

Board of Directors/Executive Committee Meeting

Wednesday, October 22, 2025

8:30 - 10:30 a.m.

Midtown Association, 1401 21st Street, Unit A

AGENDA

- I. **Call to Order (8:30 a.m.)** Meredith
 - A) Establishment of Quorum- Rollcall (*14 of 27 BOD members or 5 of 9 EC members required*)
 - B) Midtown Mission Statement & Priorities
 - C) Birthday Recognitions
 - D) New Business Recognition – Planted Foods Café
- II. **Acknowledgements (8:35 a.m.)** Testa
- III. **Executive Director Report (8:40 a.m.)** Baime Michaels
 - A) **Action:** Approve the Management District Plan and forward to the City Attorney, Authorize a subcommittee comprised of Marisa Meredith, Laura Lewis, Steve Johns, and Councilmember Phil Pluckebaum to finalize the expansion areas of the map, Authorize the Executive Director to begin renewal proceedings including petition and ballot drive
 - B) **Discussion:** 2025-2030 Strategic Plan – Q3 District Dashboard
- IV. **President’s Report (9:10 a.m.)** Meredith
 - A) **Receive and File:** Actions taken by Executive Committee
 - Quarter 3 Financials
 - B) **Discussion:** Review of Board Conflict of Interest Policy
- V. **Annual Election (9:20 a.m.)** Meredith
 - A) **Action:** By resolution of the Board, set the number of Board Members for 2026 at 27
 - B) **Action:** After considering all eligible candidates, the Board hereby casts all its votes in favor of the slate as proposed by the Nominations Committee
 - C) **Action:** Accept the officer slate as proposed by the Nominations Committee including Marisa Meredith – SKK Development (Chair), Mike Testa – Visit Sacramento (Vice Chair), Ken Turton – Turton Commercial (Treasurer), and Laura Lewis – SMUD (Secretary)
- VI. **Consent Calendar (9:25 a.m.)** Meredith
 - A) **Action:** Approve July 2025 [Minutes](#)
 - B) **Action:** Approve 2026 Annual Budget
 - C) **Action:** Approve Midtown Parks Advisor Representatives including Liz Lagomarsino (Fremont Park), Fedolia “Sparky” Harris (Truitt Bark Park), Chris Smith (Marshall Park), Jocelyn Hernandez (Muir Park and Washington Park), and State Parks representative (Sutter’s Fort)



VII. Board Workshop (9:30 a.m.)

- A) **Priority Area:** Events and Communications **Marchese**
 - **Presentation:** Second Saturday 2025 Recap & Upcoming Holiday Promotions
- B) **Priority Area:** Advocacy **Sater**
 - **Presentation:** The Joule - 2130 J Street
 - **Presentation:** Nighttime Economy Safety Strategy **Parker**
- C) **Priority Area:** Clean and Safe **Heinlein/Harrington**
 - **Presentation:** SacPD – Central and East Command

VIII. Committee Reports (10:00 a.m.)

- A) **Discussion:** Midtown Committee **Parker**
- B) **Discussion:** 16M Committee **Meredith**
- C) **Discussion:** Alhambra Committee **Mikacich**
- D) **Discussion:** Midtown Central Restaurant Committee **Parker**
- E) **Discussion:** Midtown Nighttime Economy Committee **Cornett**

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

Next BOD Meeting – Wednesday, January 28, 8:30 – 10:30 a.m.
Midtown Association, 1401 21st 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 Katey 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.

AGENDA

I. Call to Order (8:30 a.m.)

A) Establishment of Quorum- Rollcall (*14 of 27 BOD members or 5 of 9 EC members required*)

B) Midtown Mission Statement & Priorities

BOARD CHAIR COMMENTS: We'll kick off the board meeting by reciting our mission statement and program priorities to root our conversation in Midtown Association's values and strategic plan.

C) Birthday Recognitions

BOARD CHAIR COMMENTS: We would like to recognize the following birthdays:

- John Pappas October 25th
- Nikky Mohanna November 13th
- John Fraser November 27th
- John Hodgson December 2nd
- Allison Yee-Garcia December 15th

D) New Business Recognition

BOARD CHAIR COMMENTS: Every quarter, the board has the opportunity to welcome new businesses into Midtown. This quarter, Planted Foods Café opened at 2701 Capitol Ave. Planted Foods Café opened on August 1, 2025 and serves up radiant drinks and thoughtful bites designed to nourish and delight. Even their packaging carries purpose—with each item wrapped in affirmations to uplift your day and remind you of your glow.

II. Acknowledgements (8:35 a.m.)

EXECUTIVE DIRECTOR COMMENTS: Comments to be provided at the meeting.

III. Executive Director Report (8:40 a.m.)

- A) **Action:** Approve the Management District Plan and forward to the City Attorney, Authorize a subcommittee comprised of Marisa Meredith, Laura Lewis, Steve Johns, and Councilmember Phil Pluckebaum to finalize the expansion areas of the map, Authorize the Executive Director to begin renewal proceedings including petition and ballot drive

EXECUTIVE DIRECTOR COMMENTS: The campaign for renewal is ahead of schedule as we approach the adoption of the Management District Plan at the October board meeting. Up to this point, 30+ one-on-one meetings have been conducted with the top property owners, along with two separate open houses for owners in expansion study areas. 32% of the district, weighted by assessment, has been met with and pledged their support for the renewal while another 12% are currently in the process to be met with. In total, with the likely expansion areas, the PBID budget is projected to be \$3M in 2027. Updated services include seven-day maintenance services, AI-enhanced security, an updated live midtown campaign, hot spot activations and urban greening plans, and Second Saturday programming at parks and public spaces.

The timeline for the renewal is as follows:

- Finalize the Management Plan – October 22, 2025
- Open Petition Process – December 2025
- Submit 51% Petitions – January 2026
- Open Ballot Process – March 2026
- City Council Hearing for Ballots – May 2026
- Renewed District Begins – January 2027

- B) **Discussion:** 2025-2030 Strategic Plan – Q3 District Dashboard

EXECUTIVE DIRECTOR COMMENTS: District Dashboard can be found on [page 25](#).

New Developments: In Q3 of this year, we saw three projects submit for entitlements: 1515 I Street Apartments, a remodel at 2101 K Street, and a temporary Stand-Alone Surface Parking Lot at 2812 J Street along with one project that submitted building permits – the Joule at 2130 J Street, and one that started construction, the Sacramento Bee Townhomes at 2100 Q Street.

As a part of our current 2025 – 2030 Strategic Plan, Midtown Association set respective goals to achieve 1,000 new completed residential units and 50K sq ft of commercial space.

Clean and Safe Services: Clean and Safe has had 5,460 safety patrol hours and 3,063 proactive maintenance hours in Q3 2025. The average response time was 6.5 hours which includes the time that calls come in outside of standard service hours. Calls that came in during standard service hours had an average response time of 1.25 hours. Instances of homelessness decreased slightly from 104 in September 2024 to 101 in September of this year. Our next count is scheduled for November.

Capital Improvements: As of Q2 2025, Midtown Association has coordinated \$12.6M of infrastructure investment since January 1, 2017 with the most recent investment coming in the completion of the restrooms at Fremont Park.

Event Support: We have hosted 544 farmers markets with over 988.5K attendees, creating an economic impact of over \$17.5M. The Event Support Program has offered support to 371 events, providing \$543.9K in event support value since 1/1/2017.

District Spotlights: Highlights include The Urban Dreams Experience, Midtown Second Saturday, and Sacramento's Rainbow Festival. Midtown Second Saturday local artist promotions fall under our DEIS efforts supporting community, local galleries, and local artists.

Micromobility Activity: From Q3 2024 to Q3 2025, there has been an increase of 18% in micromobility activity across 13 activity centers for a total of 18,427 rides. Staff have recently been exploring collaborative opportunities with scooter vendor, Lime, to ensure their continued investment in the Sacramento market. The three most frequented activity centers include Midtown Central (20th and K), Midtown Sutter, and The Alhambra Corridor.

Activity Center Amenities: An analysis of Midtown's 13 activity centers has been developed and completed. Amenities in the analysis include ambient lighting, art, events and programming, bike racks, micromobility stations, wayfinding signage, capital improvement/landscaping investment, public restrooms, and public Wi-Fi. Sites ranged from 63% to 100% in having at least one project that fell under an amenity category, with Handle District, Midtown Central (20th & K), Midtown Central (24th & K), and Winn Park having the most public space amenities at 100% each.

District Visits: Data from Placer.ai shows 3.5M visitors for Q3 2025, which is a 20.7% increase from Q3 2024. For parking, there were 588.2K instances of parking in Q2 2025, which is a 8% decrease from Q2 2024.

Media Coverage: Media coverage is now at over 10.5K mentions of Midtown with 1.5K positive stories generated by the association. This quarter's media highlights include new business openings, the Midtown Farmers Market, the Urban Dreams Art Experience, the Chalk it Up Festival, and the new Entertainment Zone Law. Digital exposure throughout all channels continues to grow with more than 3M total digital impressions in Q3 2025.

Financial Compliance: All areas are well within compliance.

Q1 2025 Impact: The district-wide sales tax for the first quarter of 2025 was \$9.7M (1% higher than the first quarter of 2024).

IV. President's Report (9:10 a.m.)

A) Receive and File: Actions taken by Executive Committee

At the October EC meeting, the Committee approved the third quarter financial report, forwarded the 2026 proposed budget for adoption to the Board of Directors, and received and filed the 2026 sponsorship packet. Additionally, the Committee approved the updated Financial Procedures stating the process of BID service assessment collections and the policy regarding the use of PBID resources outside of the district. The Committee also forwarded the proposed slate from the Nominations Committee to the Board of Directors for the 2026 board. Additionally, the Committee heard a presentation regarding the renewal process for the Midtown PBID. Lastly, the Committee reviewed the performance of the organization for 2025 and approved the authorization for lease renewal at 1401 21st Street.

- Quarter 3 Financials

EXECUTIVE DIRECTOR COMMENTS:

Income Detail: Administrative fees are on track for budget. Sponsorships and events are ahead of schedule due to a stronger performance in MFM revenue in the first half of the year. All contracts except for Sutter District BID are on track. Sutter District BID is behind schedule due to deferred revenue from the Paragary Pathway project which is available cash wise but is not accrued until the project is completed. ARPA grants are behind due to not having the installation of Paragary Pathway. Other grants are behind schedule as there is funding for Paragary Pathway still being collected from Senator Ashby. Midtown Parks Income is behind due to not realizing funds for Paragary Pathway. Total income is 67% of the budget and on track for quarter three.

Expense Detail: Midtown Parks and Sutter BID expenses are low due to Paragary Pathway construction not yet occurring. There are no meaningful deviations in Midtown Central BID funds, Category 1 or Category 3 expenses outside of ARPA funds in Category 1. ARPA funds are spending down the remainder of City ARPA funds through business navigator program and Paragary Pathway. Category 2 expenses are on track outside of Alhambra due to less required maintenance on landscaping. All Category 3 expenses are on track outside of 16M. 16M is higher due to the renewal of the district and loan not recognized from Midtown PBID to cover consultant costs which will be paid back in 2026 and 2027. Total expenses are 60% of budget.

Statement of Financial Position (PBID Corp): The organization has \$2.5M in cash/cash equivalents. AP are at \$143K due pending payment for urban dreams art installations and transfers between bank accounts. AR are at \$54K due to pending BID collections (\$37K), ARPA reimbursements (\$9K), and sponsorship collections (\$8k). Cash is in place for seven months of operations (July 2025 – January 2026). The PBID will receive a disbursement in November.

YTD, Jan 1-Sep 30
Annual Budget v YTD Actual

50%

Income	YTD Actual	2025 Midyear Budget	Variance
Admin Fees	\$ 224,706.00	\$ 323,576.00	69%
Events	\$ 926,927.00	\$ 1,078,183.00	86%
Contracts			
Midtown PBID	\$ 1,093,733.28	\$ 1,450,758.00	75%
Alhambra PBID	\$ 337,854.72	\$ 443,173.00	76%
16M PBID	\$ 161,336.00	\$ 202,247.00	80%
Sutter District BID	\$ 126,958.00	\$ 255,771.00	50%
Midtown Central BID	\$ 89,661.00	\$ 116,853.00	77%
Grants/Interest			
ARPA - City & County	\$ 25,431.00	\$ 66,724.00	38%
Other Grants	\$ 22,700.00	\$ 356,700.00	6%
Interest	\$ 20,019.00	\$ 14,400.00	139%
Earned PBID Revenue	\$ -	\$ 98,188.00	0%
Misc (TRNA)	\$ -	\$ -	0%
Midtown Parks Income	\$ 116,272.00	\$ 286,348.00	41%
Total Income	\$ 3,145,598.00	\$ 4,692,921.00	67%
Expense			
Midtown Parks Programs	\$ 69,334.00	\$ 256,062.00	27%
BID Programs			
Sutter District BID	\$ 97,852.00	\$ 242,054.00	40%
Midtown Central BID	\$ 57,271.00	\$ 106,896.00	54%
BID Programs	\$ 155,123.00	\$ 348,950.00	44%
PBID Programs			
Cat 1: Main, Safety & Street			
Midtown	\$ 754,891.00	\$ 1,293,794.00	58%
Alhambra	\$ 197,506.00	\$ 233,856.00	84%
16M	\$ 82,249.00	\$ 99,858.00	82%
ARPA	\$ 20,284.00	\$ 39,058.00	52%
Cat 1: Main, Safety & Street Total	\$ 1,054,930.00	\$ 1,666,566.00	63%
Cat 2: Placemaking & Cap Impr			
Midtown	\$ 757,052.00	\$ 1,095,028.00	69%
Alhambra	\$ 23,408.00	\$ 74,767.00	31%
16M	\$ 15,539.00	\$ 23,703.00	66%
ARPA	\$ -	\$ 27,665.00	-
Cat 2: Placemaking & Cap Impr Total	\$ 795,999.00	\$ 1,221,163.00	65%
Cat 3: Advocacy, Comm & Admin			
PBID (Mid & Alhambra)	\$ 539,023.00	\$ 943,985.00	57%
16M	\$ 106,464.00	\$ 98,955.00	108%
Cat 3: Advocacy, Comm & Admin Total	\$ 645,487.00	\$ 1,042,940.00	62%
Total Expense	\$ 2,720,873.00	\$ 4,535,681.00	60%
Net Income	\$ 424,725.00	\$ 157,240.00	270%

B) Discussion: Review of Board Conflict of Interest Policy

EXECUTIVE DIRECTOR COMMENTS: The Board member conflict of interest policy serves as the governing document to the board. Board members are expected to act in the best interest of the organization, avoiding any personal, financial, or professional interests that could compromise their duties. A conflict of interest arises when a board member's personal relationships or financial interests could influence—or appear to influence—their decision-making. Members must disclose any potential conflicts in writing to the board. The board will then assess the situation and determine appropriate actions, which may include recusal from discussions or votes. Transparency, integrity, and accountability are essential to maintaining trust and protecting the organization's mission. You can find the full Board Member Conflict of Interest Policy on [page 22](#).

V. Annual Election (9:20 a.m.)

A) Action: By resolution of the Board, set the number of Board Members for 2026 at 27

EXECUTIVE DIRECTOR COMMENTS: The Board may elect to set the number of board members between 15 and 27 and the nominating committee recommends setting the number at 27.

B) Action: After considering all eligible candidates, the Board hereby casts all of its votes in favor of the slate as proposed by the Nominations Committee

EXECUTIVE DIRECTOR COMMENTS: The Nominations Committee recommends the 2026 Board of Directors slate found on [page 24](#).

C) Action: Accept the officer slate as proposed by the Nominations Committee including Marisa Meredith – SKK Development (Chair), Mike Testa – Visit Sacramento (Vice Chair), Ken Turton – Turton Commercial (Treasurer), and Laura Lewis – SMUD (Secretary).

EXECUTIVE DIRECTOR COMMENTS: The Nominations Committee recommends the officer slate above for the 2026 Board of Directors.

VI. Consent Calendar (9:25 a.m.)

A) Action: Approve July 2025 Minutes

B) Action: Approve 2026 Annual Budget

EXECUTIVE DIRECTOR COMMENTS: The 2026 Budget is available for review on [page 10](#). Comments regarding variations between the 2025 midyear adjusted budget and the 2026 proposed budget are located below.

Income:

- Administrative Fees – This includes fees for BID operations, MP operations, our contract with the City for mobility and MOUs for PBID services delivered on the outskirts of the PBID. This total increased in 2025 is for the staffing to manage the store operation at Sutter’s Fort.
- Events – This area increased due to the Midtown Farmers Market footprint at six full blocks for the entire year.
- Contracts – These are increased per the annual assessment rate increase for the PBID. 16th Street PBID had a larger increase as the district renewed with the updated assessment structure and expanded boundaries.
- Grants – ARPA City & County Grants have decreased as the County contract was fully spent in 2025. Other grants have decreased as funds that were dedicated to Urban Dreams art installation were expended in 2025.
- Earned PBID revenue – Retained earnings have been increased to offset the cost of renewal of the Midtown PBID in 2026.
- Midtown Parks – Midtown Parks income has increased due to the anticipated operation of the store at Sutter’s Fort starting in June of 2026.

Expense:

- Midtown Parks - Midtown Parks expenses have increased due to the anticipated operation of the store at Sutter’s Fort starting in June of 2026 as well as the large scale construction of the Fremont Bloom project.
- BID Programs –
 - Midtown Central – The number has increased due to the work for the K Street Connectivity Plan.
- PBID Programs –
 - Category 1 – Maintenance, Safety and Streetscape – The overall Cat 1 expenses have increased due to launch of cameras and security system in 16th Street, as well as adding PD supplemental in MFM. decreased due to both the City and County ARPA funding expiring. Alhambra had an increase due to staffing needs to maintain the Alhambra Landscaping plan. 16M has an increase due to necessary expenses leading into renewal for the district.
 - Category 2 – Placemaking and Capital Improvements – This number has increased due to funding for staffing adjustments to manage the event program and launching 16th Street Second Saturday programming and new banners along 16th Street.
 - Category 3 – Advocacy, Communications and Administration – This number has increased due to one time expenses of a visitor perception survey, professional services for renewal, and increasing administrative expenses including rent, insurance, and technology subscriptions.

2026 Proposed Budget

Income	2026 Proposed Budget		2025 Midyear Budget		Variance	Narrative
Admin Fees	\$	440,176.00	\$	323,576.00	36%	Increased due to staffing for management of cooperating association agreement and Sutter's Fort Store
Events	\$	1,138,350.00	\$	1,078,183.00	6%	Increased due to MFM full year of six blocks
Contracts						
Midtown PBID	\$	1,497,199.00	\$	1,450,758.00	3%	annual 3% increase for PBID
Alhambra PBID	\$	462,485.00	\$	443,173.00	3%	annual 3% increase for PBID
16M PBID	\$	334,715.00	\$	202,247.00	65%	First year of new 16th Street PBID term
Sutter District BID	\$	255,771.00	\$	255,771.00	0%	
Midtown Central BID	\$	120,000.00	\$	116,853.00	3%	Increased due to greater collection compliance with new restaurants
Grants/Interest						
ARPA	\$	56,498.00	\$	66,724.00	-15%	Reduced with County ARPA funds being expended
Other Grants	\$	291,700.00	\$	356,700.00	-18%	Reduced with removal of Urban Dreams Art grants by Mayor McCarty and Supervisor Serna
Interest	\$	20,400.00	\$	14,400.00	42%	Increased conservatively based on the interest and credit card points rewards
Earned PBID Revenue	\$	104,000.00	\$	98,188.00	6%	Increased to manage renewal contract
Misc (TRNA)	\$		\$			
Midtown Parks Income	\$	441,741.00	\$	286,348.00	54%	Increased due to administration of Friends of Sutter's Fort
Total Income	\$	5,163,095.00	\$	4,692,921.00	10%	Income increased by 10% for 2026 budget
Expense						
Midtown Parks Programs	\$	440,298.00	\$	256,062.00	72%	Increased due to operation of cooperating association agreement and Sutter's Fort store
BID Programs						
Sutter District BID	\$	242,054.00	\$	242,054.00	0%	
Midtown Central BID	\$	115,396.00	\$	106,896.00	8%	Increased to fund K Street Landscaping Improvements
BID Programs	\$	357,450.00	\$	348,950.00	2%	
PBID Programs						
Cat 1: Main, Safety & Street						
Midtown	\$	1,395,023.00	\$	1,293,794.00	8%	Increased with SacPD supplemental patrol in Midtown and MFM and staffing allocation
Alhambra	\$	254,381.00	\$	233,856.00	9%	Increased due to adjusted staffing allocation
16M	\$	158,096.00	\$	99,858.00	58%	Increased due to the launch of AI-enhanced cameras and security contract with renewal
ARPA	\$	30,500.00	\$	39,058.00	-22%	Decreased due to County ARPA contract fully expended
Cat 1: Main, Safety & Street Total	\$	1,838,000.00	\$	1,666,566.00	10%	
Cat 2: Placemaking & Cap Impr						
Midtown	\$	1,099,471.00	\$	1,095,028.00	0%	Increased due to additional staffing allocation
Alhambra	\$	81,647.00	\$	74,767.00	9%	Increased due to additional staffing allocation
16M	\$	53,260.00	\$	23,703.00	125%	Increased for launch of 16th Street 2nd Saturday Programming and launch of 16th Street banners
ARPA	\$	25,988.00	\$	27,665.00	-6%	Remainder of City ARPA funds for business navigator support
Cat 2: Placemaking & Cap Impr Total	\$	1,260,366.00	\$	1,221,163.00	3%	
Cat 3: Advocacy, Comm & Admin						
PBID (Mid & Alhambra)	\$	1,113,969.00	\$	943,985.00	18%	Increased due to Visitor Perception Survey one time costs and professional services for Midtown PBID renewal
16M	\$	85,372.00	\$	98,955.00	-14%	Decreased due to renewal being completed in 2025
Cat 3: Advocacy, Comm & Admin Total	\$	1,199,341.00	\$	1,042,940.00	15%	
Total Expense	\$	5,095,455.00	\$	4,535,681.00	12%	Expenses increased by 13% for 2026 budget
Net Income						
	\$	67,580.00	\$	157,240.00		2026 net income is lower than the usual 5%+ that we aim to achieve annually. This reduced net income is due to multiple factors including launching programs early for the renewal of the PBID, maintaining elevated PD presence in the district in the last year of the term, and the overall cost to renew the PBID. We expect that in our 2027 budget we will return to a healthy net income of over 3%.

- C) **Action:** Approve Midtown Parks Advisor Representatives including Liz Lagomarsino (Fremont Park), Fedolia “Sparky” Harris (Truitt Bark Park), Chris Smith (Marshall Park), Jocelyn Hernandez (Muir Park and Washington Park), and State Parks representative (Sutter’s Fort)

EXECUTIVE DIRECTOR COMMENTS: Staff have begun initial outreach to the listed individuals to join Midtown Parks as Park Advisor Representatives. In April, the Board elected to designate one representative from each park to serve as a non-voting board member, offering valuable, park-specific insight as we plan and implement future infrastructure projects. These advisors will help set annual priorities, attend board meetings, and collaborate on fundraising, partnerships, and community engagement. Their involvement ensures our work stays grounded in the needs of each park and its surrounding community. All confirmed advisors will attend their first board meeting in January 2026. Advisor recommendations are as follows:

- a) Liz Lagomarsino from Friends of Fremont Park has been recommended as the Midtown Parks Advisor Representative for Fremont Park.
- b) Fedolia “Sparky” Harris, the former Principal Planner at the City of Sacramento, a neighboring resident, and active parks supporter has been recommended as the Midtown Parks Advisor Representative for Truitt Bark Park.
- c) Chris Smith, representing the Marshall New Era Neighborhood Association has been recommended as the Midtown Parks Advisor Representative for Marshall Park.
- d) Jocelyn Hernandez, affiliated with the Washington Neighborhood Center, has been recommended as the Midtown Parks Advisor Representative for both Muir Park and Washington Park.
- e) The Midtown Parks Advisor Representative for Winn Park is currently on hold until a tenant for the Winn Park building is confirmed, at which point the tenant may be considered for the role.
- f) The Midtown Parks Advisor Representative for Sutter’s Fort is being reserved for John Fraser of State Parks. We are currently in conversation with State Parks in establishing a cooperating association agreement for support of Sutter’s Fort. The draft agreement is being reviewed by State Parks legal counsel. The Friends of Sutter’s Fort non-profit, which we have been supporting has set date to wind down and end their operation of December 31, 2025.

VII. Board Workshop (9:30 a.m.)

A) Priority Area: Events and Communications

- **Presentation:** Second Saturday 2025 Recap & Upcoming Holiday Promotions

EXECUTIVE DIRECTOR COMMENTS: The 2025 Midtown Second Saturday season successfully concluded on October 11 having garnered more than 50 unique media stories and nearly 1.6M digital impressions, both exceeding totals from previous years of programming. Over the course of the season, Midtown Second Saturday brought in an additional 53.2K unique visits to Midtown according to Placer.AI data, marking a 14% overall increase over an average Saturday throughout the district while maintaining zero public safety incidents. As we near the end of the year, promotional efforts will now turn towards our holiday campaigns, the 12 Days of Midtown (December 1–12) and the Made in Midtown Trail (November 29–December 24). These campaigns will further activate the district and support local businesses with festive promotions, events, and a digital passport program that encourages visitors to shop, dine, and explore. Business outreach is underway, with participation confirmed by October 31, and our promotional efforts will begin in mid-November. These campaigns continue to strengthen our local economy and highlight the vibrant Midtown experience during the holiday season.

B) Priority Area: Advocacy

- **Presentation:** The Joule – 2130 J Street

EXECUTIVE DIRECTOR COMMENTS. The Joule Apartments at 2130 J Street continue to advance through the City’s development pipeline. The project includes a 7-story, 83,949 square-foot mixed-use building featuring 107 residential units with a mix of studios, one-bedroom, and two-bedroom units, along with ground-floor retail space and nine affordable units totaling 4,090 square feet. As of October 9, 2025, all review cycles have been completed and formal approval has been granted, with final fees calculated and departmental verifications confirmed. The project is now moving toward permit issuance and construction preparation.

- **Presentation:** Nighttime Economy Safety Strategy

EXECUTIVE DIRECTOR COMMENTS: The Midtown Association adheres to a [legislative advocacy platform](#) which focuses on four key pillars of advocacy including Economic Development. Within the Economic Development area, the nighttime economy has been a focus of the organization. Midtown Association works closely with the City as they’ve revamped their entertainment permit process and launched the limited entertainment permit program. In October, a shooting incident occurred at an entertainment venue in Midtown. Following the incident, Midtown Association coordinated with Sacramento Police Department, Code and Housing Enforcement, Entertainment Services, and nearby venues to review what occurred and identify next steps for improving safety. Additionally, the organization reviewed conditions of entertainment permits of the venues on J Street ([page 26](#)) and researched past incidents of violence and shootings ([page 27](#)). When a shooting occurs at a venue, it damages the reputation of the entire community and harms business. The recommendation is to pursue a greater level of conditions and scrutiny of venues that have had a violent incident to not impact the reality and perception of safety.

C) Priority Area: Clean and Safe

- **Presentation:** SacPD – Central and East Command

EXECUTIVE DIRECTOR COMMENTS: The Central Command and East Command Captains will present on trends within the district. Please see the Midtown PBID Crime Report on [page 29](#).

VIII. Committee Reports (10:00 a.m.)

A) Discussion: Midtown Committee

EXECUTIVE DIRECTOR COMMENTS: The committee discussed the upcoming PBID renewal. Additionally, they received an overview presentation of the SMUD SEED program, discussed Second Saturday, upcoming Holiday Promotions for businesses, the Midtown Mobility Plan and a Clean and Safety update from our team. Lastly, the leadership of the committee discussed the vacant Vice Chair position.

B) Discussion: 16M Committee

EXECUTIVE DIRECTOR COMMENTS: The committee discussed the upcoming PBID renewal. Additionally, they received an overview presentation of the SMUD SEED program, discussed the accomplishments since the last meeting – including 80% of properties supporting the 16M district renewal and the success of Second Saturday’s Urban Dreams Art Experience. Additionally, they appointed Braulio Gonzalez from Urban Capital to fill the vacant Vice Chair position of the committee.

C) Discussion: Alhambra Committee

EXECUTIVE DIRECTOR COMMENTS: The committee discussed the upcoming PBID renewal, including the Alhambra Corridor. Additionally, they received an update on Second Saturday, upcoming Holiday promotions for businesses, an update on the proposed self-storage project at 1125 Alhambra Blvd., and a Clean and Safety update from our team. Lastly, the leadership of the committee discussed the vacant Vice Chair position.

D) Discussion: Midtown Central Restaurant Committee

EXECUTIVE DIRECTOR COMMENTS: The committee received an overview of the SMUD SEED program and an update on the historical Entertainment Zone debut for Sacramento with the Rainbow Festival on August 31, 2025. Additionally, they received an update on recent Event Support with Bier Garten (Oktoberfest), upcoming Holiday promotions for businesses, and an update on the K Street Connectivity Project. Lastly, the committee discussed 2026 priorities and financials for 2025.

E) Discussion: Midtown Nighttime Economy Committee

EXECUTIVE DIRECTOR COMMENTS: The committee discussed the accomplishments since the last meeting – including the launch of the limited entertainment permit at the City, the launch of Second Saturday's Urban Dreams Art Experience and the implementation of the Entertainment Zone Ordinance. Additionally, they received an update on Second Saturday, upcoming Event Support, Holiday promotions for businesses, and a Clean and Safety update from Sac PD.

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

Next BOD Meeting – Wednesday, January 28, 8:30 – 10:30 a.m.

Board of Directors/Executive Committee Meeting Minutes

Wednesday, July 23, 2025

8:30 a.m. – 10:30 a.m.

Midtown Association, Unit A, Sacramento, CA 95811

AGENDA

I. Call to Order (8:30 a.m.)

- A) Establishment of Quorum- Rollcall (*14 of 27 BOD members or 5 of 9 EC members required*)

Quorum reached: 8:35am

Called to order: 8:35am

Members in attendance: Meredith, Ygbuhay, Hinz, Sater, Heller, Hodgson, Johns, Lebastchi, Turton, Cornett, McCarley, Bazett, Frasier, Millstein, Lewis, Testa, Heitstuman, and Pappas (arrived late)

Guests in attendance: Cpt. Heinlein [Sac PD], LT Bevins [ALH Command]

Staff in attendance: Baime Michaels, Parker, Marchese, Sawasy, Hendrix, Ochoa, Villa, Purcell

B) Midtown Mission Statement & Priorities

BOARD CHAIR COMMENTS: We will kick off the board meeting by reciting our mission statement and program priorities as a way to focus our meeting on Midtown Association's values and strategic plan.

Mission statement cards and program priorities were read by Turton, Kimio, Hinz, Cornett, and Millstein.

C) Birthday Recognitions

We would like to recognize the following birthdays:

- Mike Heller July 24th
- Laura Lewis July 25th
- Lisa Hinz August 2nd
- Beth Hassett August 29th
- Jim Cornett September 10th
- Steve Johns September 25th
- Sara Lebastchi September 30th

All birthday recipients except Hassett, who was not in attendance, received a birthday treat from Ginger Elizabeth.

II. President's Report (8:40 a.m.)

- A) **Receive and File:** Actions taken by Executive Committee

The Executive Committee approved the 2024 Clean Audit with zero findings, reviewed and accepted the Quarter 2 Financial Report, approved the 2025 Midyear Budget Adjustment, and authorized a loan from the Midtown PBID to the 16th Street PBID not to exceed \$20K to support PBID renewal, to be repaid in 2026 and 2027. The board had no additional comments or questions.



- 2024 Clean Audit Received
 - The 2024 audited financials can be found on page X. The audit was presented in detail at the July Executive Committee meeting with zero findings
- Quarter 2 Financials

BOARD CHAIR COMMENTS:

Income Detail: Administrative fees are on track for budget. Sponsorships and events are ahead of schedule due to a stronger performance in MFM revenue in the first half of the year. All contracts except for Sutter District BID are on track. Sutter District BID is behind schedule due to deferred revenue from the Paragary Pathway project which is available cash wise but is not accrued until the project is completed. ARPA grants are ahead of schedule due to additional contracts received from the City of Sacramento. Other grants are behind schedule as there is funding for Paragary Pathway still being collected from Senator Ashby. Midtown Parks Income is behind due to not realizing funds for Paragary Pathway, however ahead in administration fees. Total income is 51% of the budget and on track for the midyear.

Expense Detail: Midtown Parks and Sutter BID expenses are low due to Paragary Pathway construction not yet occurring. There are no meaningful deviations in Midtown Central BID funds, Category 1 or Category 3 expenses outside of ARPA funds in Category 1. ARPA funds are spending down the remainder of County ARPA funds by June of 2025 and reallocating remaining City ARPA funds to current programs. All Category 3 expenses are on track outside of 16M. 16M appears to be high because of once per ten years renewal expenses. Total expenses are 43% of budget.

Statement of Financial Position (PBID Corp): The organization has \$2.5M in cash/cash equivalents. AP are at \$43K. AR are at \$123K due to pending BID collections and Sponsorship collections. Cash is in place for seven months of operations (July 2025 – January 2026). The PBID will receive a disbursement in July and October.

- 2025 Midyear Budget Adjustment, Giving Spending Authority per the Financial Procedures to the Executive Director to Operationalize and Execute in Support of the Strategic Plan

Revenue Adjustments:

The most significant adjustment made to the midyear budget is an increase in revenue (event, grant, BID, and Midtown Parks).

- Midtown Farmers Market exceeded the ramp up period for the sixth block of the market with it reaching a critical number of vendors between I and J Streets earlier in the year than expected. From 2021 through 2025, income has averaged a year over year increase of 21%. In 2026, a 19% increase is projected.
- ARPA funding was identified at the city level for business navigator outreach totaling \$40K through 2026.
- The Midtown Central Restaurant District is performing at a higher collection compliance than budgeted for in 2025, with all restaurants paying on a consistent basis.
- Midtown Parks administrative fees were added with the service of administering the Friends of Sutter's Fort non-profit.

Expense Adjustments:

- MP Programs were decreased due to cost savings on Midtown Love event production.
- PBID Cat 1: Maintenance Safety and Streetscape (Clean & Safe) was increased due to purchasing a new truck, increasing Police Patrol, and rising costs of administrative people management software including Lattice and Monday.com, as well as an increase to fair share of rent and CAMS.
- PBID Cat 2: Placemaking & Capital Improvements was increased due to expansion of the Midtown Farmers Market (updated road closure equipment, police overtime patrols, inspection and permit fees and the purchase of a box truck). Additionally, the budget was increased for additional sites for the major art installation as part of Second Saturday.
- PBID Cat 3: Advocacy, Comms, and Admin was increased for 16th Street renewal, increased costs for administrative technology software including Lattice and Monday.com, increased monthly federal fees for phone services, organization taxes and licenses, increased insurance costs for umbrella and commercial package, and the 2025-2030 strategic planning process

B) Discussion: Grant Recognition – Supervisor Phil Serna

Supervisor Phil Serna was recognized at the meeting for his contribution of \$15,000 from the district specific TOT funding to support the major art installation in August and September.

C) Discussion: Sponsorship Recognition

a. \$10,000+:

- i.SKK Developments
- ii.Sutter Health
- iii.City of Sacramento
- iv.Visit Sacramento
- v.Safe Credit Union
- vi.SMUD

b. \$5,000-\$9,999:

- i.D&S Development
- ii.Heller Pacific and Fulcrum Properties
- iii.Mohanna Development
- iv.Paragary Restaurant Group
- v.Stonebridge/Teichert
- vi.Pappas Investments
- vii.Turton Commercial Real Estate

c. \$1,000-\$4,999

- i.Limelight
- ii.Miry Development
- iii.Supervisor Phil Serna
- iv.Union Pacific
- v.WEAVE
- vi.Ice Blocks



- vii. Sacramento Regional Transit
- viii. Ravel Rasmussen Properties Legado de Ravel - **Scott Rasmussen**
- ix. Councilmember Phil Pluckebaum
- d. **\$500-\$999:**
 - i. Hodgson Company
 - ii. Sacramento LGBT Center
 - iii. The Golden Bear

Thank you to everyone for supporting Midtown Association

D) Discussion: Welcome New Staff

We recognized the following staff who have recently joined our team: Tawny Hendrix, Events Coordinator. Tawny shared briefly about her previous employment at the California State Railroad Museum and her enthusiasm to be a part of the Midtown Association team.

E) Presentation: Clean and Safe Celebration

BOARD CHAIR COMMENTS: The Clean and Safe team, which now includes 10 full-time employees, have worked tirelessly to keep the district clean and safe. In the first six months of 2025, the team has responded to 3,191 dispatch calls, which was an 8.5% increase from the same time in 2024. They are responsive and committed to supporting businesses and property owners by providing quick clean-up and power washing services, responding to illegal dumping, removing graffiti, and engaging with our unsheltered population in coordination with the Department of Community Response and Sacramento Police Department.

Members Recognized: Luis, Brandon, Saul, Will, Diana, Angelo, Armando. Board members Heller and Sater commended the team for their hard work and dedication to the community.

III. Executive Director Report (9:00 a.m.)

A) Discussion: 2025-2030 Strategic Plan – Q2 District Dashboard

EXECUTIVE DIRECTOR COMMENTS: District Dashboard can be found on page X.

New Developments: In Q2 of this year, we saw one project submit for entitlements (self-storage facility at 1125 Alhambra Blvd), three projects get entitled (a 20 unit townhome project at 2415 K Street, a 121 unit townhome project at 2100 Q Street, and a 225 multifamily development at 1900 Capitol Ave), one project pull building permits (a 91 unit mixed use development at 2130 J Street), and one project start construction (a 41 unit multifamily development at 620 15th Street).

As a part of our current 2025 – 2030 Strategic Plan, Midtown Association set respective goals to achieve 1,000 new completed residential units and 50K sq ft of commercial space.

Clean and Safe Services: Clean and Safe has had 2,992 safety patrol hours and 3,063 proactive maintenance hours in Q2 2025. The average response time was 7 hours which includes the time that calls come in outside of standard service hours. Calls that came in during standard services hours had an average response time of 1.5 hours. Instances of homelessness decreased from 148 in July 2023 to 98 this month, which is a 34% year over year decrease. Our next count is scheduled for September.

Capital Improvements: As of Q2 2025, Midtown Association has coordinated \$12M of infrastructure investment since January 1, 2017 with the most recent investment coming in the planning for the future Fremont Bloom Project.

Event Support: We have hosted 531 farmers markets with over 923.5K attendees, creating an economic impact of over \$15M. The Event Support Program has offered support to 364 events providing \$392.9K in event support value since 1/1/2017.

District Spotlights: Highlights include Midtown Second Saturday, The Explore Midtown Pass, and Fresh Air: Midtown Parks. Pride Month Digital Promotions fall under our DEIS efforts supporting micromobility, small businesses, and park programming accessibility.

Micromobility Activity: From Q2 2024 to Q2 2025, there has been an increase of 19% in micromobility activity across 13 activity centers for a total of 16,104 rides. Staff have recently been exploring collaborative opportunities with scooter vendor, Bird, to ensure their continued investment in the Sacramento market. The three most frequented activity centers include Midtown Central 20th and K, Midtown Central 24th & K, and Alhambra District.

Activity Center Amenities: An analysis of Midtown's 13 activity centers has been developed and completed. Amenities in the analysis include ambient lighting, art, events and programming, bike racks, micromobility stations, wayfinding signage, capital improvement/landscaping investment, public restrooms, and public Wi-Fi. Sites ranged from 63% to 100% in having at least one project that fell under an amenity category, with Handle District, Midtown Central (20th & K), Midtown Central (24th & K), and Winn Park having the most public space amenities at 100% each.

District Visits: Data from Placer.ai shows 3.5M visitors for Q2 2025, which is a 27.6% increase from Q2 2024. For parking, there were 596K instances of parking in Q1 2025, which is a 3.7% increase from Q1 2024.

Media Coverage: Media coverage is now at over 10.3K mentions of Midtown with 1.4K positive stories generated by the association. This quarter's media highlights include the Explore Midtown Pass, Pride at Sutter's Fort, Fresh Air: Midtown Parks, The Channel 24 venue debut, Midtown Second Saturday, and the anticipation of entertainment zones in Sacramento. Digital exposure throughout all channels continues to grow with more than 2M total digital impressions in Q2 2025.

Financial Compliance: All areas are well within compliance.

Q1 2025 Impact: The district-wide sales tax for the first quarter of 2025 was \$9.7M (1% higher than the first quarter of 2024).

B) Discussion: 2026 PBID Renewal

EXECUTIVE DIRECTOR COMMENTS: The Midtown PBID's term is set to expire at the end of 2026. Below is an outline of the renewal process and timeline.

- Management District Plan (MDP) – The guiding document for the renewal of the PBID will focus on updates in the following areas:
 - Assessment Methodology – The current MDP set in 2016 has assessment rate

methodology that is based on the square footage of the parcels being assessed to spur greater density. A decade later, Midtown has experienced significant development that requires a reassessment of the methodology to meet growth. This renewal, Midtown will look to align with other PBIDs of our size by adding a building square footage assessment in addition to the parcel square footage.

- Current – Use x parcel square footage
 - Proposed - Use x parcel square footage x height + special parks districts
- Assessment Cap – Within the current term, PBID assessments have increased by 3% year over year with service demands increasing between 20 to 30% year over year. Non-assessment funds have been generated from ARPA, sponsorship and events to attempt to meet these service demands. With an updated assessment structure, the base level of services can be reset to match the needs for enhanced security service, public space programming, and capital improvements in parks.
 - Current – 3% assessment growth cap year over year
 - Proposed – 6% assessment growth cap year over year (Board retains full control of annual assessment growth with an eye towards pacing just above CPI)
- Expansion Territories – During renewal, the existing district will be compared against the county assessor’s parcel database. The review will focus on areas immediately adjacent to the existing district and areas where properties have set up MOUs for service. The areas will be evaluated for a density of commercial properties, relationships with expanded area property owners, and demands for services to justify the expansion.
 - Current – 92 Blocks
 - Proposed – Pending outreach
- Service Streamlining and Expansion – In the current service structure the organization has landed on full time staffing for the maintenance and safety program focused on when businesses are most active in the district which is Monday through Saturday during the day.
 - Current – Maintenance shifts are Monday through Saturday starting at 7:00 am. Safety shifts are Monday through Saturday in two shifts starting at 7 am and 9:30 am. Additionally, Sac PD is contracted for overtime supplemental patrol hours on Saturdays during the Midtown Farmers Market.
 - Proposed – Expansion of maintenance days, safety hours and addition of AI cameras
- Outreach Process – During renewal there will be several touch points for property owners to be engaged on the drafting and approval of the MDP, collection of the petitions, and collections of the ballots. Outreach will be broken down into smaller geographics of the district, which will have an appointed board member to host open houses for property owners.
- Timeline
 - Draft Management Plan – July-August 2025
 - Draft Management Plan Outreach – August-September 2025
 - Approve MDP – EC and BOD Meetings October 2025
 - Petition Drive Open Houses – December 2025 – March 2026
 - Ballot Collection – March – June 2026

- City Council Public Hearing – Ballot Count – June 2026
- District Commences – January 2027

Baime Michaels presented on the upcoming 2026 PBID renewal and the heavy lift that this will require both the organization and the board to continue our goal of long-term success. The board took a few minutes to break out into small groups and discuss: 1. What can be? 2. What are new opportunities that can be identified? 3. What is something that works well that we can amplify, and what is something that doesn't work that could be improved with alternate solutions?

Discussion results: Business retention, continued park investment, reevaluated park implementation, advocacy, activations across the district, and AI/ camera implementation.

IV. Board Workshop (9:45 a.m.)

A) Priority Area: Clean & Safe (Increase Safety and Increase Pride)

- **Presentation:** SacPD Update

BOARD CHAIR COMMENTS: The Central Command and East Command Captains will present on trends within the district. Please see the Midtown PBID Crime Report on page X.

Captain Heinlein presented on the Midtown PBID crime report and discussed SPD's relaunch of the narcotics task force, which has already seen a significant impact. Additionally, a nighttime traffic enforcement team is now active. Lt. Bevins presented updates for the Alhambra corridor and noted crime is down in all areas. He also noted that Motel 6 continues to be a focus area for his team, and they continue to monitor and work to eliminate any unwanted activity.

B) Priority Area: Events

- **Presentation:** Terra Madre Americas

EXECUTIVE DIRECTOR COMMENTS: Mike Testa, of Visit Sacramento, will be giving an update on Terra Madre Americas that is making its' debut in Sacramento September 26-28, 2025.

Tesa presented on Terra Madre Americas, typically held in Italy, now being brought to life in Sacramento! This is a 10-year agreement that DSP has and will be the host of on a bi-annual basis. This is an honor for California and specifically Sacramento. The beloved Farm to Fork Festival, put on by Visit Sacramento, will be merged with this event to add an exceptional experience for guests. These are free events with options to purchase additional food, drink, etc. Testa asked for the board's help to push this event – we are hosting the world.

- **Presentation:** Second Saturday Major Art

EXECUTIVE DIRECTOR COMMENTS: As part of the Urban Dreams Art Experience, 16 large-scale temporary art installations—some up to 20 feet tall—will be placed across 16 locations throughout Midtown in August. This project and the nature of the scale and placement of the artwork is designed to attract visitors to Midtown and celebrate the creative spirit of Midtown during Second Saturday. Additional sites include: 16Powerhouse, Eleanor H16, Fort Sutter Hotel, 17Central, 19J Apartments, The Mansion, Hyatt House, 1801L Apartments, MARRS, The Golden Bear, First United Methodist, The Press at Midtown Quarter Apartments, Mulvaney's B&L, Channel 24, and Priority Parking. Artwork will be installed the first week of August, with the full exhibition launching on August 9 for Midtown Second Saturday and remaining on



display through the September 13 event. A preview of locations and selected artworks can be viewed here: <https://exploremidtown.org/urban-dreams/>

Ochoa presented on Major Art: Urban Dreams: There will be 16 installations with 12 local artists participating and the installations will be up for 40 days, spanning both August and September Second Saturday. Additional activations will also be implemented on Second Saturday. The installations are being installed on August 4th and will be removed the week of September 15th. He also took a moment to thank the board for their support.

- V. Consent Calendar (10:10 a.m.)
 - A) Action: Approve April 2025 Minutes

Motion: First, Hodgson; Second: Sater; Unanimous

- VI. Closing Remarks (10:11 a.m.)
 - A) Discussion: America's Farmer's Market Celebration Competition

Vote!

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

Next BOD Meeting – Wednesday, October 22, 8:30 – 10:30 a.m.

Meeting adjourned – 10:25 am.
Respectfully submitted, Katey Purcell

BOARD MEMBER CONFLICT OF INTEREST POLICY

Purpose

The purpose of the following policy and procedures is to complement the MA's (MA) bylaws to prevent the personal interest of Board Members from interfering with the performance of their duties to MA, or result in personal financial, professional, or political gain on the part of such persons at the expense of MA.

Policy and Practices

Full disclosure, by notice in writing, shall be made by the interested parties to the full Board of Directors in all conflicts-of-interest, including but not limited to: A board member is related to another board member or staff member by blood, marriage or domestic partnership; A board member and a staff member are pursuing a romantic or sexual relationship; A board member or their organization stands to benefit from a transaction other than as part of her/his regular job responsibilities or as reimbursement for reasonable expenses incurred as provided in the bylaws and board policy; A board member's organization receives funding from the MA.

Following full disclosure of a possible conflict-of-interest or any condition listed above, the Board shall determine whether a conflict-of-interest exists and, if so the Board shall vote to authorize or reject the transaction or take any other action deemed necessary to address the conflict and protect the MA's best interests. Both votes shall be by a majority vote without counting the vote of any interested director, even if the disinterested directors are less than a quorum provided that at least one consenting director is disinterested.

Members of the Board represent businesses, properties, investments and development within Midtown. By signing this agreement, Board Members agree to govern MA for the benefit of the organization and Midtown, not for their sole interest.

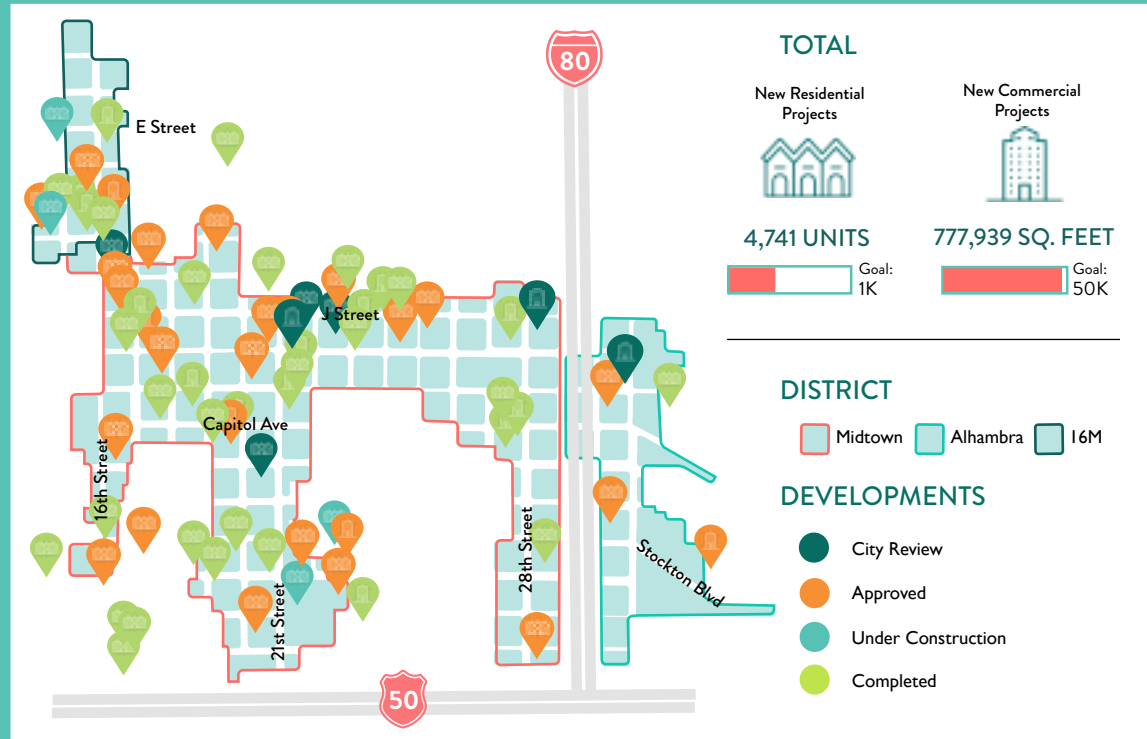
A Board Member who is formally considering employment with the MA must take a temporary leave of absence until the position is filled. Such a leave will be taken within the Board Member's elected term which will not be extended because of the leave. A Board member who is formally considering employment with the MA must submit a written request for a temporary leave of absence to the Secretary of the MA Board, c/o the MA office at 1401 21st Street, Unit A, Sacramento, 95811, indicating the time period of the leave. The Secretary of the MA will inform the Chair of the Board of such a request. The Chair will bring the request to the Board for action. The request and any action taken shall be reflected in the official minutes of the MA Board meeting.

An interested Board Member shall not participate in any discussion or debate of the Board of Directors, or of any committee or subcommittee thereof in which the subject of discussion is a contract, transaction, or situation in which there may be a perceived or actual conflict-of- interest. However, they may be present to provide clarifying information in such a discussion or debate unless objected to by any present board or committee member.

							Representation Type										
							Owns PBID Property				Other		Identifies as				
							>\$7.5k	\$7.5k-\$25k	<\$25k	Top 5	Runs PBID Business	Central City Resident	Gender	Age	HLS	Race	LGBTQI+
Member Name	Role	Current Term		Application	Joined Board												
1	Marisa Meredith	EC Chair	1/1/26-12/31/27	B	Y	2021			X		X	X	F	-	N	White	N
2	Mike Testa	EC Vice Chair	1/1/26-12/31/27	B	Y	2012	X				X		M	+	N	White	N
3	Beth Hassett	EC Past Chair	1/1/25-12/31/26	A	Y	2010?	X				X		F	+	N		N
4	Ken Turton	EC Treasurer	1/1/26-12/31/27	B	Y	2012	X				X		M	+	N	White	N
5	Laura Lewis	EC Secretary	1/1/26-12/31/27	B	Y	2018		X			X		F		N		N
6	John Hodgson	EC Member at Large	1/1/26-12/31/27	B	Y	2010?						X	M	+	N	White	N
7	John Pappas	EC Member at Large	1/1/25-12/31/26	A	Y	2010?			X				M	-	N		N
8	Councilmember Phil Pluckebaum	EC Member at Large	1/1/25-12/31/26	A	Y	2025							M		N	White	N
9	Steve Johns	EC Member at Large	1/1/26-12/31/27	B	Y	2025			X	X	X		M		N		
10	Kimio Bazett	Board Member	1/1/25-12/31/26	A	Y	2012					X	X	M	-	N		N
11	Jim Cornett	Board Member	1/1/25-12/31/26	A	Y	NA	X				X	X	M	+	Y	American Indian or Alaska Native	N
12	Daniel Covrig	Board Member	1/1/26-12/31/27	B	Y	2026		X			X		M	-	N	Asian and White	N
13	John Fraser	Board Member	1/1/25-12/31/26	A	Y	2019			X				M	?	N		N
14	David Michael Heitstuman	Board Member	1/1/26-12/31/27	B	Y	2022	X				X		M	-	N	White	Y
15	Mike Heller	Board Member	1/1/26-12/31/27	B	Y	2010?		X					M		N		N
16	Lisa Hinz	Board Member	1/1/26-12/31/27	B	Y	2018			X	X	X		F	+	N	White	Y
17	Sara Lebastchi	Board Member	1/1/26-12/31/27	B	Y	NA		x			X		F	-	N	White	N
18	Leyne Milstein	Board Member	1/25/25-12/31/26	A		2025			X	X			F		N		
19	Doug McCarley	Board Member	1/1/25-12/31/26	A	Y	2025			X				M	+	N		N
20	John Mikacich	Board Member	1/1/25-12/31/26	A	Y	2018	X				X		M		N		N
21	Nikky Mohanna	Board Member	1/1/26-12/31/27	B	Y	2018	X						F	-	N		N
22	Stacy Paragary	Board Member	1/1/25-12/31/26	A	Y	NA		X			X		F	+	N	White	N
23	Scott Rasmussen	Board Member	1/1/25-12/31/26	A	Y	2017			X	X			M		N		N
24	Randy Sater	Board Member	1/1/25-12/31/26	A	Y	NA	X						M	+	N	White	Y
25	Peggy Yhbuhay	Board Member	1/1/26-12/31/27	B	Y	2023			x				F	-	N	White	N
26	CS Phil Serna	Board Member	1/1/25-12/31/26	A	Y	2010?		X					M		Y		N
27	Allison Yee-Garcia	Board Member	1/1/25-12/31/26	A	Y	2015					X		F	-	Y		N

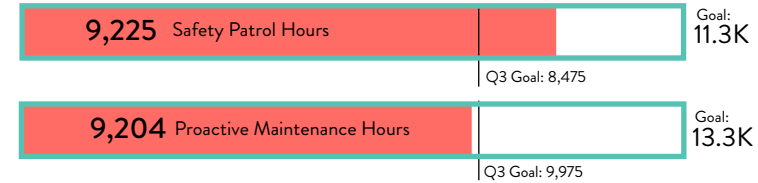
MIDTOWN DISTRICT DASHBOARD

January 1, 2017 - September 30, 2025 (for Strategic Plan through December 31, 2029)

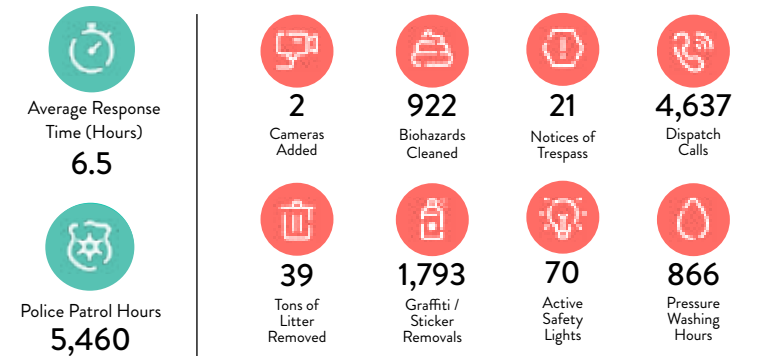


New Developments

YEAR TO DATE



DISTRICT TO DATE



Clean and Safe

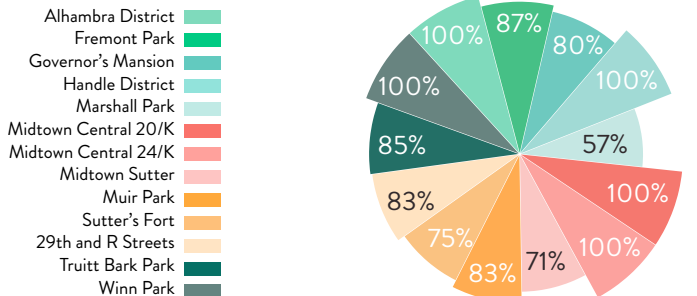
EVENT SUPPORT



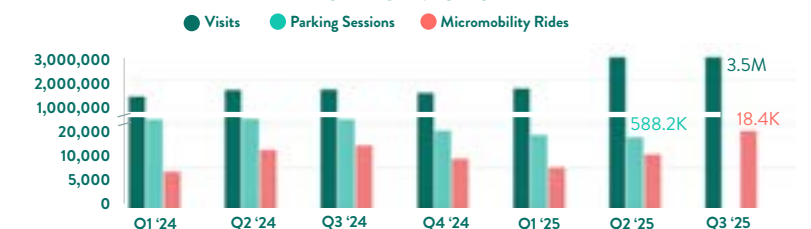
MIDTOWN FARMERS MARKET



AMENITIES

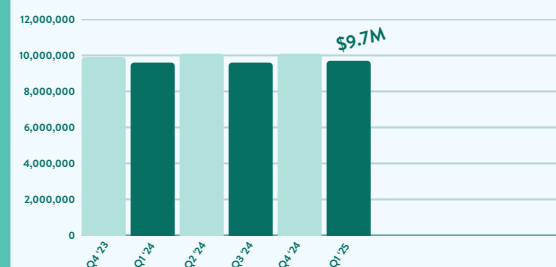


DISTRICT VISITS



District Activations

DISTRICT-WIDE SALES TAX



Economic Impact

BID PERFORMANCE

MIDTOWN SUTTER
\$242.2K

MIDTOWN CENTRAL
\$305.3K

Urban Dreams Art Experience
Good Day Sacramento

"Chalk it Up" Returns this weekend
ABC 10

Sacramento's Rainbow Festival to be first event under new 'Entertainment Zone' law KCRA3

MEDIA COVERAGE



Scan the QR code to view recent media highlights.

Communications



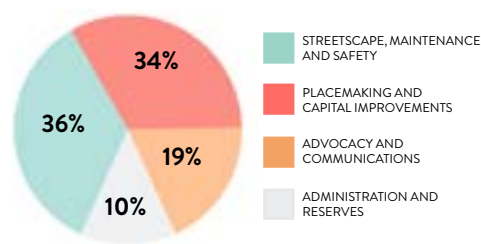
Implicit Bias Training

Midtown Association hosted an Implicit Bias Training in September. This training was free for Midtown businesses and highlighted the importance of bias awareness in the workplace.



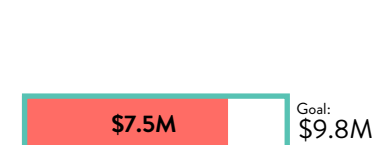
Social Responsibility

PBID COMPLIANCE



Financial Compliance

NON-PBID FUNDS



INFRASTRUCTURE



PARKS AND PUBLIC SPACES



TOTAL INVESTED

RECENT PROJECTS

- FREMONT BLOOM PROJECT PLANNING
- WINN PARK BUILDING IMPROVEMENTS
- J STREET BANNER
- THE COURT AT 18L
- ALHAMBRA LANDSCAPING
- BOLLARD INSTALLATION
- FREMONT PARK BATHROOMS

= \$12.6M

Capital Improvements

Permit Holder	Permit No.	Expiration Date	Occupancy	Entertainment days	Entertainment hours	Age restriction	ID scanner	Security minimums	Security types	Cameras (VASS)	ABC Type	Noise Restrictions	Other Conditions	Metal Dect/Wand
Lock & Key	24-035149	24-Oct-26	100 interior, 53 patio, total 153	Fri, Sat, plus holidays (NYE, St. Patrick's Day, Cinco de Mayo, July 4, Halloween)	10:00 a.m.–1:30 a.m.	No one under 21 after 10:00 p.m.	Required with approved plan capturing a live photo	Up to 100 attendees 1 guard; 101–153 2 guards	PPO (Company)	24/7 recording, retain at least 30 days, cover entries/exits, lot/loading, exterior sides, adjacent right-of-way	47	65 dBA at 100 feet; doors/windows closed; no exterior PA beyond ambient patio music	Provide on-site contact to neighbors on request; litter control before 7:00 a.m.; permit must be displayed	
Barwest	12-011762	1-Jul-26	Dining 180; Dancing (standing) 299	Trivia one evening per week; Thu–Sat plus holidays (NYE, St. Patrick's Day, Cinco de Mayo, July 4, Halloween)	Trivia 7:00–11:00 p.m.; Thu–Sat/holidays 7:00 p.m.–1:30 a.m.	No one under 21 after 10:00 p.m.	Required with approved plan capturing a live photo	Trivia 0 guards up to 100, 1 guard at 101+; other entertainment Dining up to 180 2 guards; Dancing up to 299 3 guards	PPO or PSE (Employees)	24/7 recording, retain at least 90 days, cover entries/exits, lot/loading, exterior sides, adjacent right-of-way	47	65 dBA at 100 feet; doors/windows closed; no exterior PA beyond ambient patio music	Only one floor may have entertainment at a time; occupancy counting; closure authority; litter control; permit must be displayed	
Blue Cue	24-018179	20-May-26	96 interior, 28 exterior, total 124	Mon–Sun	6:00 p.m.–1:15 a.m.	No one under 21 after 10:00 p.m.	Required with approved plan capturing a live photo	Up to 100 attendees 2 guards; 101–124 3 guards	PPO (Company)	24/7 recording, retain at least 30 days, cover entries/exits, lot/loading, exterior sides, adjacent right-of-way	47	Entertainment noise not audible beyond area under licensee control; doors/windows closed; limited patio speakers	Closure authority; occupancy counting; litter control; provide on-site contact to neighbors on request; permit must be displayed	
Harlow's & Starlet Room	12-012752	11-Jan-26	Starlet Room 84; Seated 192, Stand/Dancing 419	Mon–Sun	5:00 p.m.–1:30 a.m.	None	Required with approved plan capturing a live photo	Up to 100 – 1 guard 101–200 – 2 guards 201–350 – 3 guards 351–450 – 4 guards 451–503 – 5 guards	PPO (Company)	Not Specified	47	No entertainment permitted on rear patio; live music limited to 1st floor only	Entertainment limited to live music only; all entertainment (live music, DJ, dancing) must occur on the 1st floor only from 5:00 p.m.–1:30 a.m.; no entertainment permitted on rear patio.	

Midtown Shooting Incidents Summary (2019–2025)

Overview

Midtown Association has tracked shootings reported in Midtown Sacramento between 2019 and 2025. The purpose of this summary is to provide context for staff's ongoing coordination with the Sacramento Police Department, Code and Housing Enforcement, and Entertainment Services to identify safety trends and strengthen permit conditions.

Summary of Reported Incidents

Year	Location	Summary	Source
2019	21st & L	Shots fired, no reported injuries.	CBS Sacramento Shots Fired In Midtown Sacramento - CBS Sacramento
2020	—	None reported online.	—
2021	21st & L	One person killed outside Midtown bar.	CBS Sacramento Coroner Identifies Person Killed In Shooting Outside Midtown Sacramento Bar - CBS Sacramento
2021	20th & K	A man was fatally shot near a nightclub.	CBS Sacramento One Shot Near Mango's In Midtown Sacramento - CBS Sacramento
2022	28th & K	Woman fatally shot in Midtown parking garage.	CBS Sacramento Woman Shot Dead In Parking Garage In Midtown Sacramento - CBS Sacramento
2022	21st & L	Teenage girl killed in a Midtown Residence.	CBS Sacramento Oakland Girl, 16, Dies After Shooting At Midtown Sacramento Residence - CBS Sacramento

2022	28th & J	Man killed in early morning shooting after a fight in a nearby bar.	CBS Sacramento Fight outside midtown Sacramento bar ends with fatal shooting - CBS Sacramento
2023	600 block of 17th St	One uninjured victim was found after shots fired.	CBS Sacramento Investigation underway for shooting in midtown Sacramento - CBS Sacramento
2024	20th & O	One dead, one hospitalized after overnight shooting.	KCRA Midtown Sacramento shooting kills 1 and injures another
2024	24th & J	Overnight shooting with multiple victims.	ABC10 https://www.abc10.com/article/news/crime/overnight-shooting-in-midtown/103-3f2fd262-6931-4ba1-8119-3...
2025	28th & J	Shooting resulting in three non-life-threatening injuries at Lock & Key.	CBS Sacramento https://www.cbsnews.com/sacramento/news/shooting-in-midtown-sacramento-j-street/



Midtown PBID Crime Report

September 2025



Crime Code	August 2025	Sept 2025	% Change
Homicide	0	0	0.0%
Rape	0	0	0.0%
Robbery Person	4	5	25.0%
Robbery Business	3	3	0.0%
Aggravated Assault	9	7	-22.2%
Simple Assault	16	14	-12.5%
Burglary Residence	0	1	N/C
Burglary Business	6	3	-50.0%
Larceny	23	23	0.0%
Theft from a Vehicle	6	2	-66.7%
Motor Vehicle Theft	8	3	-62.5%
Total	75	61	-18.7%

N/C – Not calculable

**** Due to recent changes from Proposition 36 on January 1, 2025, larceny and theft totals are possibly inaccurate and/or under counted until confirmation of new coding by DOJ.**

NOT BASED ON OFFICIAL NIBRS STATISTICS

This information was produced for informational purposes only; it is limited by the information available and/or collected at the time the statistics were generated. This information is not a replacement for official NIBRS or UCR statistics, which are based on national reporting specifications and not reflected in the information provided herein.

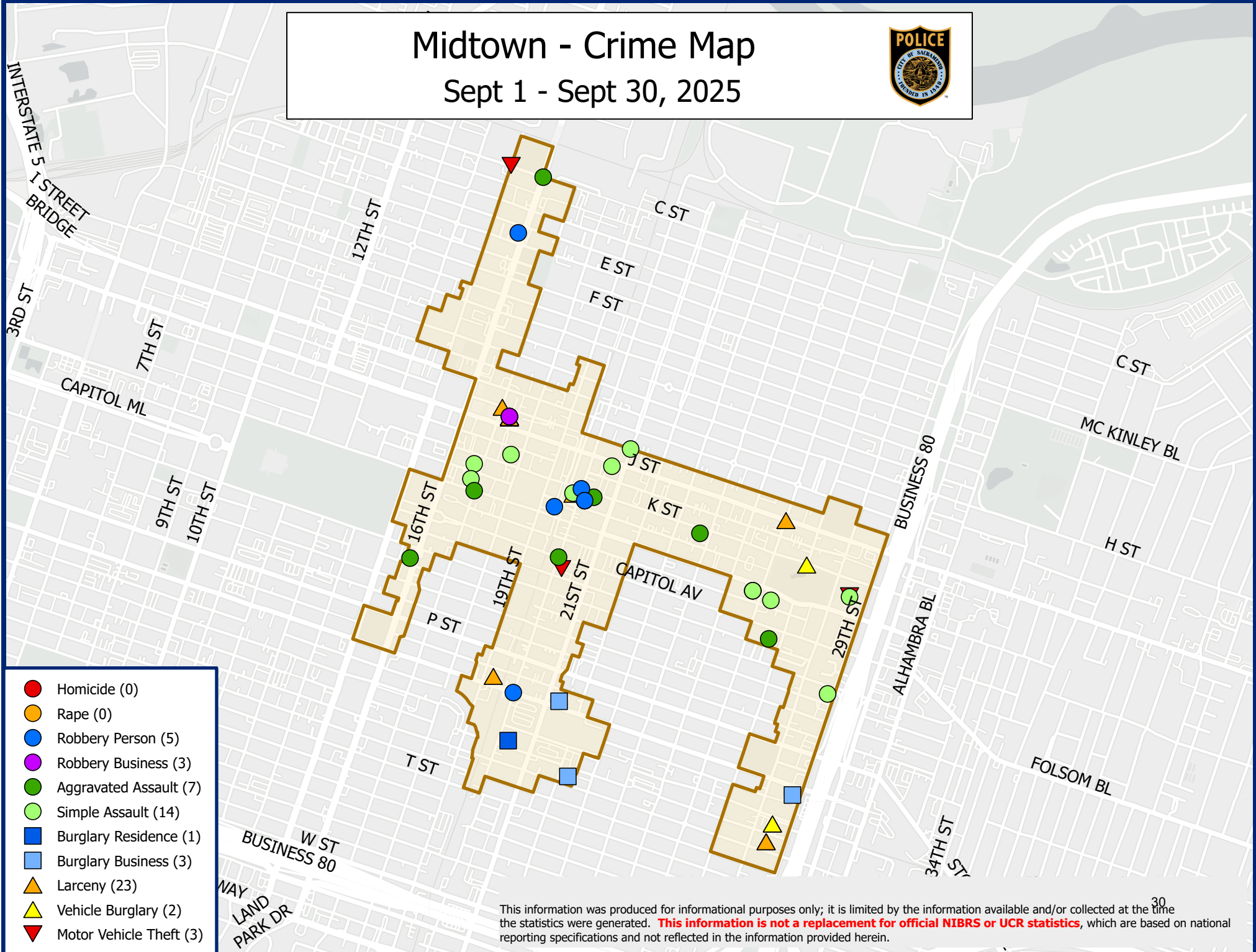
Sacramento Police Department
Crime Analysis Unit

Produced: 10/14/2025

CAU - KM

Midtown - Crime Map

Sept 1 - Sept 30, 2025



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MIDTOWN ASSOCIATION ADVOCACY POLICY & PLATFORM

Overview: The purpose of this document is to authorize the Executive Director to uphold the advocacy priorities of the organization on behalf of the Board of Directors as the collective voice of stakeholders in matters concerning state, county, and local legislation, policy initiatives, and objective-based projects.

The below Platform outlines four key policy areas in which MA will engage. These policy areas directly impact the vibrancy and economic health of the district, and it is the objective of MA to seek outcomes that serve the collective benefit of the organization's stakeholders. Positions taken by MA will be consistent with guidelines outlined below.

The board authorizes the Executive Director to engage directly with elected officials and staff, City and County executives and agencies, state and federal regulatory agencies, and appropriate appointed bodies. Additionally, the board authorizes the Executive Director to undertake tasks critical to the execution of these objectives, including but not limited to speaking with media, providing public testimony, joining coalitions, and participating in events.

When applicable, the Executive Director will prepare a report to the Executive Committee or Board of Directors before taking a position on legislation and/or policy initiatives that are knowingly in opposition to the position taken by an elected official serving on the board, major stakeholder, other central city PBIDs, or the professional associations that govern the PBID industry. If MA's position must be stated prior to the date of the next Board of Directors or Executive Committee Meeting, the sitting Board President is authorized to determine MA's position.

MA nor the Executive Director may not endorse candidates for any elected office. The organization may offer all candidates for a specific office the opportunity to share their position and thoughts on issues that impact Midtown at either public forums or Board Meetings. Ballot initiatives require a vote of the Board of Directors to take a supportive or opposition position.

Critically, it is the primary objective of MA to serve as a liaison between governmental entities and its stakeholders. To do this, MA must maintain effective working relationships with elected officials and staff. While it is natural that at times that positions taken by MA will conflict with those taken by officials and staff, MA will prioritize relationship-building and actively avoid taking actions which could adversely impact future opportunities for collaboration.

Midtown Association Advocacy Platform

1. **Economic Development:** Work with local, state, and federal entities to promote policies and improvements advantageous to business growth, operation, and prosperity with a focus on the industries that make Midtown the center for culture, creativity and vibrancy including our restaurants, retailers, and nighttime economy, while also engaging on items that would be burdensome to or discourage business activity.
 - Evaluate and support policies that simplify regulatory requirements and permitting processes that reduce burdens on business development and operation.
 - Provide collaborative opportunities to address issues with city agencies and elected representatives.
 - Encourage and foster business growth at natural activity hubs in the district through placemaking investments.
 - Foster an environment that encourages the development of new business sector opportunities.
 - Support development of mixed-use properties to encourage job creation.
 - Encourage residential development and entertainment that attracts young professionals.
 - Support mixed-use building to provide both housing and amenities to a changing workforce.

It is the responsibility of businesses and property owners to operate responsibly to the benefit of the entire district, including maintaining reasonable relationships and communication with residents.

- If a business requires a conditional use permit for cannabis related activity, a significant portion of surrounding properties and businesses must not oppose the use.
 - If a business requests a new entertainment permit or modifications to an existing permit, it is the responsibility of business to conduct appropriate outreach to neighboring properties.
2. **Active Transportation and Infrastructure:** Advocate and promote the development of a robust and accessible active transportation network across the district.
 - Support the expansion of active mobility options to encourage greater pedestrian, bicycling and scooting activity in the district.
 - Support crucial infrastructure projects that provides easier mobility for all users in Midtown.

- Promote regional transit that draws visitors and commuters to Midtown through public transportation.
 - Produce wayfinding programs to ease navigation between gathering points and provide interactive experiences for visitors.
3. **Infill Development:** Advocate for responsible urban infill projects that serve to improve the district, attract new economic benefit, and provide new and diverse amenities, while remaining respectful of the character of Midtown. It is a primary objective of MA to increase commercial square footage space and the number of residential units within Midtown.
- Support policies which reduce regulatory burden or procedural costs of development.
 - Engage with the City Planning Department to guide zoning requirements that do not inhibit exciting and innovative designs that address the needs of an evolving Midtown.
 - Support infill development projects that take into consideration:
 - the context of the surrounding neighborhood,
 - the need for diverse, high-quality housing,
 - the need to create amenities for new tenants, employees and residents that enhance Midtown,
 - crime prevention through environmental design practices,
 - community outreach and engagement during the development process
 - the importance and longstanding importance of the nighttime economy that contributes to the liveliness of the urban core.
4. **Harm and Homelessness Reduction:** Creating a clean, safe, and welcoming public environment for all users including supporting the most vulnerable population with the necessary resources to get them into a place of support and stability.
- Support the efforts to secure adequate staffing to effectively serve the community.
 - Support policies to preserve critical infrastructure, accessibility, and public safety.
 - Seek policies to expand homelessness, mental health, and drug addiction services within the City and County.
 - Advocate for reform to current affordable housing requirements which deter developers and prohibitively heighten costs.
 - Enhance lighting across the district to increase visibility and deter crime.