

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION  
BOARD OF DIRECTORS MEETING  
REGULAR MEETING  
ANNUAL MEETING FOR STAKEHOLDERS  
AGENDA**

**Friday, January 12, 2024**

**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.

1. Report from LAPD re Captain Monico & SLO O'Brien

2. CicLAvia on Melrose – February 25, 2024 – Report from Rachel Burke, Chief Program Officer of CicLAvia

3. Report from Peter Nichols, Melrose Action re Crime Control Successes

4. Report from Margaret Taylor re Restaurant Beverage Program vs CUB Process and Other MBID Priorities

5. Report from CD5 – Thao Tran

C. APPROVAL OF MINUTES – July 14, November 17, & December 8, 2023

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

E. BUSINESS ITEMS

1. Discussion of Security Ambassador Activity Report.  
- Mark Mireles, CEO CSPSG

2. Discussion of Streetscape Maintenance Activities  
- Streetscape Maintenance Supervisor Gilbert Perez

3. Discussion of Marketing, Promotions, & Outreach Activities

- Adopt A Tree Program Draft Website
- Utility Vault Beautification Project
- Crime Prevention Contact Info Magnets per LAPD
- Crime Prevention Webinars with Melrose Action & MBID Merchants
- Recommendation to Prepare Tenant Map for Outreach & Leasing (NTE \$500); Board Member Hay is Supporting

4. Discussion of Agenda for Meeting with Councilmember Yaroslavsky on January 30.

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **Next Regular Board Meeting April 12, 2024**
- **Continued work on 2024 Project / Work Priorities**

I. ADJOURNMENT

12:00 PM