

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

**AGENDA
Friday, May 13, 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.

C. APPROVAL OF MINUTES – March 11, 2022
- April 8, 2022 – No quorum present.

D. FINANCIAL REPORT – Defer to next meeting.

E. BUSINESS ITEMS

1. Discussion and Board Action re Proposed Neighborhood Greenways Bicycle Lane Project
 - Issue: Potential Loss of Side Street Parking for Melrose Businesses
 - Presentation by Babak Dorji, LADOT
2. Discussion re MTA Grant Project Design for street furniture and lighting standards.
 - Presentation by StreetsLA
3. Discussion / Approval of Melrose BID Assessment Roll for 2023 with CPI Increase
 - Presentation by Executive Director
4. Discussion re Security Ambassador Services
 - Riley Sherwood, Melrose BID Security Ambassador
5. Discussion Melrose Arts District Marketing & Promotions
 - Kim Sudhalter, Marketing & Promotions Director
 - Ambassador Cards
 - Joint Crime Prevention Meeting with Melrose Action
 - City Installation of Crosswalk @ Melrose & Orange Grove
 - Electrical Vault Re-Painting
 - Gateway Signage Design Concepts
 - Social Media: New Sponsored Content Plan: Recommended Cost \$750

6. Discussion re Work Program for Assessing Potentially Problematic Retail Sales Practices
(Limited Addition, Special Release, Product Lotteries, etc.)

F. REPORT FROM EXECUTIVE DIRECTOR

- Gants Funding Received from City (\$8,233 / \$10,000 Melrose Action)
- Invoice for Grants Funding from City Pending (\$25,000)
- Awaiting Flock Security Invoice for Television City Grant

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

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

I. ADJOURNMENT

12:00 PM