

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

REGULAR MEETING AGENDA

Friday, March 13, 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.)

- 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 – February 14, 2020
D. FINANCIAL REPORT – Financial Report Thru February 28, 2020
E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Supervisor
 - 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 Approved for 15 Receptacles (Council Member Koretz);
 - Other discussion
2. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Logo Design Update
 - Online & Social Media Strategy Update -
3. Discussion re Melrose Security Ambassador Program
 - Riley Sherwood, Security Ambassador

- Review of activity report

4. Discussion / Approval of Plan of Action for MTA Grant
 - Alexander Caiozzo, Group Manager, & Jeff Palmer, Project Manager, for the City Street Services Department will make a presentation to MBIA at their April, 2020 meeting.
 - President Weintraub presentation re Melrose MTA Grant overview meeting.
 - Copy of MTA Grant details is included with packet materials.
5. Discussion re Elimination of Loading Zones on Melrose
 - Map of parking meters & loading zones along Melrose
 - Comments by President Weintraub re need to reduce
6. Discussion re MCWCC Proposal for Bicycle / Scooter Corral on Melrose
 - Side Street location?
 - Loading Zone location?
 - Possible loss of 1 or 2 parking spaces?

F. REPORT FROM EXECUTIVE DIRECTOR

- Discussion re Clean Streets Final Invoice

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **April 10, 2020 @ 10 AM @ Hope Lutheran Church**

I. ADJOURNMENT

12:00 PM