

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

AGENDA

Friday, July 10, 2020

VIRTUAL MEETING VIA ZOOM

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 – June 12, 2020

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

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Maintenance Supervisor
 - Recommendation to restore pressure washing (5 days x 8 hrs x \$25 = \$1,000 / wk x 4 wks = \$4,000 / mo.) and 1 additional day trash collection (1 day x 4 hrs x \$25 = \$100 / wk = \$400 / mo)
2. Discussion re Melrose Security Ambassador Logs
 - Riley Sherwood, Security Ambassador
 - Recommendation to restore 7-day Security Ambassador coverage (+ 2 days @ \$400 / day = \$800 / wk x 4 wks = \$3,200 / mo)
3. Report From Margaret Taylor re Advocacy Efforts, Al Fresco Dining, and Meeting with Councilmember Koretz
4. Discussion Melrose Arts District Marketing & Promotions & Stakeholder Outreach
 - Kim Sudhalter, Marketing & Promotions & Outreach Director
 - #MelroseStrong T-Shirt Update
 - Mercedes Partnership on Instagram Mural
 - Fundraising Event for Dr. Martens / Tony K / Timeless by The Some Cult Collective
 - Open for Business Signs (Picked up 100 from Painter’s Union per CM Koretz
 - Trash Receptacle signage Installed

- Crosswalk Petition
- Donations of \$400 for “Rebuilding Melrose” ???
- General Discussion re COVID-19 “Re-Opening Strategy”

5. Deny Weintraub Proposal for Addition of Loopnet Listings to MBID Website
 - Recommendation to restore Justo Diaz Scope to \$1,500 / mo. (+\$500 / mo)
6. Presentation by St Nick’s re Proposal to Install Festival Lighting on Melrose
 - Proposal from St. Nick’s / Frankie Morales

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **August 14, 2020 @ 10 AM @ Virtual Meeting**

I. ADJOURNMENT

12:00 PM