

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

REGULAR MEETING AGENDA

Friday, July 1, 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 –

5. BUSINESS ITEMS

A. Discussion re Concept of Using “City Builder” to Optimize with Tenanting Opportunities on Melrose

- David Hay, Future Vision Committee Member

B. Streetscape Improvements Activities Report - Discussion & Actions

- Report from Gilbert Perez, Clean Streets Supervisor

C. 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

D. Marketing & Promotions Activities Report – Discussion & Actions

- Isack Fadlon / Kim Sudhalter

- Electric Shuttle on Melrose: Kim signed-up sponsorship advertising and the shuttle

will be operational weekends of July 9, 16, 23, & 30.

- BID Newsletter / “12 Things That the BID Can Do...”
- Merchant Mixer – Thursday, July 7 @ 9:30 AM
- Neighborhood Mixer – Saturday, July 9 @ 9:30 AM

E. Proposal for Valet Parking Pilot @ The Village Idiot and Adjacent Restaurants (Mare, Umbrella Company, Ping Tang, Vinoteque)
- Don Duckworth / Lindsay Kennedy

F. Proposal to Retain Staff Support for Preparation of an Alley Repair Program

G. 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, August 12, 2016 @ 10 AM

9. ADJOURNMENT

12:00 PM