

GREATER BROADWAY PARTNERSHIP

Meeting Minutes 3/11/2015

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

Board Attendees: Tanya Anderson, Erika Bjork, Dan Kaufman, Dave Gull, Scott Maxwell, Celia Yniguez, Kevin Grimes, Gary Saccani and Trish Kelly, Steve Hansen

Executive Director: Teresa Rocha

Absent Board Members: Jeff Setzer, Tina Reynolds, Bill Harrell, Royce Ann Burks

Guests: Hilary Gould, Clean and Safe Contractor, Consuelo Hernandez (Council District 4 Director), Gladys Cornell (AIM Consulting), Jay Serrao, Dean Peckham, Ted Walker, Mark Meeks (City Church of Sacramento), Andrew Skanchy (district property owner and ULI member)

Call to order

Vice President Scott Maxwell called the meeting to order at 4:08 pm

Treasurer's Report

The treasurer reported that we had \$80,415.93 cash on hand as of the end of February 2015. It was also reported that we received a disbursement from the City in early March in the amount of \$146,570.97. The following budget documents were distributed for review by the board: February 2015 Two-year Statement of Activities, February 2015 Statement of Financial Position and the GBP PBID 2014-15 Budget Report for February 28, 2015

Approval of Minutes

Minutes of the meetings of November 2014, January 14 and 28, 2015, and February 11 and 23, 2015 were approved unanimously on a motion by Tanya Anderson and seconded by David Gull.

Clean and Safe Reports

Hilary Gould, contractor, reported continued cooperation with the police in reporting and dealing with transient activity. Also, Captain Peletta was instrumental in facilitating a meeting with Beverly Howell, City Code Enforcement, to discuss the chronic problems of accumulating waste containers (5-8 in some locations) in the district.

Sierra Curtis Neighborhood Association—request for sponsorship

On a motion from David Gull/seconded by Gary Saccani, the board approved a \$500 sponsorship of the Sierra Curtis Neighborhood Association 2015 Home Tour. It was suggested that in the future, the Executive Committee could authorize this level of expenditure.

Broadway Complete Streets Overview—Gladys Cornell, AIM Consulting

Ms. Cornell shared that Nelson/Nygaard is the prime contractor for the Cal Trans Complete Street Planning Grant for Broadway. She will serve on the project team as the lead person

responsible for community outreach. Scott Maxwell reminded her that as regards the Partnership's opinion on the Urban Land Institute (ULI) planning study, we have not adopted/agreed with all of the study's recommendations. We view the ULI document as a menu of design options and not a recommended plan of action.

Ms. Cornell stated that the geographic boundaries of the study are Broadway from I-5 in the west to Highway 99 in the east. The intent of the Complete Street Grant is to generate a "plan" not a "study" It should include short term projects that might include such things as restriping, parklets, etc. For longer-term projects, funds would need to be identified.

Opportunities for community input will be in May, in the Fall 2015 and Winter 2015. The types and places for such input have not been finalized. One discussed idea was to have three locations in the district where the public could view informational graphics, be informed on project data and have an opportunity to comment. Scott volunteered Unger Construction for a western district location, Erika (Sacramento Republic) and David (New Helvetia) volunteered their sites for the Tower District. We still need to find an eastern location for the third venue. Finally, the City will provide a more detailed timeline for the entire project in the near future. The intended completion date for the plan is early 2016.

Gladys was also asked to quickly describe the scope and status of the SacGrid project. We were told that the study was originally the Downtown Transportation Study. It is being updated to accommodate all modes of transportation in the downtown grid (including Broadway). One purpose of the update is to insure that funding goes to the highest need areas. One area of concern is to reduce "cut through" traffic. Celia shared that at the Partnership's planning meeting, we all agreed that while we understand the value of planning smartly to include the accommodation of bicycles and to insure the safety to pedestrians, we should not lose sight of the need for more parking. As a final note, we were reminded that the Sacramento Area Council of Governments Metro Transportation Plan (regional transportation planning document) is going through an update that should be concluded by year's end.

Board Planning Meeting

Board member Trish Kelly has taken the lead in this planning process for 2015-16. A meeting was held at Valley Vision on February 23rd. Three priorities were identified: (1) The need to develop an investment strategy i.e., identify catalyst sites. Perhaps we can identify at least one property per subdistrict. (2) The development of a more robust communication strategy. It must give us a way to communicate with property and business owners to allow for a consensus on a way forward. One suggestion was that we develop a survey for distribution to our stakeholders similar to the one that was distributed to the board. (3) Participation with such strategic projects as the Complete Streets planning effort is key to shaping the districts future.

It was also noted that we need to develop a narrative that is used consistently to promote the district (corridor branding). Terms that were mentioned included food district, historic and international.

The next step will be to create an action plan. Trish will stay in the lead in putting together such a plan. Erika, Dean and Celia volunteered to help.

Presidents Remarks

None

Announcements

Erika Bjork shared that a Zip Car will be located in the private lot at 16th and Broadway. Usage should be encouraged.

Celia Yniguez shared that the latest iteration of the Choice Neighborhoods site plan will be available on March 21. If time allows, she would like to make a presentation to the Partnership board at our next meeting.

Andrew Skanchy (district property owner) shared his interest in working with the Partnership to showcase the district through the use of a public event e.g., Better Block Project.

David Gull announced the increased growth in participation of New Helvetia Brewing patrons in the recently concluded beer week as well as a running club using his business as its base. The number of runners now tops 200. He mentioned that he was exploring the possibility of growing the events by partnering with other organizations. This might be a perfect opportunity for the Partnership.

The meeting adjourned at 5:20 pm.

Prepared by Teresa Rocha