

## **GREATER BROADWAY PARTNERSHIP**

### **Meeting Minutes 5/13/10**

**Board Attendees:** Royce Ann Ruhkala Burks, Bill Harrell, Rosanna Herber, Stephanie Nguyen, Gary Saccani, Jeff Setzer, Rick Winn, and Jessica for Julia Moore from Chase Bank. (Jessica shared that she has worked with many small businesses, and would be delighted to be included in more GBP monthly meetings.)

**Absent Board Members:** Chris Aguirre, David Gull, Lisa Nava for Rob Fong, Bill Taylor, Scott Maxwell and Dora Audette.

**Executive Director:** Teresa Rocha

**Guests:** Hilary Gould, Officer Gomez of Sacramento Police Department and four SPD officers, Barbara Oliva of the Sacramento City Heritage Rose Garden, Christina Mestas of R5 Records, and Matt Yancy from the Sacramento Metro Chamber of Commerce.

Meeting was called to order at 5: 08 pm.

### **AGENDA**

#### **Minutes**

The minutes from the last meeting were unanimously approved.

#### **Guest Presentation -- Sacramento Police Department POP Team on Bike Patrol**

Officer Gomez reported there will be bicycle patrols at the SHRA (Sacramento Housing and Redevelopment Area) properties along Broadway that will provide an extra police presence on Broadway. The borders of the SHRA area to be covered have not been defined yet, but that the Sacramento Problem Oriented Policing (POP) team is looking at the area that extends east-west from 16<sup>th</sup> Street to the Sacramento River, and north-south from the Broadway corridor to Vallejo Way. They are committed to providing a regular officer bicycle presence within the Broadway corridor.

Officer Gomez articulated three SHRA properties that the POP Team is focusing on: Marina Vista , Alder Grove (formerly New Helvetia), and Phoenix Park, and that their primary assignment is to establish a presence there, open avenues of communication, and prohibit illegal activities.

Officer Gomez reports to Captain Sheile and Lieutenant Don Rehm of the Sacramento Police Department. The POP leader for this area is Sgt. Matt Young, who works out of the South Station.

They are intending to begin patrol activities on June 1<sup>st</sup>. The officers will be on bicycles in nice weather, and will dress as Sacramento Police Officers. They will wear special uniforms comprised of shorts, a breathable shirt, and a badge, and will be carrying guns.

Although the bicycles, special lights and clothing are expensive, the benefits will counterbalance the cost, as officers on bicycles are able to see more than their counterparts in patrol cars.

The POP team's main focus is crime prevention. If they encounter individuals who appear homeless, they will communicate with them and direct them to social services, if needed. They will also open avenues of communication with business and property owners. Jeff mentioned a problem his business was having with teenage vandals and Officer Gomez asked Jeff to call him with more details. .

The POP team will have a local office on Seavey Circle in the SHRA Marina Vista complex. Officer Gomez can be reached at [bgomez@pd.cityofsacramento.org](mailto:bgomez@pd.cityofsacramento.org).

### **Treasurer's Report**

The current balance for the GBP bank account is \$ \$167,187.48.

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

Matt Yancy, Director of Business and Development of the Sacramento Chamber of Commerce, began by saying that he focuses on learning the desires and needs of businesses, and fostering relations within the community. The Metro Chamber doesn't create jobs--businesses do that, but the chamber does create the environment for jobs.

This year's June 10<sup>th</sup> Business Walk will open its doors at 8 am for breakfast and registration. The program will begin at 8:30 am. After breakfast, everyone will be assigned into teams of 2-3 people who will be sent to predetermined segments of the corridor. Matt said the Business Walk is not a competition to see how many businesses each team can visit; its goal is to gather knowledge.

The teams will ask each business several open-ended questions: The three questions the Metro Chamber wants to ask are: How is your business going? How are you working to improve or promote it? What can we do to help you achieve your goals? The GBP will get to add another three questions to the list. If a business is busy with customers, the team will drop off a card and move on.

After visiting each business on its list, each team will return and have lunch and engage in a discussion session. A spokesperson from each team will report what they learned, and common themes will be synthesized and discussed. After the Business Walk, information will be compiled, analysis quantified, and a report produced. This report will be utilized throughout the year to further the goals and objectives of the GBP. The event will conclude at 1pm.

Teresa added that we have 200 businesses to visit, and that there will be 10-12 businesses assigned to each team. An e-post card will be sent out to each business. A bag of information will be left behind with each business. Teresa will talk to Paul Watts of Graffiti Removal Services about having a Safewipe in each bag, possibly with the GBP logo on it.

The Metro Chamber is providing staff, the Partnership will be providing breakfast and lunch , and the City's Economic Development Department is donating tables.

The GBP would like to generate 15 volunteers, who will be reminding the businesses of GBP's presence and posing some additional questions, such as: Where do you think your customers are coming from? Are you aware that the City is considering a river crossing in the area? What are your feelings about the river crossing?

Royce Ann added that we will be having meetings about the above, and Gary asked that we let the businesses know that we will be inviting them to meet with the GBP and discuss a 3-5 yr Streetscape plan.

#### **Executive Committee -- Royce Ann**

Royce Ann announced that a nominee for a new board member, Celia Yniguez, had presented herself to the GBP. Celia has nearly twenty years of experience working for both SHRA and the City of Sacramento in redevelopment and long range planning. Her varied experience on streetscape projects, land use plans, commercial and residential development projects, and community engagement should be a valuable resource for the Board.

Celia would be stepping into the GBP's last vacancy for a property owner. This term expires in 2011.

Rosanna Herber moved to add Celia to the Board, seconded by Rick Wynn. The motion was unanimously approved.

#### **Summer Meeting Schedule -- Royce Ann**

Royce Ann asked whether--in light of the Business Walk on June 10<sup>th</sup> and summer vacations planned by Board members--we should reschedule the regular June GBP Board meeting to right after the Business Walk since the June meeting is planned for the same day in the evening. The GBP does not normally meet in July.

Rick reminded us that the Streetscape Design Workshop must be discussed, and the decision to paint on vertical parking must move forward to the City. Rosanna suggested a three-hour strategic planning meeting between June and July for the board to discuss the priorities for the Streetscape Design Plan, which would be a 3-5 year plan.

Royce Ann stated that we may also want to call a special meeting of property owners to discuss a Master Plan for Broadway that would be a more long term plan, in the 20 year timeline. Teresa responded that if we did this, a number of additional property owners might choose to attend. Teresa added that a strategic Master Plan (i.e. Broadway 2020) would be expensive. Royce Ann added that the GBP might approach the City for budgetary assistance with the long term Master Plan.

Rosanna suggested that we look at a three-hour meeting on a Saturday in June for the Streetscape Design Workshop. Teresa will send out an email asking if members would want to have the regular GBP Business meeting for one hour after the Business Walk on the 10<sup>th</sup>. She will also ask about the possibility of a three-hour strategy session in June or

July. Jeff stated that if the meeting were to be scheduled on a weekend, an earlier start time would prove more effective.

#### **Sacramento River Crossing Advisory Committee -- Teresa**

Teresa reported she attended the April 12<sup>th</sup> organizational meeting of the cities of Sacramento and West Sacramento River Crossing Advisory Committee. The discussion about the river crossings, at this point, has been more general than specific.

Teresa distributed a map that illustrated potential opportunity sites in West Sacramento and Sacramento, including thousands of potential housing units. She will send a follow-up email out to all board members about future meetings.

#### **Graffiti Removal Project -- Teresa**

Teresa reported that she met with Paul Watts of Graffiti Removal Services (GRS) to discuss what range of graffiti we could expect to be removed. She distributed the "Entry Permit to Remove Graffiti" to GBP members present, and explained that Paul and his staff will not remove graffiti unless they have one of the signed forms on file.

Once the form is on file, GRS will return every two weeks to check the property for graffiti, and will compile a list of all participating business and property owners. If the two-week time period is not adequate, GRS will visit every week instead.

Teresa added that this pilot program will allow the GBP to assess the effectiveness of this service. The "Entry Permit to Remove Graffiti" forms will be available on the June 10<sup>th</sup> Business Walk.

#### **Broadway Walk -- Teresa**

Teresa asked that the GBP allocate \$1500 for the Broadway Walk to cover food and promotional items. Rosanna Herber made a motion to allocate up to \$1,500 for the Business Walk, seconded by Bill Harrell and the motion passed unanimously.

#### **In the Flow Festival -- Teresa**

Teresa reported the second In the Flow jazz festival will be held May 14<sup>th</sup> - 17<sup>th</sup>, and that the GBP name and brochure are on display at Beatnik Studio, one of the four venues for the Festival.

#### **Street Maintenance Services -- Hilary Gould**

Hilary reported that from April 16<sup>th</sup> through 30<sup>th</sup> he retrieved twenty 39-gallon bags of trash, 32 carts, and 19 illegal signs, and removed 7 illegal dump sites.

#### **Northwest Land Park Project -- Teresa**

Teresa reported that a scope meeting to begin the EIR process will be held on Wednesday, May 19<sup>th</sup> at Arthur A. Benjamin Health Professions High School Library.

#### **City of Sacramento Neighborhood Services -- Yvonne Riedlinger**

Yvonne informed the Board of their upcoming Neighborhood Summit 2010 on Friday, May 21<sup>st</sup> from 8:30 am - 4:00 pm at the Sacramento Convention Center. This full-day

event will feature workshops on neighborhood sustainability, revitalization and wellness, and on leveraging community resources and partnerships. Yvonne reported the two keynote speakers are psychologist Mitch Adler and SACOG's Executive Director, Mike McKeever.

**Facilities Incident and City Communication -- Rick**

Rick related that since the last meeting a tree fell on his building. When he notified the City, the response that they provided was commendable.

**Sacramento City Heritage Rose Garden -- Barbara Oliva**

Barbara Oliva of the Sacramento City Heritage Rose Garden informed the Board that their Open Garden on April 17<sup>th</sup> was a huge success. Over 500 people attended the event, and the Rose Garden earned a little over \$5,000 in sales.

**R5 Records -- Christina Mestas**

Christina Mestas announced that Russ Solomon of R5 Records will be retiring, and that the business has been sold to Dimple Records. Christina thanked the Board for allowing her to attend meetings. The Board extended its good wishes to Russ, and invited Christina, who lives in Oak Park, to continue to attend meetings. Christina reminded the Board that the Oak Park Farmers Market premieres on Saturday, May 15<sup>th</sup> from 9am - 12 noon.

**Broadway Streetscape Workshop -- Gary**

Gary Saccani made a motion, seconded by Rick Winn to adopt the packet information presented on the Streetscape Design Workshop. The motion was unanimously approved.

The meeting adjourned at 6:40 pm.

Respectfully submitted by Rosanna Herber, Secretary