

Executive Committee Meeting  
Friday, May 12<sup>th</sup>, 2017  
Midtown Association Office, 1401 21<sup>st</sup> St Unit A, Sacramento, CA 95811 12:00-1:30pm

**AGENDA**

- I. Public Comment: Public Comment is limited to 3 minutes on items not on the agenda.
  
- II. **Board Development (12:10 pm)**
  - a) **Discussion:** PBID Top Owner Report **Thomas**
  
- III. **Budget / Reports (12:20 pm)**
  - a) **Action:** Approve April Financial Report **Baime Michaels**
  - b) **Discussion:** Update on Central Midtown BID (CMRBID) **Baime Michaels**
  - c) **Discussion:** Remove Board Designated Temporarily Restricted Net Assets of \$35k per direction from the City of Sacramento regarding use of BID funds to address business owner tax liability. **Baime Michaels**
  
- IV. **Policy (12:30 pm)**
  - a) **Discussion:** Policy Updates **Parker**
    - a. Transportation Updates
  - b) **Action:** Establish Communications Ad Hoc Committee to further develop the target demographic and messaging component of the Midtown Association Communications Plan chaired by Allison Yee Garcia and comprised of Mike Testa and Beth Hassett. **Adair**
  
- V. **Strategic Plan (12:45 pm)** **Baime Michaels**
  - a) **Discussion:** Final Office Relocation Budget
  
- VI. **Action: Consent Calendar (12:55 pm)**
  - a) **Action:** Approve April 2017 Executive Committee Minutes **Thomas**

*Adjournment - Next Meeting: Friday, June 9<sup>th</sup>, 2017 - 12:00pm – 1:30pm*



**Item II. Board Development:**

A) **DISCUSSION:** Board Representation and Top 20 Owners List.

**Item III. Budget / Reports:**

A) **ACTION:** April Financial Report: This report covers the statement of activities, budget versus actual for 2017. This includes the PBID Corporation dba MBA, CMRBID and SBIA. **The budget projects income/expenditures at 33%; income is 27% and expense is 29%.**

YTD, Budget vs Actual			
March 2017 – 33% of budget			
Income	YTD Actual	2017 Budget	
Membership	\$ 3,300.00	\$ 6,000.00	55%
Admin Fees	\$ 12,708.00	\$ 84,387.00	15%
Events	\$ 48,186.00	\$ 80,000.00	60%
Contracts	\$ 417,334.00	\$ 1,642,836.00	25%
Grants/Interest	\$ 104.00	\$ 2,500.00	0%
Misc	\$ 0.00	\$ -	
<b>Total Income</b>	<b>\$ 357,279.00</b>	<b>\$ 1,815,723.00</b>	<b>27%</b>
<b>Expense</b>			
BID Programs	<u>\$ 57,801.00</u>	<u>\$ 214,801.00</u>	<u>27%</u>
PBID Programs			
Cat 1: Main, Safety & Street			
Midtown	\$ 152,847.00	\$ 533,203.00	29%
Alhambra	\$ 26,066.00	\$ 112,074.00	23%
Cat 1: Main, Safety & Street	<u>\$ 178,913.00</u>	<u>\$ 645,277.00</u>	<u>28%</u>
Cat 2: Placemaking & Cap Imp			
Midtown	\$ 32,332.00	\$ 109,403.00	30%
Alhambra	\$ 6,708.00	\$ 48,350.00	14%
Cat 2: Placemaking & Cap Imp	<u>\$ 39,040.00</u>	<u>\$ 157,776.00</u>	<u>25%</u>
Cat 3: Advocacy, Comm & Admin	<u>\$ 181,345.00</u>	<u>\$ 585,624.00</u>	<u>31%</u>
<b>Total Expense</b>	<b>\$ 457,192.00</b>	<b>\$ 1,601,717.00</b>	<b>29%</b>
<b>Net Income</b>	<b>\$ 24,439.00</b>	<b>\$ 215,910.00</b>	

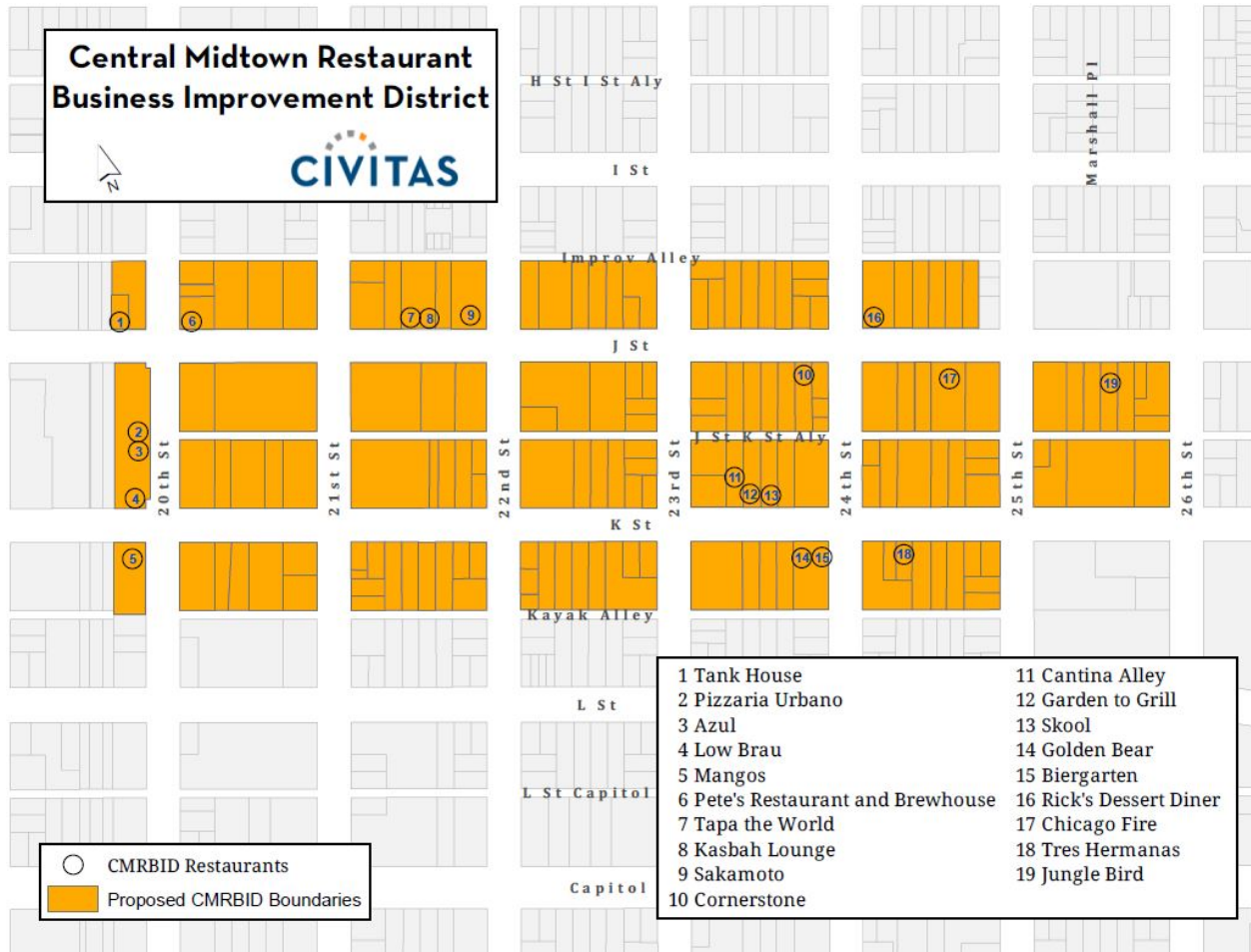
*Detail:* Admin fees appear behind budget due income from the Central Midtown Restaurant District not expected to be earned until collections begin in July. Contract income is behind schedule due to PBID spending normally being at a lower rate in the first quarter of the year. BID Programs: Expenses will likely appear ahead of budget due to startup costs for the CMRBID as the year evolves. Cat 1: Maintenance Safety and Streetscape Expenses are on track. Cat 2: Placemaking & Capital Improvements Expenses are on track. Cat 3: Advocacy, Communications & Administration are on track.

*Audit:* The 2016 Audit is scheduled for presentation at the July Board Meeting.

*Statement of Financial Position:* The organization has 696k in cash/cash equivalents (533k PBID and 162k SBIA). Accounts payable are at 27k (note 15k is estimated payments due to the City of Sacramento for Police Patrol due to delayed invoicing). Accounts receivable are at 19k. Operating costs average 114k per month in 2017. Cash is in place for 6 months of operations when historically it has been in place for 3 months (April 17-September 17). We will receive our next disbursement in late summer. Under fixed assets, furniture of 6k was purchased.

B) **DISCUSSION:** Update on Central Midtown Restaurant BID (CMRBID).

**Map:**



**Restaurants and Support:** The petition drive is closed with 80% support. Old Spaghetti Factory and Thai Basil were removed. Collections will begin in July.

**Management District Plan Overview:**

- 5 year Business Improvement District under the PBID '94 Law, Collections beginning July 1, 2017.
- 19 restaurants within the boundaries of the BID (railroad tracks to 26<sup>th</sup> Street/Improv to Kayak).
- Generate an estimated \$300,000 per year and \$1,500,000 over the 5 year span of the district
- The budget is broken down into four service areas:
  - Lighting & Safety (30%) – Police services for Second Saturdays and on street events adjacent to assessed businesses, security patrols, and ambient/holiday lighting on trees and ornamental poles.
  - Placemaking, Arts, & Events (50%) – Arts and annual signature events such as a pig roast, Second Saturdays, THIS is Midtown Concert Series, Oktoberfest, park valet programs and more. Additionally this category will help cover special event costs for insurance, street closures, entertainment, and advertising.
  - Advocacy & Administration (15%) – Administrative costs to run the other program areas, as well as advocacy for policies and regulations directly impacting businesses within the boundaries of the district
  - Collections, Contingency & Reserve (5%)

- C) **DISCUSSION:** Remove Board Designated Temporarily Restricted Net Assets of \$35k per direction from the City of Sacramento regarding use of BID funds to address business owner tax liability.
  - a. At the November EC, the group took action to create a TRNA account to reserve funds for any potential liability for the SBIA restaurants regarding the BOE's determination on how to collect BID funds. The HBID has taken similar steps.
  - b. Following this action, the City of Sacramento issued a memo indicating that these funds should not be used in this manner as this is not a use outlined in the SBIA MDP.
  - c. Per further conversation with CM Hansen's office, the City Attorney is looking into this issue further.

#### Item IV. Policy

- A) **DISCUSSION:** Policy Updates
  - a. Transportation Updates
- B) **ACTION:** Establish Communications Ad Hoc Committee to further develop the target demographic and messaging component of the Midtown Association Communications Plan chaired by Allison Yee Garcia and comprised of Mike Testa and Beth Hassett.

#### Item V. Strategic Plan

- A) **DISCUSSION:** Final Office Relocation Budget

#### Item VI. Consent Calendar

- A) **ACTION:** Approve April 2017 Executive Committee Minutes

## Executive Committee Meeting Minutes

Friday, April 21<sup>st</sup>, 2017

Turton Commercial Conference Room – 2409 L St, Ste 200, Sacramento, CA 95816

**In attendance:** Saunders, Watson, Turton, Hodgson, Hassett, Baime Michaels, Hoskins, Parker, Sawyer, Brice

**Absent:** Thomas, Bazett, Paragary, Testa

Meeting called to order: 12:07 PM

Quorum established: 12:07 PM

*\*Denotes comment on agenda item*

### AGENDA

- I. **Public Comment:** N/A
  
- II. **Board Development**
  - a) **Discussion:** Board Updates
  - b) **Discussion:** Presentation on tree preservation
  
- III. **Budget / Reports**
  - a) **Action Taken:** Approve March Financial Report  
**Moved by Hassett/ Seconded by Hodgson/ Unanimous Vote – Motion Carries**
  - b) **Action Not Taken:** If there is lack of quorum at the Board of Directors Meeting, accept the annual 3% assessment increase for 2018  
*\*No action needed, quorum was established at the April 19<sup>th</sup> Board of Directors meeting and the action was taken at that time.*
  - c) **Discussion:** Update on Central Midtown BID (CMRBID)  
*\*Continue to May Executive Committee Meeting*
  - d) **Action Taken:** Authorize Executive Director to execute, pay, and if needed terminate contract with the City of Sacramento to administer the CMRBID  
**Moved by Hodgson/Seconded by Hassett/ Unanimous Vote – Motion Carries**
  - e) **Discussion:** Remove Board Designated Temporarily Restricted Net Assets of \$35k per direction from the City of Sacramento regarding use of BID funds to address business owner tax liability.  
*\*Continue to May Executive Committee Meeting*
  
- IV. **Policy**
  - a) **Discussion:** Policy Updates – Update on 28/J Lot
  - b) **Discussion:** Alhambra District Priorities/Updates



V. **Strategic Plan**

- a) **Discussion:** Office Relocation Update

VI. **Action: Consent Calendar**

- a) **Action Taken:** Approve March 2017 Executive Committee Minutes.  
**Moved by Watson/ Seconded by Turton/ Unanimous Vote – Motion Carries**
- b) **Action Taken:** Authorize Executive Director to execute, pay and if needed terminate contract with Consolidated Communications not to exceed \$35,000 over 5 years  
**Moved by Hodgson/ Seconded by Turton/ Unanimous Vote – Motion Carries**

*Adjournment – 12:54 PM*

*Respectfully submitted, Darling Sawyer*

