MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING

AGENDA
Friday, January 9, 2026
10:00 AM

REGULAR IN-PERSON MEETING
Greenway Arts Theater
544 Fairfax Avenue

A. CALL TO ORDER – Daniel Farasat, 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.

- Mr. Jay Demircift, 705 N. Sierra Bonita @ Melrose, Puzzle Zoo (Recommended by David Hay)

C. APPROVAL OF MINUTES – Defer to Next Meeting.

D. FINANCIAL REPORT – Defer to Next Meeting
E. BUSINESS ITEMS

1. Report from Margaret Taylor, Apex-LA, re City Adoption of "Melrose Arts District" Designation
   - Efforts to produce a formal community celebration of this success are in process.
   - Margaret, the Exe Director, and MBID will continue work to optimize this designation for MBID stakeholders.
   - Also, AB2097 implementation with support from CD5.

2. SPY Project Overview
   - Executive Director

3. Report from Erika Hartman, Exe Dir, re Safe Place for Youth ("SPY") Project @ NWC Melrose & Alta Vista. Also in attendance Christopher Vargas, Site Manager.
   - SPY Melrose Program Participant Agreement
   - SPY Melrose Good Neighbor Policy

4. Review of Request to CD5 (Katy Yaroslavsky) to Submit ATP 2027 Grant Application for $5 Million Pedestrian Sidewalk Lighting Project

5. Report by Cody Fanner, MBID Security Ambassador

6. Presentation / Update on Marketing & Promotions Use of Social Media Influencers
   - Kim Sudhalter
   - Melrose Fashion Week Presented by MTP is planned for last half of March, 2026.
   - Roll Up Door Art Project Update
   - Social Media Influencer Program Update

F. REPORT FROM EXECUTIVE DIRECTOR
- BID Renewal for Melrose BID – The City Clerk's Office has notified us to begin the process of renewal to be effective January 1, 2029.

G. BOARD MEMBER COMMENTS

H. NEXT MEETING

- **Next Regular Board Meeting February 13, 2025 @ Greenway Arts Theater**

I. ADJOURNMENT 12:00 PM