

# **GREATER BROADWAY PARTNERSHIP**

## **Meeting Minutes 4/8/10**

**Board Attendees:** Royce Ann Ruhkala Burks, Chris Aguirre, David Gull, Bill Harrell, Rosanna Herber, Rick Winn, Scott Maxwell, and Lisa Nava for Rob Fong

**Absent Board Members:** Gary Sacconi, Dora Audette, Jeff Setzer, Stephanie Nguyen, Bill Taylor, and Julia Moore

**Executive Director:** Teresa Rocha

**Guests:** Brian Nelson of Quiznos Shop, Paul Watts of Graffiti Removal Service, Derrick Lim of Neighborhood Services, Christina Mestas of R5 Records, Barbara Oliva of the Sacramento City Cemetery Heritage Rose Garden, and Hilary Gould.

Meeting was called to order at 5:06 pm.

### **AGENDA**

#### **Minutes**

The minutes from the last meeting were unanimously approved, with the following changes:

- 1) The contract for Street Maintenance is \$4,800 per month.
- 2) The contract for the Executive Director is for \$65,000 per year that will include a cost of living increase for each year.

#### **Introductory Notes / Guest Comments**

Barbara Oliva of Sacramento City Cemetery Heritage Rose Garden invited everyone to their April 17<sup>th</sup> "Open Garden," from 9:30 am - 2 pm.

Bill Nelson of Quiznos regretted not attending the prior meeting, as he was the recent target of taggers.

After substitute notetaker, Melanie Smith, was introduced, Bill Harrell informed the Board that his daughter got a job in Los Angeles and will no longer be available to take minutes.

#### **Treasurer's Report**

The current balance for the GBP bank account is \$179,574.26.

#### **Graffiti Abatement -- Teresa Rocha**

The Executive Director informed the Board that she is in the process of completing the elements of the GBP's security program for the corridor. This includes research into the possibility of contracting with a private firm to do graffiti abatement.

Using Rick Winn's property at 24<sup>th</sup> and Broadway as a model, Teresa contacted Paul Watts of Graffiti Removal Services to do a preliminary demonstration, which several Board members were able to observe. She then invited Paul to do a presentation for GBP, to provide an assessment of Broadway's graffiti status right now, and to explain his proposal for graffiti removal.

### Graffiti Removal Services (GRS) -- Paul Watts

Paul Watts worked for the City of Sacto for ten years, and then started his own graffiti-abatement company six years ago. GRS is an eco-friendly company that specializes in removal of graffiti from walls, sidewalks and buildings. They have an environmentally-sustainable product that they use on brick and concrete surfaces, including graffiti on bare brick, paint, metal or glazed surfaces.

Clients include the Oak Park business district, the cities of Galt, Woodland and Sacramento, and many more. They removed over 200 tags in the River City district alone, and would be happy to provide GBP with references. GRS is a fully-maintained unit, i.e. they can do all work on site.

The state of Broadway right now is mostly “nuisance graffiti.” Nuisance graffiti is not violent in nature, and includes four different types:

1. “street spam” -- taggers putting graffiti on stickers and then plastering them on buildings
2. “scribing” -- taggers carrying a drill bit, scribe (metal etching tool), or rock, and etching into buildings and signs.
3. “acid etching” -- taggers marking on glass or plexiglass with an acid-containing product found in craft stores that will not show immediately, but will burn into the glass over a short period of time.
4. “paint pens”-- taggers use these pens to write on street signs.

### The main products Paul will use include:

A. Safewipe -- removes graffiti marks from all hard surfaces quickly, easily and without damage. Ideal for use with road signage, bathrooms, play equipment, glass, wall marks, parking meters and more.

B. Heritage Remover -- specifically designed for historic buildings to remove graffiti from stonework, brick and masonry without damage.

C. Film, or Graffiti Coating -- can be applied to any exterior, natural building surfaces. Protects against graffiti, grease, pollution, grime, sea and salt spray for up to ten years. When the kids etch or scratch it, Paul comes out and simply peels the film off. It is virtually invisible, non-toxic, and completely biodegradable, and can be easily removed, if necessary.

### Recommended protocol:

1. Do a clean sweep of the area. Remove graffiti all at once.
2. Then do removal of graffiti on an “on call” basis to maintain the area.
3. Educate business owners on how to use the Safewipes themselves.

### Cost for pilot service contract:

\$6000 maximum for fiscal year 2010, including the \$2900 for the clean sweep.

Installation of the film is \$350-\$375 per installation.

Service calls average \$255 per trip. Teresa suggested that GBP would likely arrange to specify a service day so that numerous properties could be served at one time. At least five service calls per trip is the most cost effective.

Timing for Graffiti Removal: Teresa informed the Board that the City of Sacramento gives 10 days to remove graffiti. Rick Winn asked Derrick Lim of Neighborhood Services if Teresa could be notified when “the clock began to tick.” Derrick replied that he could send someone out from the city anti-graffiti program to speak to GBP and discuss this idea. Rick stated the GBP would like more involvement from business owners in this matter.

Motion Proposed: Rosanna Herber made a motion, seconded by Rick Winn that \$6000 be allocated for Graffiti Removal Services for the year. This would include \$2900 for the clean sweep, with the balance to be put toward service calls thereafter. The motion was unanimously approved.

### **CPTED Presentation -- Teresa Rocha**

The Board received a presentation on CPTED (Crime Prevention Through Environmental Design) at a previous meeting. Subsequently, several businesses indicated an interest in the program. On this coming Tuesday, a Sacramento Police rep will conduct a review of Royce Ann’s business so that we will know first hand what is involved. Following this, we will notify the businesses of this city program.

### **Angled/ Diagonal Parking -- Teresa Rocha**

Angled/ diagonal parking was approved at the City Council meeting on March 16<sup>th</sup>.

### **Board Retreat -- Rosanna Herber**

Rosanna stated the Executive Committee discussed the idea of a strategic board retreat for GBP. Rosanna and Jeff Setzer are looking into a facilitator for the retreat and will report next month.

### **Sacramento River Crossing Advisory Committee**

The Cities of Sacramento and West Sacramento are discussing the need for additional river crossings. The GBP hosted a forum on this issue last year, in which SACOG, the Dept of Transportation, and others participated. Different locations have been mentioned for crossings, including Broadway. The Cities have formed an Advisory Committee to get community input. The GBP received an invitation to participate on the Advisory Committee. The Executive Committee asked Teresa to sit on this committee as the GBP representative. Royce Ann will be the alternate.

Lisa Nava reported that the number of participants is not limited, but only organizations are invited to sit on the Advisory Committee. Derrick Lim added that a large number of businesses, nonprofits, advocate groups, etc. have been invited to be on the Advisory Committee.

Teresa informed GBP that the initial meeting will be held on Monday, April 12<sup>th</sup> at 5:15 at the Sacramento Zoo, Kampala Center. Meetings dates go until next September. The first meeting will be organizational, and she will have more information after that meeting

### **Business Walk -- Teresa Rocha**

The Business Walk will be held on June 10<sup>th</sup> from 10 am - 2 pm. Teresa stated it is important that as many board members as possible be involved.

It is our goal to visit all 200 of our businesses. The City's Economic Development Department and the Sacramento Metro Chamber are our partners in this event.

Teams will visit their assigned businesses for 10-15 minutes, asking prepared questions. They will return at 12 noon for lunch and a wrap-up. Sacramento Metro Chamber will prepare a summary of the day for GBP to mail out to property owners and businesses. GBP is expected to provide 15 volunteers, out of the 45 total.

Royce Ann expressed the need to come up with some questions to be included in the walk that will give us good information.

### **Chris Aguirre: Broadway Streetscape Workshop Status**

The Workshop will occur sometime in June after the Business Walk. Chris asked what time of day would be best for this. He discussed the idea of doing an outreach survey in the form of phone calls, emails and personal visits to the businesses and property owners.

A 2-hour agenda should be good, with the following as a possible breakdown:

- Mix and Mingle (15 min)
- Welcome and Introductions (15 min)
- Table Discussion (45 min)
  - Streetscape
  - Creating a commercial corridor
  - Transportation
  - New residential units
  - Food, festivals and events
- Report Out (30 min)
- Wrap Up and Next Steps (15 min)

Chris said that he would like participation between 50-100. Renderings of current projects on Broadway would be provided. He also spoke of the similarity between this and a similar project in Portland.

Rosanna stated that she doubts we'll get 50-100 people on a Thursday. Chris replied that even if they can't be there, we will have their survey responses.

Bill remarked that we're doing the Business Walk in early June, and asked if we wanted the documentation before this. He suggested we do the Streetscape Workshop the end of June. Teresa replied that if we did, we could publicize the Workshop better.

### Reactions to the Workshop:

Scott, Rick, Bill and Rosanna felt that the Workshop should be expanded to the whole Broadway corridor.

Chris responded the Subcommittee thought the Workshop might have bigger impact in a smaller area. There was a discussion about how the Setzer development in the Marina

District and the Petrovich Development in the Curtis Park Neighborhood could impact the Broadway corridor.

Teresa observed there seems to be two different visions for the Streetscape Design Workshop: the first is a master plan or vision for all of Broadway, and the second is a short-term, operational plan. Should one come first? Should the Board do both concurrently?

Derrick from Neighborhood Services offered there should be some guiding principles that affect the whole corridor so that even if the Workshop focuses on a smaller part, there will be design guidelines in place for the whole corridor.

In light of the obvious interest in discussing this further, it was agreed that the subcommittee would hold another meeting to continue discussing this issue. Teresa suggested we combine it with our regular Land Use Committee meeting. This will be on April 22 at 3 pm. at Unger Construction, 910 X Street. We will also have a presentation that day of the MDS Development (aka Setzer property project).

#### **Security Issues -- Teresa Rocha**

Teresa informed the Board that she'd met with Captain Sheedy of the Sacramento Police Department, regarding security issues. The SHRA assigned police will soon be on bicycle patrol. They will be riding throughout the SHRA property as well as to 16<sup>th</sup> St. on Broadway. Teresa stated there may be an opportunity for GBP to leverage what the police are already doing in this area.

The Captain stated Broadway has primarily "nuisance crime" (loitering, panhandling, graffiti, and parking RV's in front of businesses). He said aggressive attention should be paid to trespassers, according to the following protocol: Begin by targeting 10 or so businesses. Owner/managers would go outside and tell trespassers they are not wanted, and then seek a trespassing citation. If the trespassers show up again, the police would arrest them. The business *must* talk to the perpetrator. When this protocol is followed, there has been a great reduction of nuisance crimes. However, if businesses don't care, or if they support the nuisance perpetrators, this protocol does not work. Teresa asked the Captain if the police would come out and role-play with businesses. She asked the Board to provide her with names of area businesses that might be interested in this program.

#### **Derrick Lim of Neighborhood Services**

Derrick distributed flyers on four events/services:

The Mayor's office hours on May 15<sup>th</sup> from 4-7 pm.

A community meeting regarding the Sacramento Zoo.

Free Music in the Park, sponsored by the City and the Mayor.

AMGEN "Tour of California" Bike Race and Gala, May 14<sup>th</sup> - 23<sup>rd</sup>.

The meeting was adjourned at 6:30 pm.

Respectfully submitted by Rosanna Herber, Secretary