

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION
BOARD OF DIRECTORS MEETING**

AGENDA

**Friday, June 12, 2015
Meeting Location: Hope Lutheran Church
6720 Melrose Avenue
Los Angeles, CA 90038**

(Note: In compliance with the Americans with Disabilities Act and its implementing regulations, the MBIA / Melrose BID will provide reasonable accommodations upon request, which must be received 72 hours in advance of the desired meeting date. To request such an accommodation, please contact the Melrose BID Executive Director at 323-525-0840 or at Duckworth.Donald@gmail.com.)

1. CALL TO ORDER – Denis Weintraub, President 10:00 AM

2. 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.

3. APPROVAL OF MINUTES –

4. FINANCIAL REPORT - Through May 29, 2015

5. BUSINESS ITEMS

- A. Streetscape Improvements, Discussion & Actions as Desired re Various Streetscape Issues
 - Our monthly report from Gilbert Perez re status of CleanStreet’s streetscape work will be deferred until the next Melrose BID meeting.
- B. Formal Appointment of First Permanent Board of Directors for Melrose Business Improvement Association
- C. Discussion re Flooding on Melrose – Fred Rosenthal / John Darnell
 - Recommend submission of formal request to the City for capital improvement budget priority for Melrose Avenue drainage improvements.
- D. Recommendation of Marketing & Promotions Committee to Re-Allocate Budget for Summer Event Series (No Increase in Costs)
 - Isack Fadlon, Board Member
 - June 18 - Is first event date, “The Art of Melrose – Fashion”

- E. Recommendation of Marketing & Promotions Committee to Produce a Harajuku Fashion Event with Asobi Systems' Models
 - July 31 to August 2 / 1 day only
 - Draft budget

- F. Discussion / Approval to Initiate Work on Melrose Future Vision Project
 - Discussion and action of this item will be deferred to a Special Meeting of the Melrose BID Board on Friday, June 19 @ 2:00 PM

- G. Monthly Report re Marketing & Promotions Activities – Kim Sudhalter
 - i. Urban Legend Monthly Activity
 - ii. Presentation re Search Engine Optimization for Melrose BID Website – Justo Diaz
 - iii. Melrose Mural Project (“MMP”)
 - iv. Neighborhood Mixer Event – June 28
 - v. Other Items

- H. Discussion / Approval of Lyft Rideshare Promotional Program

- 6. REPORT FROM EXECUTIVE DIRECTOR

- 7. BOARD MEMBER COMMENTS

- 8. NEXT MEETING
 - Special meeting Friday, June 19, 2015 @ 2:00 PM
 - Regular meeting Friday, July 10, 2015 @ 10:00 AM

- 9. ADJOURNMENT 1:00 PM