

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

REGULAR MEETING AGENDA

**Friday, May 20, 2016
Meeting Location: Hope Lutheran Church
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.)

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

2. 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.

3. APPROVAL OF MINUTES –

4. FINANCIAL REPORT – Through April 30, 2016.

5. BUSINESS ITEMS

- A. Presentation / Discussion / Review / Approval of AIDS Lifecycle Bike Ride Event
 - Event Representative
 - No long-term street closure is needed; the event will bring about 2,500 cyclists and several thousand spectators to Melrose @ Ogden on June 11, 2016
- B. Streetscape Improvements Activities Report - Discussion & Actions
 - Decorative trash receptacles have been delivered & installed.
 - Report from Gilbert Perez, Clean Streets Supervisor.
- C. Demonstration of New Facebook Page: Melrose Business
 - This is an internal oriented page for business-to-business discussions about safety issues, needs, or plans for the future.
 - Kim Sudhalter
- D. Security / Ambassador Activities Report - Discussion & Actions
 - Overview of initial operations - Mark Mireles, Critical Solutions PSG

- Report from the field – Riley Sherwood, Melrose BID Security Ambassador
- Long term Program Specific Objectives – Executive Director

E. Marketing & Promotions Activities Report – Discussion & Actions

- Isack Fadlon / Kim Sudhalter
- Website / Facebook “ROI” & Statistics
 - = This Facebook page is externally oriented to bring more customers to Melrose
- Social Media Statistics
- BID Newsletter
- Fairfax HS Window Dressing Program should be implemented during April
- Electric Shuttle on Melrose: Concept Presentation / Discussion
- “Wild Postings”: Concept Presentation / Discussion

F. Approval of Melrose BID Property Assessment Roll

- This is the same Assessment Roll as submitted for the past 2 fiscal years with 1 exception to accommodate building sf that has been removed; no CPI increase has been included;

G. Approval of Refund for Assessments Collected in Error

- 1 parcel has paid assessments for building sf that had been removed, so a refund should be provided.

H. Progress Report on BID Valet Parking Program

- Approval to Retain Hourly Staff Assistance

I. Progress Report on Perkins + Will Report / Recommendations Revision

- Melrose Future Vision Committee meeting scheduled.

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, June 10, 2016 @ 10 AM

9. ADJOURNMENT

12:00 PM