

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

AGENDA

Friday, August 14, 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 & July 10, 2020

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

E. BUSINESS ITEMS

1. Presentation From StreetsLA re Proposed State Grant Application for Melrose Avenue Pedestrian Oriented Street Improvements
 - Introduction, Executive Director Duckworth
 - Presentation, Alexander Caiozzo, StreetsLA
2. Report re Interest in City Al Fresco Dining Program (Requested Parklets)
 - Margaret Taylor, Apex-LA
 - Kim Sudhalter
3. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Maintenance Supervisor
 - Recommendation to continue pressure washing (5 days x 8 hrs x \$25 = \$1,000 / wk x 4 wks = \$4,000 / mo.) and add 1 additional day alley bulk item collection (1 day x 4 hrs x \$25 = \$100 / wk = \$400 / mo)
 - Homeless cleanup is a joint product of Security Ambassador and Streetscape Maintenance working closely together.
4. Report From Margaret Taylor re Advocacy Efforts, Al Fresco Dining, and Meeting with Councilmember Koretz

5. Discussion Melrose Arts District Marketing & Promotions & Stakeholder Outreach
 - Kim Sudhalter, Marketing & Promotions & Outreach Director
 - #MelroseStrong T-Shirt Update
 - Melrose Trading Post Re-Opening
 - Fundraising Event for Dr. Martens / Tony K / Timeless by The Some Cult Collective
 - New Website Launch
 - Installation of New Pole Banners
 - Alternative Design Concepts from St Nick's for Melrose Gateway Lighting
6. Deny Weintraub Proposal for Addition of Loopnet Listings to MBID Website
 - Kim Sudhalter

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- September 11, 2020 @ 10 AM @ Virtual Meeting

I. ADJOURNMENT

12:00 PM