

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

**REGULAR MEETING AGENDA**

**Friday, April 7, 2017  
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](mailto: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. Streetscape Improvements Activities Report - Discussion & Actions  
- Report from Gilbert Perez, Clean Streets Supervisor

B. Presentation re Blackbird New Business Proposal @ 7459 Melrose  
- Presentation by Margaret Taylor  
- Recommendation for MBIA support including universal valet parking accommodation

C. Presentation re City Council Proposal to Increase LAPD Field Resources Through Personnel Redeployments (11 AM)  
- Presentation by John Gregory, CD11  
- Councilman Koretz has been an early leader on this issue and supports it  
- MBIA action as desired

D. Security / Ambassador Activities Report - Discussion & Actions

- Report from the field – Riley Sherwood, Melrose BID Security Ambassador
- Special officer safety training has been provided at no cost to BID by CSPSG
- Review of Activities Log

E. Discussion / Update re Proposed Melrose Farmers' Market

- LAUSD will require rent payments; amount TBD; efforts are continuing
- An experienced “market manager” may not be available; efforts are continuing
- Westchester Sunday FM Cost Updates
- Recommendation: Continue to work towards a possible Melrose Farmers' Market Test Implementation in Spring 2018 and include costs in BID Renewal Budget

F. Discussion of BID Services Survey Responses

- On-Street Distribution
- On-Line Distribution
- Merchants Mixer Distribution
- Real Estate Brokers Distribution

G. Marketing & Promotions Activities Report – Discussion & Actions

- Marketing Director Kim Sudhalter
- Urban Legend Status Report for February / March 2017
- Status Report Brokers Meeting (April 4)
- Status Report Merchants' Mixer
- Status Report “Melrose Mile” Event
- Other

H. CLOSED SESSION with Legal Counsel

- The Board will discuss with outside counsel prospective litigation, the nature of which the Board has determined to address in confidence to protect the interests of the Association as well as potential litigants and which outweigh any benefits of public disclosure.

6. REPORT FROM EXECUTIVE DIRECTOR

- Status Report re On-Street Parking Petitions
- Status Report re Melrose Future Vision: A Strategic Action Plan
  - > Document will be available for property owners by May 4; presentation by Mott Smith
- Status of City Proposal to Legalize Street Vending
- John Darnell has taken another City position
- Status Report La Brea to Highland Property Unique Branding Banner
- Status Report New Crosswalk Installation Plan

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, May 12, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM