

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

REGULAR MEETING AGENDA

Friday, July 14, 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.)

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 – June 9, 2017

4. FINANCIAL REPORT – Through June 30, 2017

- Comprehensive 2017 budget / expenditure projection
- Comments by Board Member Chicha

5. BUSINESS ITEMS

A. Streetscape Improvements Activities Report - Discussion & Actions

- Report from Gilbert Perez, Clean Streets Supervisor

B. Security / Ambassador Activities Report - Discussion & Actions

- Report from the field – Riley Sherwood, Melrose BID Security Ambassador
- Review of Activities Log
- Maya / Sal's Issues

C. Report on Discussions with CD5

- Meeting with Councilman Koretz pending Robert Oliver
- Comments from Robert Oliver

D. Marketing & Promotions Activities Report – Discussion & Actions

- Urban Legend Status Report for June 2017
- Status Report on Melrose Map
- Status Report on Design District Banner Installation
- National Night Out – Board Attendance Needed August 1, 2017 5:30 PM -
Co-sponsorship with Melrose Action Neighborhood Watch
- Real Estate Broker Fact Sheet
- Status Report on Melrose Mile Event - Isack Fadlon
- Other

E. Discussion re Alley Repair Priorities Report

- Matt Hayden, Hayden Planning

F. Discussion re Hollywood Community Plan Actions Needed to Incorporate Melrose Future Vision

- Executive Director
- Jessica Wethington McLean

G. Lutheran Church Request re Parking

- Comments by Board President Weintraub

H. Melrose Elementary School Parking Lease

6. REPORT FROM EXECUTIVE DIRECTOR

A. BID Renewal Budget to Provide Increases Security Ambassador (7 days) & Farmers' Market

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

– Regular Meeting for Melrose BID: Friday, August 11, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM