

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

**AGENDA
Friday, March 11, 2022
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 – January 14, 2022 & February 11, 2022.

D. FINANCIAL REPORT – Final Actuals through December 31, 2021.
- Financial Report Thru February 28, 2022.

E. BUSINESS ITEMS

1. Authorization to pay \$5,000 to Flock Security on behalf of Melrose Action for 2 ALPR (License Plate Reader Cameras) placed in the MBID area. These funds were granted to the MBIOD for this purpose by The Television City development team.
2. Discussion re Streetscape Maintenance
- Gilbert Perez, Streetscape Maintenance Supervisor
3. Discussion re Security Ambassador Services
- Riley Sherwood, Melrose BID Security Ambassador
4. Discussion Melrose Arts District Marketing & Promotions
- Kim Sudhalter, Marketing & Promotions Director
- Review of New Website Launch
- “Light Up Melrose” Campaign
- Al Fresco Dining Continuation (TVI & Fratelli’s)
- Lawson & Fenning Crime Prevention Efforts
- Lala’s Crime Prevention Efforts
- Next Crime Prevention Meeting with LAPD on March 15, 2022
5. Approval of Agreement and Authorization for Executive Director to Execute Same with Precision Concrete Cutting (PCC) to Perform Sidewalk Cutting / Minor Trip Hazard Removal on Melrose Between La Brea and Highland As Soon As Funding from City of

LA (\$8,233) is Received. Total Project Cost NTE \$16,466.

F. REPORT FROM EXECUTIVE DIRECTOR

- Television City Grant of \$5,000 for Crime Prevention Cameras; funding has been received.
- Need to Re-schedule June 10 Meeting to June 24?

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **Next Regular Board Meeting April 8, 2022 @ 10 AM**

I. ADJOURNMENT

12:00 PM