

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

AGENDA

**Friday, July 09, 2021
VIRTUAL MEETING VIA ZOOM**

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 – June 11, 2021.

D. FINANCIAL REPORT – Defer to next meeting.

E. BUSINESS ITEMS

1. Presentation From CD5 (Koretz) re Implementation of Sidewalk Vending “No-Go Zone”
 - Joan Pelico, Chief of Staff
 - (This item will be timed to accommodate Joan’s availability.)
2. Discussion re Streetscape Maintenance
 - Gilbert Perez, Streetscape Supervisor
3. Discussion re Security Ambassador Services
 - Report on monthly activities log
 - Standards for Telephone Response by Security Ambassadors
4. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Crime Prevention Meeting with LAPD July 13, 2021 @ 4:00 PM
 - Festival Lighting Project Update & Next Step
 - MBID Decision re Al Fresco Martel to Fuller
 - No-Go Zone for Sidewalk Vendors
 - General Discussion re Marketing Melrose for the Future / Starting to Brainstorm
5. Discussion re Draft Response to Notice of Preparation (NOP) of EIR for Proposed Television City Development
 - Executive Director
6. MBID Budget Review / Discussion

7. Pending Item Discussion of CVS Universal Valet Parking Program
8. Pending Item for Future Discussion re Board Election Process
 - July 12 Application Deadline
 - 5 applications have been received to date
 - All of the currently sitting MBID Bd has indicated a desire for reappointment
9. Pending Item for Future Discussion re Motorcycle Terrorism on Melrose
 - Melrose crime Prevention Meeting Scheduled for July 13 @ 4 PM
 - Arrests have been made since the last MBID Board Meeting
10. Pending Item for Future Discussion: Discussion re Request From StreetsLA for Melrose BID Commitment to Provide Future Maintenance for Street Trees, Street Furnishings, or Other Improvements Installed as Part of the Melrose Pedestrian Improvement Project (MTA Grant)

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **August 13, 2021 @ 10 AM @ Virtual Meeting**

I. ADJOURNMENT

12:00 PM