

Board of Directors

Wednesday, July 26, 2017 - 8:30 am – 10:00 am

Midtown Association Office, 1401 21st St, Unit A, Sacramento, CA 95811

AGENDA

- I. **Call to Order (8:35 am)** Thomas
 - a. Establishment of Quorum (*13 of 25 members required*)
 - b. Introductions & Welcome New Board Members
 - i. Melissa Williams, Linda Brooks
 - c. Public Comment (*Limited to 3 minutes regarding items not on the agenda*)

- II. **President's Report (8:40 am)** Thomas
 - a. **DISCUSSION:** Action Taken by Executive Committee
 - i. Election Process
 - ii. Midtown Love Review
 - iii. Homelessness & Safety
 - b. **ACTION:** Per the recommendations of the Executive Committee, appoint Keri Thomas, Larry Watson, Ken Turton, John Mikacich and Mike Testa to the nominations committee.
 - c. **DISCUSSION:** Recognition of Cantina Alley
 - d. **DISCUSSION:** Appointment of Mike Testa, Visit Sacramento CEO
 - e. **ACTION:** Adopt the recommendations of the Ad Hoc Communications Committee.

- III. **Executive Director Report (8:50 am)** Baime Michaels
 - a. **DISCUSSION:** Quarterly Report & Board Priorities

- IV. **Police Department Update (8:55 am)**
 - a. **PRESENTATION:** Midtown Safety Update Captain Eklund

- V. **Special Presentations: (9:00 am)**
 - a. **PRESENTATION:** Audit Update for Fiscal Year 2016 Wilson
 - b. **PRESENTATION:** CADA – 17/S Saunders
 - c. **PRESENTATION:** Placemaking Program Gugino
ACTION: Establish a High Speed Fiber Ad Hoc Committee comprised of John Hodgson, Jay Sales, Darin Arcolino

- VI. **ACTION: Consent Calendar (9:30 am)**
 - a. **ACTION:** Approve April 2017 Minutes Thomas

- VII. **Adjournment | Next Meetings**
 - a. Alhambra Committee – Thursday, July 27th, 9am, MA Office
 - b. Executive Committee – Friday, August 18th, 12 pm, MA Office

Annual Board Meeting – Wednesday, October 25th, 2017, 3:30 - 5:00 pm

MA Office, 1401 21st St Unit A, Sacramento, CA 95811



Item II. Presidents Report:

A) **DISCUSSION:** Action Taken by Executive Committee

- a. **April:** At the April EC meeting, the EC approved the March Financial Report, discussed the Central Midtown Restaurant BID, discussed the lot at 28/J and approved the minutes.
- b. **May:** At the May EC meeting, the EC reviewed the top owner report, approved the April Financial Report, discussed the Central Midtown Restaurant BID, received transportation policy updates and established a Communications Ad Hoc Committee. They received the final office relocation budget and approved the minutes.
- c. **June:** At the June EC meeting, the EC discussed historical Board Attendance, approved the May Financial Report, approved the midyear budget adjustment, discussed the performance of the Midtown Love Gala, discussed the Central Midtown Restaurant BID, removed restricted funds from the SBIA to address business owner tax liability, received general policy updates, approved the minutes and authorized the ED to renew the annual contract with Sac PD for supplemental patrol.
- d. **July:** At the July EC meeting, the EC identified the nominating committee, confirmed that SMUD had identified a potential candidate to join the MA Board, approved the June Financial Report, received an update on the Central Midtown BID, discussed updates on homelessness and safety, transportation and infill development. They approved the minutes and authorized the ED to purchase a replacement vehicle for Clean & Safe.

B) **ACTION:** Appoint Nominations Committee. Per the recommendations of the Executive Committee, appoint Keri Thomas, Larry Watson, Ken Turton, John Mikacich and Mike Testa to the nominations committee.

- a. The committee is appointed to fulfill the nominations process as outlined in the bylaws.
- b. The committee is made up of non-profit owners, larger and smaller owners, new board members and longtime board members, who represent the public and private sectors.
 - i. Keri Thomas – non-profit / Large Owner
 - ii. Larry Watson – Private sector / Small owner / Longtime Board Member
 - iii. Ken Turton – Private sector / Small owner
 - iv. John Mikacich – Private sector / Small owner / New Board Member
 - v. Mike Testa – Public sector / Small owner

C) **DISCUSSION:** Recognition of Cantina Alley

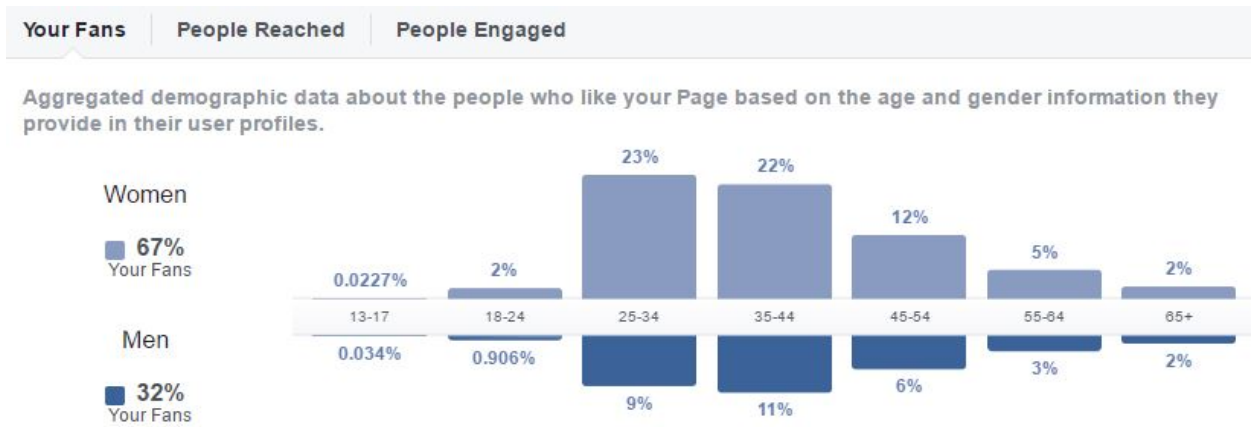
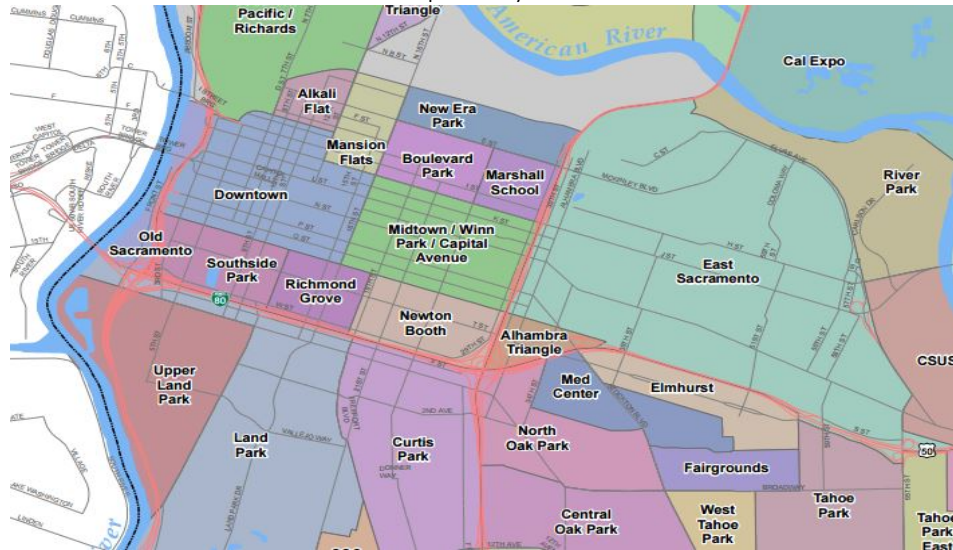
- a. Cantina Alley opened on Jazz Alley between J and K, 24th and 23rd.
- b. This development represents the current trend to maximize urban space with alley facing developments.

D) **DISCUSSION:** Appointment of Mike Testa, Visit Sacramento CEO

- a. MA Board Member Mike Testa has been appointed the CEO of Visit Sacramento, replacing Steve Hammond at his retirement.

(Presidents Report continues)

- E) ACTION:** Adopt the recommendation of the Ad Hoc Communications Committee. The communications ad-hoc committee met with MA representatives to further define the scope of the communication plans.
- a. The purpose of the Ad Hoc Committee was to define key target audiences to attract customers to Midtown.
 - b. The Ad Hoc Committee has identified women ages 25-40 specifically in East Sacramento, Curtis Park, West Sacramento and Land Park as the primary target audience.
 - c. To reach the target audience, the group will take the following steps.
 - i. Finalize the name of the Central District as Midtown Central.
 - ii. Perform outreach to specific neighboring communities on the edge of Midtown, specifically East Sacramento, Curtis Park, and Land Park, to further discover the barriers to entry into Midtown.
 1. Potential barriers to test: parking/transit, safety perception
 2. Potential amenities to test: hospitality sector, urban experience
 - iii. Once defined, create specific marketing messages that respond to each group.
 1. Average ride share times from East Sacramento to 20th street
 2. Average bike times from Land Park to the Coop.
 3. Date night locations
 4. Best place for unique celebrations and experiences
 - iv. Similar to the Brand Standards Guide, create a Voice and Messaging Guide that focuses on the key messages of creativity, culture and vitality in the MA's mission.
 - d. To measure performance, the maintenance and increase of the current sale tax base in Midtown will be monitored on the quarterly dashboard.



Item III. Executive Director Report: Quarterly Report & Board Priorities

Quarterly Dashboard report at meeting.

June 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 50%; income is 41% and expense is 48%.**

YTD, Budget vs Actual			
June 2017 – 50% of budget			
Income	YTD Actual	2017 Budget	
Membership	\$ 3,300.00	\$ 3,500.00	94%
Admin Fees	\$ 19,062.00	\$ 84,378.00	24%
Events	\$ 74,290.00	\$ 85,000.00	87%
Contracts	\$ 639,498.00	\$1,642,836.00	39%
Grants/Interest	\$ 249.00	\$ 2,500.00	1%
Misc	\$ 0.00	\$ -	
Total Income	\$ 736,399.00	\$1,818,214.00	41%
Expense			
BID Programs	<u>\$ 61,594.00</u>	<u>\$ 214,801.00</u>	<u>29%</u>
PBID Programs			
Cat 1: Main, Safety & Street			
Midtown	\$ 228,286.00	\$ 533,203.00	43%
Alhambra	\$ 47,594.00	\$ 124,000.00	40%
Cat 1: Main, Safety & Street	<u>\$ 275,880.00</u>	<u>\$ 657,203.00</u>	<u>42%</u>
Cat 2: Placemaking & Cap Imp			
Midtown	\$ 48,246.00	\$ 119,403.00	40%
Alhambra	\$ 8,857.00	\$ 48,350.00	18%
Cat 2: Placemaking & Cap Imp	<u>\$ 57,103.00</u>	<u>\$ 167,776.00</u>	<u>34%</u>
Cat 3: Advocacy, Comm & Admin	<u>\$ 292,551.00</u>	<u>\$ 575,324.00</u>	<u>51%</u>
Total Expense	\$ 687,128.00	\$ 1,615,125.00	
Net Income	\$ 49,270.00	\$ 203,089.00	

Detail: Admin fees appear behind budget. SBIA is at exactly 50%, Midtown Central will start billing in July when the District officially began operations. BID Programs: Expenses will likely appear ahead of budget due to startup costs for the CMRBID as the year evolves. PBID Programs Cat 1: Maintenance Safety and Streetscape, Cat 2: Placemaking & Capital Improvements, and Cat 3: Advocacy, Communications & Administration expenses are on track.

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

Statement of Financial Position: The organization has 483k in cash/cash equivalents (320k PBID and 163k SBIA). Accounts payable are at 36k. Accounts receivable are at 28k. Operating costs average 114k per month in 2017. Cash is in place for 4 months of operations (June 17-September 17). We will receive our next disbursement in late summer.

Item IV. Police Department Update

Item V. Special Presentations

- a. PRESENTATION:** Audit Update for Fiscal Year 2016
 - b. PRESENTATION:** CADA – 17/S
 - c. PRESENTATION:** Placemaking Presentation
- ACTION:** Establish a High Speed Fiber Ad Hoc Committee comprised of
John Hodgson, Jay Sales, Darin Arcolino

**Wilson
Saunders
Gugino**

Item VI. ACTION: Consent Calendar

- a. ACTION:** Approve April 2017 Minutes

MIDTOWN ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
April 19, 2017, 8:30 am – 10:00 am
Sacramento Natural Foods Co-Op Community Learning Center, 2820 R St,
Sacramento, CA 95816

April 19, 2017

Board Members Present: Thomas (Sutter Health), Saunders (CADA), Hassett (WEAVE), Turton (Turton Commercial), Watson (Banks & Watson), Bazett (The Golden Bear), Testa (Visit Sacramento), Hernandez (Alternate for Hansen, City of Sacramento), Heller (Heller Pacific), Mikacich (Limelight), Li (RT), Nutting (DBA Arts), Nava (Alternate for Serna, County of Sacramento), Uribe (DGS), and Yee-Garcia (Kings)

Board Members Absent: Hodgson (The Hodgson Company), Paragary (PRG), Bellah (CA State Parks), Hansen (City of Sacramento), Rasmussen (Ravel Rasmussen), Brooks (Sacramento Bee), Miry (D&S Developments), Murray (Union Pacific Railroad), Pappas (Pappas Investments), Serna (Count of Sacramento), Sales (VSP – The Shop) and Williams (Tank House/Jungle Bird)

The meeting was called to order at 8:38 AM

Quorum established at 8:38 AM

*Denotes comment on agenda item

I. Public Comment- N/A

II. President's Report

a) **DISCUSSION:** Action Taken by Executive Committee

b) **ACTION TAKEN:** Adopt the Downtown Strategic Plan Ad Hoc Committee's recommendations

Moved by Hassett/ Seconded by Yee-Garcia/ Unanimous Vote – Motion Carries

*Saunders commented on a desire for parking facilities and lots, wayfinding signage, and a transportation study.

c) **ACTION TAKEN:** Per the recommendation of the Executive Committee, accept the annual 3% assessment increase for 2018

Moved by Saunders/ Seconded by Watson/ Unanimous Vote – Motion Carries

III. Executive Director Report

a) **DISCUSSION:** Quarterly Report & Board Priorities



IV. Police Department Update:

a) **PRESENTATION:** Midtown Safety Update

**Vehicle burglaries are down. Theft from parked vehicles is down 50% from last year. Impact Team officers will be working overtime on the weekends.*

V. Special Presentations

a) **PRESENTATION:** Alhambra Corridor Economic Development Plan

ACTION TAKEN: Adopt the Alhambra Corridor Economic Development Plan.

Moved by Testa/ Seconded by Nutting/ Unanimous Vote – Motion Carries

**Councilmember Harris spoke with Congresswoman Matsui regarding USPS on Alhambra Blvd and installing a traffic median on Stockton Blvd.*

b) **PRESENTATION:** 2017 Communications Plan and Central BID

ACTION TAKEN: Adopt the 2017 Communications Plan

Moved by Hassett/ Seconded by Bazett/ Unanimous Vote – Motion Carries

**Yee-Garcia inquired who the focus demographic will be. Baime Michaels commented that more bandwidth in common demographics is the next step. Create a Communications Ad Hoc Committee chaired by Yee-Garcia with Hassett and Testa as members on the committee.*

c) **PRESENTATION:** Regional Transit New Strategic Vision

VI. Consent Calendar

a) **Action Taken:** Approve January 2016 Minutes.

Moved by Saunders/ Seconded by Mikacich/ Unanimous Vote – Motion Carries

VII. Meeting Adjourned – 9:33 AM | Next Meetings

a) Executive Committee – Friday, August 18th, 12 PM, MA Office

b) Alhambra Committee – Thursday, July 27th, 9 AM, MA Office

Next BOD Meeting – Wednesday, October 25th, 2017, 3:30 - 5:00 pm
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Respectfully submitted,
Darling Sawyer

