

GREATER BROADWAY PARTNERSHIP

Meeting Minutes 2/11/2015

Location: Unger Construction, 910 X Street, Sacramento, CA

Board Attendees: Bill Harrell, Tanya Anderson, Erika Bjork, Dan Kaufman, Dave Gull, Royce Ann Burks, Scott Maxwell, Tina Reynolds, Celia Yniguez, Kevin Grimes, Gary Saccani and Trish Kelly

Executive Director: Teresa Rocha

Absent Board Members: Jeff Setzer

Guests: Hilary Gould, Clean and Safe Contractor

Call to order

The meeting was called to order at 4:10 pm

Treasurer's Report

The treasurer reported that we had \$98,121.87 cash on hand as of the end of January 2015. The following budget documents were distributed for review by the board: January 2015 Two-year Statement of Activities, January 2015 Statement of Financial Position and the GBP PBID 2014-15 Budget Report for January 31, 2015

Discussion Items

1. Taste of Land Park sponsorship

Sponsorship is \$500; we receive 4 tickets, digital media, notice on website, etc. It is a positive working relationship. Motion to approve the sponsorship made by Scott Maxwell, seconded by Tanya Anderson. All approved.

2. President's Remarks - Downtown Partnership Event.

Board members discussed their take a ways from the event. It was very well done and well received by the audience. There are a lot of things happening downtown such as the redevelopment of the Rail Yards, the Arena, streetcar, increased connectivity and so forth. Things will start to spill over into the Broadway Corridor; things are happening and people are recognizing it. We can take advantage of the things and be proactive and make sure things are happening here. Property owners want to make sure their property values go up and that the businesses do well. The guest speaker from Las Vegas talked about the downtown revitalization effort, and about collisions- people bumping into each other and talking, which creates connectivity. It was noted that the area had investment but also the neighborhood had a passionate collaborative group of small business owners and eclectic vibe. We have these elements on Broadway - diversity, people, etc.

They identifying businesses of choice for start-ups and attraction. They had some resources to do this. They specifically identified desired types - artistic talent, inspiration; they brought different people to one area. Passion was a huge part of decision making and making it work – attracting people with a passion for what they do. Fifty percent of the world’s population lives in cities now and it will grow to 75% will in our lifetime - within 30 years. More live in the urban core than in suburban and rural areas - that's huge.

We discussed other cities like Portland and the things they are doing do promote their areas, and things we can be doing to draw people to the Corridor, such as food trucks and activities that draw many diverse people. It was suggested that we reach out of property owners and do an experiment on pop up facilities, see if we can do something with vacant properties – bring in utilities, etc. We need to look at ordinances. We can create collisions on Broadway – the Broadway Bump Collide (coined by Tina Reynolds).

Bill Harrell thanked Erika Bjork for providing some tickets for Sac Republic FC table.

Complete Streets Project report

Teresa Rocha reported on the February Complete Streets project, wherein the Partnership, on January 29, hosted the consultant lead - Nelson Nygard - and their consulting team, to walk the Corridor with representatives of the Partnership. Kevin Grimes provided his training room to start - more than 20 people participated including city staff, consultants, RT, Walk Sacramento, Sparky, Bill Harrell and Teresa Rocha, with assistance from Tanya Anderson. The walk ended at Valley Vision. This was an orientation. The intention was to make sure the team understands that the GPB represents a key stakeholder group and that we intend to be heavily involved. The City will be at our board meeting in March to discuss the project. Celia Yniquez suggested we ask Sparky to talk about findings from Grid 2.0 and what the importance would be for Broadway - what are the key implications? We should discuss the challenges and opportunities we see - what are the design mechanisms we need?

3. Clean and Safe Reports:

Teresa reported on the February 5 walk of the eastern end of the district (21st to 28th Broadway) with property owners (US Post office, Buzz Oates reps, McDonalds owner, Clean and Safe contractors reps, California Security reps, Applied Architecture (Malinowski) reps and the owner of Los Jarritos) and Police Captain Dave Peletta. The owners were able to share their individual concerns and complaints with the police. It was a good meeting in that not only were the police able to meet the individual owners but the owners exchanged information (including contact information) with each other. The walk lasted approximately 1 ½ hours. In addition to the anticipated issues of transients, we shared our ongoing concern re the recycling center, the accumulation of city trash receptacles (used by transients to transport personal belongings and to collect recyclables for sale) and the increase in transient mental health issues.

4. Program Priorities – Survey Results:

Trish Kelly reviewed the results of the survey; 10 of 14 members responded. There was a lot of discussion. There is satisfaction with the Clean and Safe program budget and activities, but more

activities and resources are wanted for the Economic Enhancements program. Focusing on what we want to do will tell us what kind of resources we need. In each of the standing committees we could look and see what we could do as a project to move things forward. We agreed on the need for further discussion and brainstorming.

5. 2015-2016 – Budget-Setting of assessment rate for next budget year (beginning July 1, 2015-June 30, 2016):

In March 2014 the board voted to increase the assessment for the fiscal year July 1, 2014 to June 30, 2015 by 5%. New funds were allocated to the Clean and Safe Program. It was stressed that an increase in the assessment for the upcoming fiscal year is warranted only if we feel we are offering true value to the property owners and that we have a plan for the future. Bill Harrell noted that based on the increasing level of positive activity, real estate transactions and the increase in property owner involvement in the district, he believed that there is evidence that the district quality of life is improving.

Because our base budget is small (\$262, 455) even a maximally allowed increase of 5% will be modest and outside funds need to be sought given the list of proposed activities that were mentioned in the board survey. A 5% increase would contribute only \$13,000. The Executive Director needs to know by March 1 what if any increase we want and where to allocate it. Per the Management plan, we can increase the assessment by up to 5% of the total budget and the money may be moved between categories but cannot exceed 5% of the total budget. Following a vote, the Executive Director will work with the bookkeeper to provide detailed information to the City re each district parcel. The City forwards the information to the County Assessor where the levy is included in individual property tax bills. The motion to approve the increase in the assessment rate by 5% and to allocate it to the Economic Enhancements program was made by David Gull and seconded by Kevin Grimes. All approved.

The meeting adjourned at 5:30 pm.

Prepared by Trish Kelly