

## Board of Directors/Executive Committee Meeting

Wednesday, April 24, 2024

8:30 a.m. – 10:00 a.m.

Midtown Association Office

1401 21<sup>st</sup> Street, Unit A, Sacramento, CA 95811

### AGENDA

- I. **Call to Order (8:30 a.m.)** Kolokotronis
- A) Establishment of Quorum- Rollcall (*14 of 27 BOD members required*)
  - B) Midtown Mission Statement & Priorities
  - C) Birthday Recognitions
- II. **President's Report (8:35 a.m.)** Kolokotronis
- A) **Receive and File:** Action taken by Executive Committee
  - B) **Presentation:** 2024 Advocacy Priorities – City of Sacramento
  - C) **Discussion:** Grant Recognition
  - D) **Discussion:** Sponsorship Recognition
  - E) **Discussion:** New Business Welcome
  - F) **Discussion:** Welcome New Staff
- III. **Executive Director Report (8:45 am)** Baime Michaels
- A) **Discussion:** Strategic Plan 2025-2030 – District Dashboard
- IV. **Board Workshop (9:00 a.m.)**
- A) **Priority Area – Placemaking & Capital Improvements (Attract Investment, Activate the District)**
    - **Presentation:** Activity Center Analysis & Placer.ai Eubank
  - B) **Priority Area – Events (Activate the District)**
    - **Presentation:** Relaunch of Second Saturday Sawasy
  - C) **Priority Area – Clean & Safe (Increase Safety, Decrease Homelessness and Increase Pride)**
    - **Presentation:** Point-in-Time Count/Incident Command Model Villa/Pedro
    - **Presentation:** Police Department Update Heinlein/Moore
- V. **Committee Reports (9:40 a.m.)**
- A) **Discussion:** 16M Committee Kolokotronis
  - B) **Discussion:** Alhambra Committee Mikacich
  - C) **Discussion:** Midtown Central Committee Bazett
  - D) **Discussion:** Midtown Sutter Committee Paragary
  - E) **Discussion:** Midtown Nighttime Economy Committee Cornett
- VI. **Consent Calendar (9:55 a.m.)** Kolokotronis
- A) **Action:** Approve January 2024 Minutes
  - B) **Action:** Approve Annual Assessment increase for Midtown/Alhambra PBID at 3% and 16<sup>th</sup> Street PBID at 4%
  - C) **Action:** Appoint Marisa Kolokotronis, John Fraser, Laura Lewis, Ryan Loofbourrow and Sara Lebastchi to the Nominations Committee

**VII. Public Comment** *(Limited to 3 minutes regarding items not on the agenda)*

**Next BOD Meeting – Wednesday, July 24, 2024**

Midtown Association, 1401 21<sup>st</sup> Street, Unit A

Public comment will be taken on each item before the Board takes action on the item. BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Adam at 916-442-1500 at least 48 hours prior to the meeting. NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.