

Executive Committee Meeting
Friday, December 8th, 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. **Budget / Reports (12:05 pm)**
 - a) **Action:** Approve November Financial Report **Baime Michaels**

- III. **Policy (12:10 pm)**
 - a) **Discussion:** Update on Year 1 Alhambra Corridor **Parker/Villa/Monk**
Comments: Councilmember Jeff Harris
 - b) **Action:** Approve updated Legislative Advocacy Procedures

- IV. **Action: Consent Calendar (12:40 pm)**
 - a) **Action:** Approve November 2017 Executive Committee Minutes **Thomas**
 - b) **Action:** Authorize Executive Director to sign, pay, execute, and if needed, terminate an agreement for Event Services with Unseen Heroes for 2018 Midtown Farmers Market and Signature Event (Midtown Love/Gala) NTE \$20k

- V. **Closed Session (12:45 pm)** **Thomas**
 - a) Executive Director Annual Performance Review

- VI. **Board Development (1:15 pm)**
 - a) **Discussion:** Board Updates **Thomas**

Adjournment - Next Meeting: Friday, January 12th, 2018 - 12:00pm – 1:30pm



Item I. Public Comment: Three minutes for items not on the agenda.

Item II. Budget / Reports:

- A) **ACTION:** Approve November Financial Report: This report covers the statement of activities, budget versus actual for 2017. This includes the PBID Corporation dba MBA/MA, CMRBID and SBIA. **The budget projects income/expenditures at 92%; income is 73% and expense is 75%.**

YTD, Budget vs Actual			
November 2017 – 92% of budget			
Income	YTD Actual	2017 Budget	
Membership	\$ 5,250.00	\$ 3,500.00	150%
Admin Fees	\$ 57,348.00	\$ 84,378.00	68%
Events	\$ 99,413.00	\$ 85,000.00	117%
Contracts	\$1,161,805.00	\$1,642,836.00	71%
Grants/Interest	\$ 383.00	\$ 2,500.00	15%
Misc	\$ 0.00	\$ -	
Total Income	\$1,324,199.00	\$1,818,214.00	73%
Expense			
BID Programs	<u>\$ 150,266.00</u>	<u>\$ 214,801.00</u>	<u>70%</u>
PBID Programs			
Cat 1: Main, Safety & Street			
Midtown	\$ 382,538.00	\$ 533,203.00	66%
Alhambra	\$ 91,630.00	\$ 124,000.00	74%
Cat 1: Main, Safety & Street	<u>\$ 474,168.00</u>	<u>\$ 657,203.00</u>	<u>72%</u>
Cat 2: Placemaking & Cap Imp			
Midtown	\$ 81,636.00	\$ 119,403.00	68%
Alhambra	\$ 15,292.00	\$ 48,350.00	32%
Cat 2: Placemaking & Cap Imp	<u>\$ 96,928.00</u>	<u>\$ 167,753.00</u>	<u>58%</u>
Cat 3: Advocacy, Comm & Admin	<u>\$ 477,501.00</u>	<u>\$ 575,324.00</u>	<u>83%</u>
Total Expense	<u>\$1,198,863.00</u>	<u>\$ 1,615,125.00</u>	
Net Income	\$ 125,338.00	\$ 203,089.00	

Income Detail: Membership appears to exceed budget however this includes renewals that have been invoiced but are yet unpaid. Admin fees appear behind budget. SBIA is at 93%, Midtown Central is at 52%, up from 41% last month due to starting in July rather than January. Grants will not achieve budget as the Operations Department failed to submit a standard grant. Events income has met budget due to staff's work fundraising for the Gala and the Farmers Market. Contracts income is as follows, Midtown PBID (68%), Alhambra PBID (61%), SBIA (102%), and Midtown Central (94%) in relation to the income they have EARNED for program expenses, not cash flow wise.

Expense Detail: BID Programs: On track. PBID Programs are on track, note that Cat 2: Placemaking within Alhambra appears behind budget, this is due to no expenses other than staff time to improve Stockton Blvd as we are just entering the planning process.

Statement of Financial Position: The organization has 675k in cash/cash equivalents (490k PBID, 175k SBIA and 10k Midtown Central). Accounts payable are at 58k due to estimated BLOC PD Patrol amounts for invoices not received from the City and staff fees for Midtown Central (standard monthly average is 30k or less). Accounts receivable are at 137k due to booking future payments from Midtown Central to PBID (standard monthly average is 30k or less). Operating costs average 109k per month in 2017. Cash is in place for 6 months of operations (Dec 17-May 18). Operating costs for the PBID average 95k per month in 2017. Cash is in place for 5 months of operations (Dec 17-Apr 18). No fixed assets were purchased this month.

Item III. Policy

A) **DISCUSSION:** Update on Year 1 Alhambra Corridor

COMMENTS: Councilmember Jeff Harris

The Alhambra Zone joined the Midtown PBID in January 2017. Service planning and delivery began in fall 2016 to ensure on street services could begin on January 2, 2017. A portion of 2017 funds were used to pay for a fair share of district formation fees and a portion were used to pay for 2016 planning services.

Management Plan: Alhambra Zone 2017 Budget

PBID Cat 1 – Clean & Safe	Zone 2a – 55% (172k) / Zone 2b – 0% (\$0k)
PBID Cat 2 – Placemaking	Zone 2a – 15% (47k) / Zone 2b – 70% (\$46k)
PBID Cat 3 – Advocacy & Comm	Zone 2a – 25% (10k) / Zone 2b – 25% (\$16k)



B) **ACTION:** Approve updated Legislative Advocacy Procedures

The recent project at the corner of 23rd and K have made us cognizant that we may need to account for the balance of entertainment districts and new residential housing being built. We also would like to find the cross over between our BID and PBID Advocacy interests. As a result, staff recommends the following addition to consider for our legislative advocacy policy for our housing/urban infill section.

3) Responsible urban infill projects that take into consideration:

- (a) the architecture of the surrounding neighborhood and attempt to compliment these buildings, but not mimic them, with the understanding that contemporary design may not always match historic infrastructure, and that does not deter the MA from supporting innovative design,
- (b) the impact of additional traffic with design that promotes multi-modal transportation,
- (c) the need for ~~desirable market rate housing~~ diverse, high-quality housing,
- (d) innovative use of space and cutting edge design,
- (e) the need to attract anchor retail tenants and to generate additional employment,
- (f) the need to create amenities for new tenants, employees/employers, and residents that enhance Midtown rather than just placing a burden on current amenities (with the exclusion of parking),
- (g) environmental design that discourages sleeping in alcoves, restricts access to dumpsters and encourages only productive loitering, and
- (h) community outreach and communication with key stakeholders including property owners, public officials, nearby residents, and neighborhood associations play an important role in the outcome of successful projects,
- (i) Midtown is a diverse and vibrant community that provides a dense urban environment that balances residential development with commercial uses, restaurants and nightlife and entertainment venues.
- (j) The need to build projects that account for noise and liveliness of the urban core, and have tenants of new developments fully understand the effects of living in an active neighborhood and entertainment districts.

Item IV. Consent Calendar

- A) **ACTION:** Approve November 2017 Executive Committee Minutes
- B) **ACTION:** Authorize Executive Director to sign, pay, execute, and if needed, terminate an agreement for Event Services with Unseen Heroes for 2018 Midtown Farmers Market and Signature Event (Midtown Love/Gala) NTE \$20k

Item V. Closed Session: Executive Director Annual Performance Review

Item VI. Board Development:

- A) **DISCUSSION:** Board Updates

Executive Committee Meeting Minutes

Thursday, November 9th, 2017

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

In attendance: Saunders, Turton, Hodgson, Watson, Bazett, Testa, Baime Michaels, Adair, Parker, Villa, Gugino, Sawyer

Absent: Thomas, Hassett, Paragary

Meeting called to order: 11:07 AM

Quorum established: 11:07 AM

*Denotes comment on agenda item

AGENDA

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

II. **Board Development**

- a) **Action:** Set 2018 Executive Committee Meeting Calendar
Moved by Testa/ Seconded by Turton/ Unanimous Vote – Motion Carries
*EC agreed to meet nine times per year instead of twelve beginning in 2018.
- b) **Discussion:** Lavender Heights Sign Toppers
*ED shared information regarding this matter and that some concern has been expressed from Board members and stakeholders in response to the project. The EC agreed to share information with all parties but to take no action on this item in support or opposition.

III. **Budget / Reports – Items III a through d taken as one motion. Moved by Hodgson/ Seconded by Testa/ Unanimous Vote – Motion Carries**

- a) **Action Taken:** Approve October Financial Report
- b) **Action Taken:** Create a temporary restricted net asset to restrict the unspent \$28k from PBID Category 2: Placemaking and Capital Improvements to be used for the improvement of Stockton Blvd as intended in the 2017 budget.
- c) **Action Taken:** Upon receipt of the 2018 spring PBID distribution, transfer \$25,000 from PBID Checking from CY 2017 into a new bank savings account to begin the creation of the PBID Reserve.
- d) **Action Taken:** Approve 2018 Farmers Market Sponsorship Package

IV. **Action: Consent Calendar**

- a) **Action Taken:** Approve October 2017 Executive Committee Minutes



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

b) **Action Taken:** Authorize Executive Director to sign, pay, execute and if needed, terminate the following agreements for service delivery before December 31, 2018:

- i. 3Fold Communications (Communication and PR Services) – NTE \$7,500 (Contract Continuation)
- ii. Geopal (Mobile Workforce Management Software) – NTE \$7,000 (Contract Continuation)
- iii. Grant Bennett (Audit Services) – NTE \$8,600 (Contract Continuation)
- iv. Infinity Technologies (IT Service) – NTE \$6,600 (Contract Continuation)
- v. Mason-Smith Success Strategies (Organizational Development Services) – NTE \$5,500 (Contract Continuation)
- vi. P&R Interiors (Janitorial Services) – NTE \$7,000 (Contract Continuation)
- vii. Pride Industries (Maintenance Services) – NTE \$78,000 (Contract Continuation)
- viii. SABA (Bike Valet at MFM) – NTE \$2,700 (Contract Continuation)
- ix. Sacramento 365 (Digital Services) – NTE \$4,000 (Contract Continuation)
- x. T-Rock Communications (PR & Media Relations) – NTE \$28,000 (Contract Continuation)
- xi. Whisler Bookkeeping and Tax Services (Bookkeeping Services) – NTE \$30,000 (Contract Continuation)

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

V. **Policy**

a) **Discussion:** Update on Year 1 Alhambra Corridor

Comments: Councilmember Jeff Harris

**This discussion has been moved to the December EC meeting.*

b) **Discussion:** ACE Train Midtown Service

**The ACE team provided an update to the EC on the transit project.*

Applications for funding the project are due 1/12/18. ED shared that staff believes this project fits into our set advocacy agenda, that the design is environmentally responsible, that properties impacted have been supportive, and that Parker will be MA's representative on this matter. The ACE team stated that any letters of support on to go with their application will be helpful.



VI. **Strategic Plan**

- a) **Discussion:** General Updates No update

VII. **Closed Session**

- a) **Contract Negotiations:** 2018 Contract for Homeless Outreach/Navigator Services

Action: Authorize Executive Director to sign, pay, execute and if needed, terminate an agreement for 2018 Homeless Outreach and Navigator Services with Sacramento Steps Forward – NTE \$47,000

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

Adjournment – 12:10 PM

*Respectfully submitted,
Darling Sawyer*

