

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

**AGENDA
Friday, April 8, 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.

1. Introduction of Mr. Kevin James, Candidate for City Attorney

C. APPROVAL OF MINUTES – March 11, 2022

D. FINANCIAL REPORT – Defer to next meeting.

E. BUSINESS ITEMS

1. Possible Visit with Caruso for Mayor Campaign Official (Unconfirmed)

2. Discussion re Streetscape Maintenance

- Gilbert Perez, Streetscape Maintenance Supervisor

3. Discussion re Security Ambassador Services

- Riley Sherwood, Melrose BID Security Ambassador

4. Discussion re Proposed Bicycle Coral @ Melrose & Formosa

- Issue: Potential Loss of Parking on Melrose

5. Discussion Melrose Arts District Marketing & Promotions

- Kim Sudhalter, Marketing & Promotions Director

- Al Fresco Dining Continuation (TVI & Fratelli’s)

- Report on New Website

- Television City Media Coverage

- Discussion: Is it time to resume tourist directed Marketing / advertising?

- Next Crime Prevention Meeting with LAPD on April 12, 2022.

F. REPORT FROM EXECUTIVE DIRECTOR

- Awaiting Gants funding from City (\$8,233 / \$10,000 Melrose Action / \$25,000)

- Awaiting Flock Security Invoice for Television City Grant

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **Next Regular Board Meeting May 13, 2022 @ 10 AM**
- **Following Regular Board Meeting June 17, 2022 @ 10 AM**

I. ADJOURNMENT

12:00 PM