

GREATER BROADWAY PARTNERSHIP

Meeting Minutes 1/14/10

Board Attendees: Royce Ann Ruhkala Burks, Jeff Setzer, Chris Aguirre, Gary Saccani, Scott Maxwell, Dora Audette, Rick Winn, David Gull, Bill Harrell

Absent Board Members: Rosanna Herber, Rob Fong, Bill Taylor, Julia Moore

Executive Director: Teresa Rocha

Guests: Hilary Gould, Ted Walker, Barbara Olivia, Shari Kaye, Christina Mestas (R5 Records)

Meeting called to order at 5:00 pm

The minutes of the November 12, 2009 meeting were approved

Executive committee Meeting

The Executive Director gave an update on the final cost reconciliation of the Around the World Event. Eventually (the contractor) will be providing remaining documentation shortly. A contract closeout is anticipated by month's end.

Budget items for the 2010 – 2011 years were discussed as was the diagonal parking vote.

The committee voted to nominate Stephanie Nguyen to fill a vacant Business position on the Board.

January 27th there will be a meeting at Gary's about choosing the Spring Banners.

The December Open House was discussed

The Board had a discussion about business membership. Royce Ann talked about the by-laws pertaining to membership. In the PBID, property owners pay in an assessment and are represented on the Board, business owners are not assessed but do have representation on the Board. Currently the board is 15 members; 10 property owners, 3 business owners and 2 at large members. Also, non-members can be on committees but not be a chair. There was a discussion on how to engage business owners more. Bill Harrell suggested forming a committee to look into the by-laws regarding businesses in our corridor. Scott, Rick, Jeff and Royce Ann volunteered to be on this committee

Treasurer's Report

The cash balance at the end of November 2009 was \$110,751.88

Election of New Board Member – Election of Officers

Stephanie Nguyen – Nominee

Rick Winn made a motion to accept Stephanie Nguyen as a new member of the GBP Board. Bill Harrell seconded the motion and she was unanimously voted in. Nguyen's term will be Jan. 2010 – Jan 2013.

All Board Officers positions were open for election. The existing officers, Royce Ann Burks, President, Jeff Setzer, Vice President, Rosanna Herber, Secretary and Gary Saccani, Treasurer indicated they would run again for office. As there were no other candidates, David Gull made a motion to accept the current slate of officers for reelection. The motion was seconded and approved.

Executive Director Report

PBID Reauthorization

The term of the first PBID authorization, and the city contract, is for five-years (2007-2012). The second renewal of a PBID is typically sought for a ten-year period. Teresa suggested the Board might want to create a steering committee to campaign for reauthorization. One item we will be asked to reexamine is whether we believe the current geographical boundaries and assessment rate (which must be based on the level of service anticipated by the payee) is appropriate for our next ten-year strategic goals.

Year End Fiscal Reports

The Executive Director also informed the Board that the first quarter of the calendar year is hectic as we are preparing both our year-end report for the city (a fiscal and program overview) as well as our IRS and State returns. We report to the city on a fiscal year budget basis (July 1-June 30) and to the IRS on a calendar year basis.

Street Maintenance and Security Requests for Proposal

Additionally, our security contract must be updated and bid, if the Board agrees. Paladin Private Security's contract ended January 2nd. An example of two key issues requiring a board decision is (1) whether we require armed services and (2) dedicated service vs. patrols. Dedicated service cost approximately \$8,000 per month. This commits the security staff to constant presence in the district for 8 hrs per day. Patrol costs are charged hourly. Depending on the number of requested hours, our coverage and costs might be less. A number of other PBIDs have gone to the patrol level of service. A list of key issues will be prepared and brought back to the board for a decision.

Crossroads (trash pick up) contract ends in April. We will be expanding the scope of work to include weed abatement and some landscaping as this will result in a more efficient operation. The issue of graffiti abatement was discussed. More information will be provided for the board's information prior to making a decision on whether this service should be offered as a part of our district security program.

Diagonal Parking

Finally, at the Partnership's request, the city administered an election to convert parallel to diagonal parking between X and Broadway on six streets in the district (13th, 14th, 20th, 22nd, 25th and 28th). The ballots were counted at the end of 2009. The conversion was approved for 13th, 14th, 20th, and 22nd. The next step is City Council approval. Our hope is that the conversion will be before the end of June this year. Special thanks to Royce Ann (Board President), Rick Winn and Bill Taylor (Board members) for making calls and visiting some key voters.

District Charitable Activities

The Greater Broadway Partnership District is comprised of many types of organizations/businesses. The Board voted on a new budget category that clarifies and recognizes the work of our district charitable organizations. The following key elements were approved:

There will be an amount not to exceed \$10,000.00 expended per year in this category.

There are two levels of disbursements and two types of recipients:

1. Level: Maximum of \$1,000.00 (the amount to be determined by the GBP Board)
Recipient: Events or groups on Broadway that have a Greater Broadway Partnership address.
2. Level: Maximum of \$500.00 (the amount to be determined by the GBP Board)
Recipient: For organizations immediately adjacent to the district boundaries that are holding charitable events at which our district members/residents are included.

Fiscal Year 2010/11 Program and Budget

GBP has the option to increase the assessment by 3% every year (there was no increase in 2008-2009). Most members voiced that they did not want to increase again but no final decision was made. That would have to be decided by the February meeting. Teresa explained that GBP is not at risk for loss of assessments for the majority of property owners because of a Sac County provision that the county pays the private property full amount to districts such as ours. The County then continues to pursue collection directly from the property owners. This method does not apply to governmental assessments; however, to date payment to us by these entities has been timely.

The members went over the budget and reviewed the constants and the one time expenditures. GBP must bill for the budget, so the budget breakdown was discussed to see if any area needed more or less.

Within the budget, the percentages for each section cannot be changed mid year. There is a limit to a 15% movement within in the budge at the end of the fiscal year. If the members want to change the percentages this must be decided by the February meeting.

Under the category of security, a couple of board members suggested adding lighting issues and graffiti abatement to this category.

New Business

Teresa discussed two programs of which the members should be aware: The Downtown Partnership's Navigator Program, addressing the problem of homelessness in the downtown district and the Sacramento Police Department's Crime Prevention Through Environmental Design Program. Representatives of both organizations will be making presentations at our February meeting.

The meeting is adjourned at 6:58pm.