

Board of Directors Meeting Minutes

Wednesday, October 14, 2015 @ 3:30p

Unger Construction – 910 X Street, Sacramento, CA 95818

Board Members Present: Scott Maxwell, Bill Harrell, RoyceAnn Burks, Tina Reynolds, Trish Kelly, Erika Bjork, David Gull, Celia Yniguez, Tanya Anderson

Board Members Absent: Gary Saccani, Dan Kaufman, Kevin Grimes, Steve Hansen

Guests: Consuelo Hernandez, Renee Taylor, Carlo Ammatuna, Dean Peckham, Caleb Brock, Andrew Skanchy

Meeting Minutes

1. Meeting called to order at 3:30p
2. Introductions of guests and Board Members were made.
3. Renee Taylor, CEO of the Northern California World Trade Center provided a presentation on creating an International Food Festival and/ or District. Ideas she presented included creating a map highlighting all of the international food and shopping options in the District, closing the street for an international festival and incorporating Broadway into the Farm to Fork festivities each year. Director Bjork suggested we work with Visit Sacramento and offered to take the lead in starting those conversations. A request was made for Renee to provide the presentation materials and for MMS to distribute to the Board.
4. Director Burks provided the bank balance in Director Saccanni's absence. The account currently has \$209,232.09 on hand.
5. Consent calendar was tabled to the next meeting since minutes had not yet been prepared.
6. Committee Updates
 - I. Clean and Safe Report – Director Burks had no report for the month of September.
 - II. Land Use Report – Director Maxwell gave an update on the suggested expansion of District boundaries by Council Member Hansen. The Board suggested that they would like the Executive Committee to further evaluate the pros and cons and bring back a white paper with more detail. Director Maxwell also brought forward the idea that Region Business would be interested in sub-letting a portion of the office space since it is not currently used on a regular basis. The Board had some questions surrounding the need to maintain use of the conference room, not allowing additional signage and ensuring we are getting market rate rent. With these caveats, Director Bjork made the motion to allow the Executive Committee the authority to negotiate a lease agreement with Region Business. The motion was 2nd by Director Maxwell and was unanimously approved.

III. Communications Report – Director Bjork reported that she and Director Reynolds had met and were in the process of creating a report outlining communication deficiencies within the GBD. Examples included the need to revamp the website, creating promotional materials and a monthly newsletter.

7. Contract with Regional Transit – The Board directed MMS to meet with DSP to further discussions about contracting the maintenance services with them and to report back to the Executive Committee.

Contract with Civitas – The Board suggested that they may have some of the materials we are looking to acquire. They would look in their files and provide to MMS. Should they not have everything, the Executive Committee would have the authority to approve the agreement with Civitas.

Election Procedures and Timeline – This item was moved to the Executive Committee for revisions and approval.

8. MMS provided an Executive Directors report stating the following:

Logistics

- a. We have finally been able to get access to the emails and are responding within 24 hours to all emails.
- b. We still are not able to access the voicemail; we have reached out to Comcast to change the code. We are spending time in the office to try and get any calls that come in and we are returning calls based on the caller id that comes in.
- c. We are happy to start picking up the mail but I have not gotten a response as to who currently has the key.
- d. We have updated the Board roster (attached in the packet)
- e. We have reached out to Civitas in order to get key documents created including maps, property and business owner database, total by owner reports, by-laws, etc.
- f. We have set up a Dropbox account for the Greater Broadway District. All electronic files that we have are accessible to the Board.

Communications

- g. We met with Uptown Studios to go over the website and social media. We will work with them to ensure all new materials are getting posted.
- h. We have reached out to the Board to try and schedule meetings. Our hope is to start collecting information/ priorities that will be reflected as part of the strategic plan we would like to present to the Board in December
- i. Marilyn will be working with Erika and Tina to assist on any communications outreach they would like to have us prepare
- j. We will begin reaching out to property owners in the coming weeks to introduce ourselves and gain insight as to their priorities and perceptions of GBD
- k. We have reached out to Sac PD and asked them to start attending our Board Meetings to provide updates

Advocacy

- l. We have met with Council Member Schenirer and Council Member Hansen to find out their priorities and to work with them to more actively engage in our community outreach.
- m. We met with city planner, Sparky Harris about the Broadway Bridge and Complete Streets projects. In addition to attending their community meeting we wanted to get up to speed on their timing and financing plans.
- n. We have reached out to city staff on several other key projects including the Housing Initiative, Parking changes, Marina Vista/Alder Creek Plans
- o. We received last night from Trish the meeting notes about the formation of a strategic plan, we will continue forward with the work that has already been started.
- p. We have reached out to City Planning to ensure we are contacted when any new projects or permits are requested within a 1000 ft. radius.
- q. We hosted a luncheon with all PBID's to try and work together on areas of common interest

Events/ Promotions

- r. We would like to coordinate a Business and Property Owner Mixer to kick off the new year. We would coordinate the location, seek to get sponsors to cover the costs, handle the invites and staff the event. We feel this would be a great way to start the year and would include Council Members Hansen and Schenirer and Supervisor Serna.

Upcoming Meetings/ Events

- s. We will be attending the Grid 2.0 meeting on October 20

9. Announcements – Director Anderson suggested that a holiday mixer had been done in the past and perhaps we could do one again this year. MMS suggested that wouldn't be a problem as long as we get the owner/business data very quickly so we can get invites out right away. Director Bjork suggested that Sac Republic FC could again host as long as the venue was available. MMS to follow up with the Board once data is received.

Chair Harrell requested that Tre Borden from the Bright Underbelly project and Sparky Harris from the Complete Streets project come to future Board meetings to give an update on the project timing and finances.

Director Reynolds reminded the Board that Uptown Studios would be collecting socks at the next meeting to give to those in need.