

Executive Committee Meeting
Friday, July 14th, 2017
Midtown Association Office, 1401 21st 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:** Board Updates **Thomas**

- III. **Budget / Reports (12:20 pm)**
 - a) **Action:** Approve June Financial Report **Baime Michaels**
 - b) **Discussion:** Update on Central Midtown BID (CMRBID) **Baime Michaels**

- IV. **Policy (12:30 pm)**
 - a) **Discussion:** Policy Updates **Parker**
 - a. Homelessness & Safety Update
 - b. Transportation Update
 - c. Infill Development Tracking

- V. **Strategic Plan (12:45 pm)** **Baime Michaels**
 - a) **Discussion:** General Updates

- VI. **Action: Consent Calendar (12:55 pm)**
 - a) **Action:** Approve June 2017 Executive Committee Minutes **Thomas**
 - b) **Action:** Authorize Executive Director to purchase a replacement vehicle for the PBID Category 1: Maintenance, Safety and Streetscape including resale or disposal of the current vehicle and ability to enter into a lease or financing agreement for the purchase of the replacement, total cost NTE \$15k. **Thomas**

Adjournment - Next Meeting: Friday, August 18th, 2017 - 12:00pm – 1:30pm



Item II. Board Development:

A) DISCUSSION: Board Updates.

Board Recruitment: Outreach to SMUD completed.

Nominations Committee: At the July Board of Director's Meeting, the President will appoint the following Nominations Committee.

- Keri Thomas – Non profit / Large Owner
- Larry Watson – Private sector / Small owner / Longtime Board Member
- Ken Turton – Private sector / Small owner
- John Mikacich – Private sector / Small owner / New Board Member
- Mike Testa – Public sector / Small owner

Item III. Budget / Reports:

A) ACTION: 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	\$ 61,594.00	\$ 214,801.00	29%
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	\$ 275,880.00	\$ 657,203.00	42%
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	\$ 57,103.00	\$ 167,776.00	34%
Cat 3: Advocacy, Comm & Admin	\$ 292,551.00	\$ 575,324.00	51%
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.

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

Restaurants and Support: The final approval from City Council will be completed June 13th. Collections will begin in July.

Management District Plan Overview:

- 5 year Business Improvement District under the PBID '94 Law, Collections beginning July 1, 2017.
- 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%)

Item IV. Policy

- A) **DISCUSSION:** Policy Updates
- a. Homelessness & Safety Update
 - b. Transportation Update
 - c. Infill Development Tracking

Item V. Strategic Plan

A) DISCUSSION: General updates.

a. PBID Category 1: Safety, Maintenance & Streetscape

- Increase Safety: Measured by crime rate and 8,060 annual hours preventative patrol.

- Decrease Homelessness: House 20 homeless individuals per year at no more than \$3k outreach cost per individual. Advocate for resources to support housing and mental health.

Concerns about homeless impacts remain a priority for stakeholders. Respond by (a) meeting regularly with City's homelessness coordinator to understand Whole Person Grant, (b) supporting County's efforts to sponsor additional beds, (c) reviewing our data compared to previous year's data, (d) consistently evaluating performance of Navigator, (e) reducing homelessness activity on Alhambra Corridor, (f) additional safety patrol staff, (g) redirecting unused dollars for PD patrol from unstaffed BLOC shifts to day time hot spot support.

- Build Pride: Consistently maintain and beautify streets by responding to maintenance requests within 24 hours and providing 9,412 annual hours of proactive service, landscaping and management.

b. PBID Category 2: Placemaking & Capital Improvements

With six months of baseline data and activity to report on, Placemaking Manager will provide a report on this program at the July BOD meeting.

- Attract Investment: Leverage 1.1M to attract an additional 2M in infrastructure investment.
- Activate the District: Increase the number of pedestrians and cyclists in parks and at natural activity centers.

c. PBID Category 3: Advocacy, Communication & Administration

- Increased economic performance: Increase sales tax and property value.
- Increased level of influence: Increase media coverage for the organization.
- Prudent and transparent governance: Remain in compliance with Management Plan and earn a clean annual audit.

d. PBID Category 4: Contingency Reserve & Non PBID Funds

- MBA's financial stability: Build a three month reserve.
- Meet Prop 218 requirements: Generate 1M in non PBID funds over 10 years.

b. Sutter Business Improvement Area (SBIA)

- Increased economic performance: Increase sales of SBIA Restaurants.
- Safety: Provide proactive patrol and lighting of Sutter District.

Current lighting policies within the City limit the installation of ambient lights on trees and on poles. The installation required is unattractive and limits the number of lights. Exploring policy changes and alternative installation plans.

Item VI. Consent Calendar

A) ACTION: Approve June 2017 Executive Committee Minutes

B) ACTION: Authorize Executive Director to purchase a replacement vehicle for the PBID Category 1: Maintenance, Safety and Streetscape including resale or disposal of the current vehicle and ability to enter into a lease or financing agreement for the purchase of the replacement, total cost NTE \$15k.

Executive Committee Meeting Minutes

Friday, June 9th, 2017

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

In attendance: Thomas, Saunders, Hodgson, Watson, Testa, Baime Michaels, Hoskins, Gugino Villa, Parker, Adair, Sawyer

Absent: Turton, Hassett, Paragary, Bazett

Meeting called to order: 12:12 PM

Quorum established: 12:12 PM

**Denotes comment on agenda item*

AGENDA

- I. **Public Comment:** N/A

- II. **Board Development**
 - a) **Discussion:** 2017 Election – 2016-2017 Attendance
*ED will visit with Directors that have multiple absences to determine if an alternate should be designated. SMUD continues to express interest in becoming a Director, ED and Board Chair have a meeting with SMUD CEO to discuss.

- III. **Budget / Reports**
 - a) **Action Taken:** Approve May Financial Report
Moved by Watson/ Seconded by Testa/ Unanimous Vote – Motion Carries
*EC determined that best practice is to change auditor every five years, we are on year three with current auditor.
 - b) **Action Taken:** Approve mid-year budget adjustment
Moved by Saunders/ Seconded by Hodgson/ Unanimous Vote – Motion Carries
 - c) **Discussion:** Update on Central Midtown BID (CMRBID)
*Continue to June Executive Committee Meeting
 - d) **Action Taken:** 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.
Moved by Hodgson/ Seconded by Saunders/ Unanimous Vote – Motion Carries

- IV. **Policy**
 - a) **Discussion:** Policy Updates
*ED to continue outreach to DGS regarding East End Garage.

V. Strategic Plan

- a) **Discussion:** General Updates
*ED to continue engaging with CM Hansen, CM Harris, and Supervisor Serna regarding homelessness issues with a focus on Alhambra Blvd.
*Sutter is looking into employing a second street nurse, this would allow the program to have more focus on Alhambra Blvd.
*MA to continue tree lighting efforts.

VI. Action: Consent Calendar

- a) **Action Taken:** Approve May 2017 Executive Committee Minutes.
Moved by Saunders/ Seconded by Watson/ Hodgson Abstained – Motion Carries
- b) **Action Taken:** Authorize Executive Director to sign, pay, execute, and if needed, terminate the following agreement with the Sacramento Police Department for Supplemental patrol, not to exceed \$80,000 from July 1, 2017 through June, 30 2018 (contract continuation)
Moved by Hodgson/ Seconded by Saunders/ Unanimous Vote – Motion Carries

Adjournment – 12:52 PM

Respectfully submitted, Darling Sawyer

