

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

**REGULAR MEETING AGENDA**

**Friday, February 14, 2020**

**Meeting Location:**

**Hope Lutheran Church – Library Room Upstairs**

**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).)*

- 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.

- C. APPROVAL OF MINUTES – November 8, 2019  
D. FINANCIAL REPORT – Financial Report Thru November 30, 2019 &  
- 2019 Year End Cash Flow Expense Projections  
E. BUSINESS ITEMS

1. Discussion Melrose Arts District Online & Social Media Strategy  
- Marketing & Promotions Director Sudhalter
2. Discussion re Streetscape Maintenance  
- Gilbert Perez  
- Review of services provided; trash issues; pressure washing schedule; alley debris; homeless debris;  
- MBID Request for 52 New City Provided and Serviced Trash Receptacles Located on Side Streets Ogden to Formosa;  
- Other discussion
3. Discussion re Melrose Security Ambassador Program  
- Riley Sherwood

- Review of activity report

4. Discussion / Approval of Plan of Action for MTA Grant
5. Discussion / Recognition of Council Member Koretz Office Efforts to Repave Additional Alleys
6. Discussion / Recognition of Council Member Koretz Office Efforts to Refresh All Curb Marking Paint along Melrose
7. Discussion re Proposal for Aggressive Advocacy of Melrose Traffic Reconfiguration  
- Copy of Hollywood Boulevard LA Times Article
8. Discussion re MCWCC Proposal for Bicycle / Scooter Corral on Melrose

F. REPORT FROM EXECUTIVE DIRECTOR

- Status Report re Added On-Street Parking @ Fairfax High School for “non-school hours”
- Email re HCPU2 status and Melrose BID requests

G. BOARD MEMBER COMMENTS

- Pierson Blaetz re LAUSD Leasing Update

H. NEXT MEETING

- **March 13, 2020 @ 10 AM @ Hope Lutheran Church**

I. ADJOURNMENT

12:00 PM