Melrose
  - Proposal from LA Christmas Tree Lighting

- Proposal from St. Nick's

7. Discussion / Approval of Assessment Roll for 2021 with No CPI Increase
8. Discussion re Other Covid-19 Recovery Efforts
  - Apply for Payroll Protection Program Funding (Banc of California)
  - Apply for Economic Injury Disaster Loan ("EIDL") with SBA
  - Facilitate / Assist Melrose BID Stakeholders to Access Federal, State, & Local
  - MTA Grant implementation should be a big part of this; BID pro-business priorities
  - Install 2 Crosswalks (Stanley Orange) at City Expense; Koretz approval needed
    - = Kim to coordinate neighborhood petition drive
  - Installation of Festival Lighting along Melrose (est \$150,000)
  - Other MBIA initiatives

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **June 12, 2020 @ 10 AM @ Virtual Meeting**

I. ADJOURNMENT

12:00 PM