

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

**AGENDA  
Friday, December 17, 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.

- Introduction of Ms. Katy Yaroslavsky, Candidate for CD5

C. APPROVAL OF MINUTES – July 9, September 10, September 17 (note to file only), and November 12, 2021.

D. FINANCIAL REPORT – Through November 30, 2021.  
- Expenditure / Cash Flow Budget Report.

E. BUSINESS ITEMS

1. Discussion re Streetscape Maintenance  
- Continue to next meeting
2. Discussion / Approval of Annual Planning Report (APR) for City Clerk's Office  
- Executive Director Briefing: MBID's Agreement with the City requires submission of an APR. Revenues for 2022 are the same as 2021. The APR for 2021 adequately provided for needed services. Consequently, a basic "roll-over" APR is recommended for 2022 with the understanding that the most significant new expense for the period will be the \$150,000 MTA Grant matching contribution. The MBID Finance Committee has reviewed and approved this recommendation.
3. Discussion re Security Ambassador Services  
- Riley Sherwood, Melrose BID Ambassador
4. Discussion Melrose Arts District Marketing & Promotions  
- Kim Sudhalter, Marketing & Promotions Director  
- Website Redesign  
- Next Crime Prevention Meeting with LAPD on January 11, 2022  
- Festival Lighting Project Grant Application

- LAPD Holiday Meals in BID Area

5. Presentation / Discussion of Streets LA re MTA Grant Sidewalk Replacement Recommendations (**Scheduled for January 14, 2022 MBID Bd. Mtng.**)

- How to resolve unpermitted encroachments?
- Tree planting / maintenance discussion
- DWP Melrose Mainline Project

F. REPORT FROM EXECUTIVE DIRECTOR

- i. Public Counsel CPRA re No-Go Zone
- ii. Television City Grant of \$5,000 for Crime Prevention Cameras
- iii. Grant from CD5 (Koretz) for \$10,000 for License Plate Readers in Partnership with Melrose Action. \$2,500 / camera x 4 = \$10,000.  
- Term Sheet
- iv. Grant from CD5 (Koretz) for \$8,333 for Sidewalk Repair La Brea to Highland.
- v. Grant from CD5 (Koretz) for \$25,000 for Security Ambassador & Clean Up Costs
- vi. Complete Streets Grant for Melrose as a Continuing Priority Given Federal Infrastructure Funding

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **Next Regular Board Meeting January 14, 2022 @ 10 AM**

I. ADJOURNMENT

12:00 PM