

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

REGULAR MEETING AGENDA

**Friday, November 11, 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 –

4. FINANCIAL REPORT – Through October 31, 2016

A. Consideration, Possible Modification, & Approval of Proposed Annual Planning Report As Required by City of Los Angeles
- Comments by Board Member Chicha

5. BUSINESS ITEMS

A. Streetscape Improvements Activities Report - Discussion & Actions
- Report from Gilbert Perez, Clean Streets Supervisor

B. Security / Ambassador Activities Report - Discussion & Actions
- Report from the field – Riley Sherwood, Melrose BID Security Ambassador
- Consideration, Possible Modification, & Approval of Proposed Expansion of Security Ambassador Service Agreement to 7 Days / Week / 8 Hrs / Day

- C. Social Media/Website Activities Report – Melrose BID Success Story: What, How, Why?
- Kim Sudhalter Introduction
 - Dave Abed, Social Media Coordinator (10 Min)
 - Justo Diaz, Webmaster (10 Min)

- D. Marketing & Promotions Activities Report – Discussion & Actions
- Urban Legend Status Report for October 2016
 - Decorative Lighting Proposal – Holiday and year around
 - Business Directory Map - printing & distribution
 - 2nd Year Accomplishments Brochure / Property & Business Owner Newsletter
 - Neighborhood Mixer for Saturday December 3 or Sunday December 4?
 - Date / time for MBIA Board Holiday Get Together (Wolf Restaurant?)
 - Other

- E. La Brea to Highland Property & Business Owners Priorities
- In lieu of November 10 Meeting?
 - Unique branding banners?

- F. Preliminary Report on Alley Repair Priorities (11:30 AM)
- Matt Hayden

- G. Discussion of West Melrose Valet Parking Program
- Status report on restaurant stakeholder meetings
 - Status report on Winett Lease
 - Potential New Restaurant @ 7453 Melrose (Next to Greenspan's)

6. REPORT FROM EXECUTIVE DIRECTOR

- A. Progress Report on Perkins + Will Doc: Melrose Future Vision Strategic Action Plan
- B. Updated Property Owner Database Revision Submitted to DW & JC
- C. Mid Melrose Valet Parking

7. BOARD MEMBER COMMENTS

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, December 9, 2016 @ 10 AM

9. ADJOURNMENT

12:00 PM