

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

REGULAR MEETING AGENDA

Friday, February 12, 2016
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 – January 8, 2016

4. FINANCIAL REPORT – Through December 31, 2015 for the last fiscal year; and, through January 31, 2016 for the current fiscal year.

5. BUSINESS ITEMS

A. Streetscape Improvements Discussion & Actions

- Report from Gilbert Perez, Clean Streets Supervisor
- Consultant recommendation for decorative trash receptacles

B. Group Discussion: "What can the Melrose BID do that individual property owners cannot do for themselves?"

C. Melrose BID Street-Long Valet Parking Implementation

- 1 – Mid-Melrose Valet @ Melrose Elementary School
 - a – Operations with Melrose BID umbrella have begun;
 - b – City has approved Melrose BID as clearinghouse for required parking;
- Report from Margaret Taylor
 - c – Recommended approval of Melrose BID policy statement on valet parking.
 - d – Next steps: Murikami addition; sign @ school for public use; Tatsu Ramen addition; engagement with LAUSD re “market-rate” rent;
 - e – Recommended approval of Agreement with Juan Beramendi to provide valet services; Jeff Jacobberger.

- 2 – West-Melrose @ Behind Starbucks & other locations serving Spartina
 - a - Recommended approval of Agreement with Weintraub ownership to provide parking spaces; Jeff Jacobberger;
 - b – Recommended approval of Agreement with Spartina for use of parking spaces; Jeff Jacobberger.
 - c – Next steps: Add additional parking space agreements; add additional parking use agreements (Vinoteque, Pingtung, The Village Idiot, Starbucks); add Fairfax HS area valet.

- 3 – East-Melrose @ La Brea
 - a – Future plans pending;
 - b – Parking spaces needed for: California Chicken, Domaine LA, rehab facility busses, Brady Beaubien building.

D. Presentation, Discussion, Review, Approval of Marketing & Promotions Plan for 2016

- 1 – Isack Fadlon / Kim Sudhalter

E. Progress Report on Ambassador / Security Vendor Implementation

- 1 - Andrews International will not provide a proposal for services to the Melrose BID.
- 2 – Next steps: Seeking alternative proposals; Fred Rosenthal & Exe Director to review & report at March MBIA.

F. Progress Report on Perkins + Will Report / Recommendations

- 1 – Meeting of Melrose Future Vision Committee pending.
- 2 – Next steps: Committee & Executive Director to review & report at March MBIA.

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, March 11, 2016 @ 10 AM

9. ADJOURNMENT

12:00 PM