

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

AGENDA

Friday, June 12, 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 & May 8, 2020

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

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Maintenance Supervisor
2. Discussion re Melrose Security Ambassador Logs
 - Riley Sherwood, Security Ambassador
 - Mark Mireles,
3. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Overview of Stakeholder Relations / Outreach During Civil Unrest
 - Discussion of Scope of Work Description
 - Recommendation to Restore Program Services (Cost @ \$2,666 / mo)
 - Pole Banner / Trash Plaque Progress Report
 - Art Share LA Project / Mural
 - General Discussion re COVID-19 “Re-Opening Strategy”
4. “T-Shirt” for Rebuilding Melrose Concept – Isack Fadlon
5. Letter to Mayor’s Office re Melrose BID Damages / Economic Recovery Needs
 - Discussion. New additions?
 - Recommendation to retain Margaret Taylor, Apex LA, to establish a special Melrose parking district, advocate for immediate C4 zoning relief, HCPU2 advocacy, crosswalk installation, and other COVID-19 and Civil Unrest Relief.
 - MBIA Support for Re-Opening of Sunday Trading Post.
 - Implementation of crosswalks to promote pedestrian use and business re-opening in the

coming year's budget.

- Expansion of MTA Grant or award of new grant for pedestrian & alley lighting.

6. Possible CCF Donor Interest in Melrose

- WSIA as 501c3

7. Discussion of Proposals to Install Festival Lighting on Melrose

- Proposal from LA Christmas Tree Lighting

- Proposal from St. Nick's

8. Designation of Board Member Pierson Blaetz as Additional Check Signatory

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **July 10, 2020 @ 10 AM @ Virtual Meeting**

I. ADJOURNMENT

12:00 PM