

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING
REGULAR MEETING
AGENDA
Friday, April 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 by SLO De’Antre Dantzler
2. Report from CD5 – Thao Tran
 - Legacy Business Program
 - Melrose Complete Streets Project Proposal
3. Report from Peter Nichols, Melrose Action re Community Crime Control
4. Report from Margaret Taylor re Restaurant Beverage Program vs CUB Process and Other MBID Priorities

C. APPROVAL OF MINUTES – Defer to next meeting.

D. FINANCIAL REPORT – Financial Report Thru February 29, 2024 & Expenditure / Cash Flow Report.

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 Strategic Actions for New Emphasis
- Security Ambassador Program
4. Discussion re Purchase of Additional Festival Lighting
- Recommendation Martel to Fuller @ \$6,027
5. Discussion re SF Gate Blog News Item: “Headwinds Confronting Melrose Avenue Business”

F. REPORT FROM EXECUTIVE DIRECTOR

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **Next Regular Board Meeting July 12, 2024**
- **Additional Study Session?**

I. ADJOURNMENT

12:00 PM