

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

REGULAR MEETING AGENDA

Friday, June 14, 2019

Meeting Location:

Hope Lutheran Church - Sanctuary Room

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.)

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.

- Company Introduction: Wheels Dockless Vehicle

C. APPROVAL OF MINUTES –

D. FINANCIAL REPORT – Financial Report Thru May 31, 2019.

E. BUSINESS ITEMS

1. Discussion of Marketing & Promotions Program Activities

- 2019 Marketing Plan Update per May 20 Committee Meeting
- Rebranding as "Melrose Arts District"
- Pole Banner Designs
- Melrose Mornings Update
- Possible AirBnB Art Tour Description
- Other Items

2. Discussion re LADOT People Street Project @ Stanley Plaza & Community Meeting

- Presentation by Mehmet Berker

3. Review / Approval of Financial Statement as Prepared by Richard Moon & Associates CPA for Submittal Per Agreement with City of Los Angeles
4. Discussion, Review, Approval of Annual Assessment Roll, including possible CPI Increase for 2020.
5. Discussion re Melrose Security Enhancements Work Plan
 - Report on Homeless Services Focus
 - Review of Meeting w/ LAPD Wilshire Division Command Staff
 - = Mobile Command Center on Melrose on March 12, 2019
 - = Initiation of LAPD Bike Patrol on June 5, 2019
6. Status of Melrose Elementary School Lease for Universal Valet Parking Program
 - Board Member Hay

F. REPORT FROM EXECUTIVE DIRECTOR

- Board Members Need to Log-On to HCPU2 Website
 - = Designation of Board Member Farasat to Seek CD5 Support for Increased Height Limit

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- July Meeting Schedule Revision? Meeting date July 19 @ 10 AM?

I. ADJOURNMENT

12:00 PM