

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

**REGULAR MEETING AGENDA**

**Friday, February 10, 2017**  
**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](mailto: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 13, 2017

4. FINANCIAL REPORT – Through January 31, 2017

- Expense Report 2016
- Comments by Board Member Chicha

5. BUSINESS ITEMS

A. Presentation of Melrose Future Vision: A Strategic Action Plan

B. Status Report re On-Street Parking Petitions

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

D. Security / Ambassador Activities Report - Discussion & Actions  
- Report from the field – Riley Sherwood, Melrose BID Security Ambassador  
- Review of Activities Log

- E. Discussion of City Proposal to Legalize Street Vending
  - Report from Executive Director
  
- F. Review / Approval of La Brea to Highland Property Unique Branding Banner
  - Presentation of Design Concepts – Kim Sudhalter
  - Crosswalk Installation Plan of Action / LADOT Meeting
  - Brokers Meeting for Area to be Scheduled ASAP (for January / February)
  
- G. Proposal for BID Renewal Services from Duckworth Consulting (NTE \$20,000)
  - Comments by Board President Weintraub
  
- H. Marketing & Promotions Activities Report – Discussion & Actions
  - Urban Legend Status Report for January 2017
  - Other

6. REPORT FROM EXECUTIVE DIRECTOR

7. BOARD MEMBER COMMENTS

- A. Progress Report on Perkins + Will Doc: Melrose Future Vision Strategic Action Plan
  - Comments by Board President Weintraub

8. NEXT MEETING

- Regular Meeting for Melrose BID: Friday, March 10, 2017 @ 10 AM

9. ADJOURNMENT

12:00 PM