

GREATER BROADWAY PARTNERSHIP

Meeting Minutes from 9/14/2011

Board Attendees: Chris Aguirre, Bill Harrell, Rosanna Herber, David Gull, Stephanie Nguyen, Gary Saccani, and Celia Yniguez.

Absent Board Members: Royce Ann Ruhkala Burks, Lisa Nava for Councilmember Rob Fong, Scott Maxwell, Dora Audette, and Bill Taylor.

On Leave: Jeff Setzer

Executive Director: Teresa Rocha

Guests: Linda Tyler, Audrey Wells and Ted Walker

President Harrell called the meeting to order at 8:30am.

AGENDA

1) PBID Reformation

Kristin Lowell, our PBID Renewal Consultant, shared the draft Management Development Plan. She reviewed the potential expansion areas for the PBID renewal. It was decided that we would limit the expansion areas that the board was previously considering on 24th Street and 21st Avenue. There was agreement that the properties on Burnett Way should be included as we are cleaning up those areas now and many believe this area is already in the GBP. All residential properties in the current PBID boundaries will become part of the GBP and will be assessed an amount yet to be determined.

There was a long discussion about whether or not we should have different zones in the PBID reformation. There was general consensus that there are different types of businesses in Zone 1 (West of Riverside Blvd) and Zone 2 (East of Riverside to Franklin.) Zone 1 has more industrial businesses and Zone 2 has more retail businesses. Teresa reported that we spend more money in Zone 2 (East of Riverside to Franklin) on trash cans, graffiti removal, and pressure washing. These are also the businesses that would benefit most from marketing and advertising. Some board members thought we should further divide the corridor into a Premium Zone (Riverside to 21st) and a Standard Zone (all other areas) and have the board concentrate marketing and promotional efforts in this area. The Premium Zone is where many of the popular restaurants and Broadway destinations are located (Tower Café, Tower Theatre, Avid Book Store, Beatnik Studios.) They reasoned that having a Premium Zone would help focus the board's efforts in the future to build a brand for Broadway. Other board members questioned how these property owners would feel about paying more than the businesses in the Standard Zone when it isn't clear now what more they would be receiving. No final decisions were made about the zones. This issue will be further discussed at the next meeting.

There was a discussion about what the level of assessments should be for the various proposed zones and types of property owners (business, residential, non-profits.) The board was concerned about setting the assessments at a reasonable level so there isn't opposition to the PBID reformation. Various levels of assessment were discussed. Should we have a rate for non-profit organizations? For governmental agencies? For commercial vs. industrial properties? How will residential properties react? Teresa reported there are 132 single family residences and 26 of those properties would have a proposed assessment above \$100. No decisions were made on what the amount of the assessments should be for the PBID reformation. This will be further discussed at the next meeting.

Kristin also reviewed the proposed budget for the PBID reformation. There was a discussion on the various categories proposed and how much money to put into each of these categories. No final decisions were made about the categories and this issue will be further discussed at the next meeting.

The board set the next meeting to discuss the PBID reformation for Wednesday, October 5th at 5pm. Everyone agreed to give additional thought to the items discussed at the meeting before the next PBID reformation meeting.

2) Executive Director Report

Graffiti Removal Services: Teresa asked the board to increase the allocation for graffiti services by \$9,000. She said we have seen a sharp increase in the need for services in the last couple of months. At the end of the year, the contract will be reviewed. Teresa will look at trends, types of graffiti and the current cost to provide services and then make a recommendation to the board in January about whether the contract should be rebid/restructured.

There was a motion to increase the allocation for graffiti services another \$9,000 under the current contract to pay for services through the end of January 2012. The motion passed unanimously.

The Sacramento Press Marketing Proposal: The board discussed the need for online marketing for the GBP. The Sacramento Press is an online, local, daily news source for the area. It has become a popular online community resource. Board members indicated they had visited the site and were interested in securing a marketing contract with The Sacramento Press. There was a discussion about whether the GBP should go for the Valley Oak Package at \$400.50 per month for 12 months or the Camellia Package at \$614.10 per month for 12 months. There was a motion to go with the Camellia Package. It was seconded and then there was more discussion. Some board members wanted to invest at the lower level now and see how the online marketing (banner ads, stories,) worked. They reasoned that if the board liked the online presence created for the GBP, then the board could increase its investment to the higher cost package. Other board members thought the GBP should just go forward with the higher cost package because we have no online marketing presence now. There was a substitute motion to switch to the lower cost Valley Oak Package and it was seconded. Board members voted and the motion passed on a 4-3 vote.

The meeting adjourned at 10:30am.

Respectfully submitted by Rosanna Herber, Secretary.