

## **GREATER BROADWAY PARTNERSHIP**

### **Meeting Minutes 11/12/09**

**Board Attendees:** Royce Ann Ruhkala Burks, Jeff Setzer, Rosanna Herber, Chris Aguirre, Rob Fong, Rick Winn, David Gull, Bill Harrell and Bill Taylor

**Absent Board Members:** Gary Sacconi, Scott Maxwell, Dora Audette and Julia Moore

**Executive Director:** Teresa Rocha

**Guests:** Hilary Gould, Lisa Nava, Ted Walker

Meeting called to order at 5:07pm

#### **Public Comments/Announcements/ New Business**

Rob Fong talked about his meeting with RT Sacramento General Manager, Mike Wiley where they discussed a planning effort in partnership with our association with the goal of making the area more commercial and pedestrian friendly. There was a discussion of hosting a charette for people to share their ideas. Rick Winn mentioned a conversation he had with the executive director of the Downtown Partnership, Michael Ault, where a similar idea was discussed. Board members discussed locations; DMV conference rooms are available to rent, but the sessions may need a larger space (50-100 persons might attend). Councilmember Fong suggested a February/March time frame. Chris Aguirre was asked by Board President Burks to chair a board ad hoc committee to focus on this effort. Other members volunteering for this committee: David Gull, Bill Harrell, and Rosanna Herber. Executive Director Rocha will provide staff support.

#### **2009 Holiday Open House**

The GBP Open House will be on December 2<sup>nd</sup>, 4pm-6pm. Bill Harrell mentioned having his CRC students show their X Street projects at the open house.

#### **2010 Board Meeting Location**

Valley Vision (2320 Broadway) has agreed to host our meetings in 2010. A list of meeting dates will be sent out. Thank you to Chris Aguirre for his effort in obtaining the space.

#### **Annual Board Elections**

Rosanna Herber moved to have all members up for reelection elected. David Gull seconded the motion. Passed Unanimously.

### **Approval of minutes**

The Minutes of the Board Meeting of October 2009 were approved.

### **Treasurer's Report**

The cash balance at the end of October 2009 was \$155,681.94.

### **Executive Committee Meeting**

The list of firms applying to conduct the purpose and need study for the Sacramento River Crossing has been shortlisted. A city staff recommendation for award of contract should be to the City Council in January 2010.

### **Executive Director Report**

The Sierra/ Curtis Wine tasting went very well and the Viewpoint posted a Thank you to GBP for sponsorship. Teresa discussed the trash receptacles that are being put on Broadway; the final two should be in place soon. This will complete the full complement of thirty receptacles in the district.

The Holiday banners are up now. The banner committee will again be asked to screen and select a design for new spring banners (previously approved by the Board). Meetings are anticipated in January. We need to have the spring banners ready to go up as soon as it is time to take the holiday ones down in February.

The Board discussed the success of the Around the World event on Broadway. There was a positive response to it, but several members on the Board want to make sure that the money used to hold the event is the best use of our promotional dollars. All members expressed interest in doing the event again, maybe earlier in the year.

The business walk will either be on the June 10<sup>th</sup> or June 17<sup>th</sup> 2010. Groups of 3-5 people will go out to the businesses on Broadway to take surveys on what property and business owners want to see or what they are having issues with currently. The groups will return to have lunch and discuss their findings.

The side street surveys noted that there are 6 streets that have been approved for circulation of a city ballot to approve conversion from parallel to angled parking (13<sup>th</sup>, 14<sup>th</sup>, 20<sup>th</sup>, 22<sup>nd</sup>, 26<sup>th</sup> and 28<sup>th</sup>). The city has adequate funds available at this time to pay for reconfiguring two streets. The cost is ~\$6K/street. All board members agreed that there should be no meters for parking, but timed zones are okay.

### **YMCA Donation**

The profits from the restaurant crawl were to go to the YMCA, unfortunately we did not profit. Nonetheless, as some participants specifically specified donations on the day of

the event and two locations did not accept the offered stipend for participating, the Board voted to donate \$500 to the YMCA. The motion passed unanimously.

### **Paladin Private Security**

Currently, we have Paladin seven days a week, eight hrs a day, dedicated service in the 10am to 8 p.m. timeframe. The reports back from Paladin have been routine and continue to deal primarily with panhandling. The board members will discuss the option of having random patrols instead of the dedicated patrol at the January meeting. Several members also mentioned maybe having Friday and Saturday night patrols and making the patrols more random. We would like to speak with several of the businesses that seem to be chronically attracting vagrants (AM/PM, Chevron, Riverside/Broadway recycling, etc). In the interest of fairness, they might be asked to contribute an additional amount to support the private patrols.

The meeting is adjourned at 6:21pm.

Prepared by K. Harrell