

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING
REGULAR MEETING ONLINE
AGENDA
Friday, April 14, 2023**

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. Report from Adam Bensimon re Melrose Real Estate Market

C. APPROVAL OF MINUTES – Defer to next meeting.

D. FINANCIAL REPORT – Thru December 31, 2022 & Expenditure / Cash Flow Report for 2022.

E. BUSINESS ITEMS

1. Report on Legislative Advocacy Issues – Margaret Taylor

- Permanent LA Al Fresco Ordinance Revisions
- HCPU2 / CPIO
- Other Issues

2. Discussion of Streetscape Maintenance Activities

- Streetscape Maintenance Supervisor Gilbert Perez

3. Discussion of Marketing, Promotions, & Outreach Program Activities

- Marketing, Promotions, & Outreach Director, Kim Sudhalter
- Spring Block Party Planning – Sunday, May 7 @ 10 AM
- Utility Vault Repainting Project / Grant Funding Search
- Update on Entry / Gateway Signage
- Restaurant Marketing Piece
- KCBS-TV SoCal Spotlight Pitch

F. REPORT FROM EXECUTIVE DIRECTOR

- We are working to schedule a meeting with Council Member Yaroslavsky about MBID’s interest in making a “Complete Streets” grant application. CD5 Staff is receptive and believes that the Council Member will be sympathetic to MBID’s interest. The CD5 Staff is researching potential grant sources / programs before scheduling a meeting with MBID President & Board Members.

- StreetsLA will be recommending MBID approval of a standard form street tree maintenance Agreement at the May 12 MBID Board Meeting.

G. BOARD MEMBER COMMENTS

- Pierson Blaetz re meeting with Principal of FFHS

H. NEXT MEETING

- **Next Regular Board Meeting May 12 @ 10 AM**

I. ADJOURNMENT

12:00 PM