

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
BOARD OF DIRECTORS MEETING  
REGULAR MEETING ONLINE  
AGENDA  
Friday, November 17, 2023**

**IN PERSON & VIRTUAL MEETING  
Greenway Court Theater  
Fairfax High School Campus  
544 N. Fairfax Avenue**

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 – July 14, 2023.

D. FINANCIAL REPORT – Thru September 30, 2023 & Expenditure / Cash Flow Report.

E. BUSINESS ITEMS

1. Update From ApexLA (Margret Taylor & Ivan Taylor) re City Issues
  - Al Fresco – Permanent Update
  - Hollywood Community Plan Update Status
  - Motion Designating “Melrose Arts District” Status
  - AB2097 Parking Relief Implementation Memo
  - Restaurant Beverage Program Comparison with CUB
2. Discussion of Security Ambassador Activities
  - Mark Mireles, CEO CSPSG
3. Discussion of Streetscape Maintenance Activities
  - Streetscape Maintenance Supervisor Gilbert Perez
  - Approval of Increasing Contract Vendor Rate From \$25/hr. to \$30/hr.
4. Discussion of Marketing, Promotions, & Outreach Activities
  - Adopt A Tree Program Draft Website
  - Utility Vault Beautification Project
  - National Night Out – August 1 @ Poinsettia Park
  - Crime Prevention Contact Info Magnets per LAPD
  - Crime Prevention Webinars with Melrose Action & MBID Merchants

- Holiday Get Together
- Art Galleries Press Release

5. Discussion / Approval of Annual Planning Report for Submission to City.
6. Approval of Quarterly Regular MBID Board Meeting Schedule (In Person @ Greenway Arts Theater)
  - January 12, 2024
  - April 12, 2024
  - July 12, 2024
  - October 11, 2024
  - Additional study session meetings (virtual) and / or Special Meetings may be scheduled as needed or desired.
7. Review / Approval of StreetsLA Standard Form Maintenance Agreement for Street Tree Maintenance Per \$4 Million MTA Grant (Possible)
  - This report will be re-scheduled for an upcoming MBIA Bd Mtng.

#### 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 a future MBID Board Meeting.

#### G. BOARD MEMBER COMMENTS

#### H. NEXT MEETING

- **Next Regular Board Meeting January 12, 2024**

#### I. ADJOURNMENT

12:00 PM