



Board of Directors Meeting
Thursday September 8, 2022 @ 4:00p-5:30p

Our board meeting will be held remotely via **Zoom**.

Join here:

<https://us02web.zoom.us/j/88267486408?pwd=aGJMWF3djhPOGxoSTZxSkxacGZlUT09>

AGENDA

- | | |
|--|------------------------|
| 1. Call to Order and Roll Call | A. Skanchy |
| 2. Consent Calendar | A. Skanchy |
| a. Approval of Meeting Minutes from May 12, 2022 Board Meeting*^ | |
| b. Financial Reports | J Borucki |
| i. ARPA funds: Video Surveillance Match, Mobile Trailer | |
| 3. Sacramento Police Department Update | DMonk/BKinney |
| 4. Sacramento Renewal Final Results | J Borucki |
| a. Notification and Information for Property and Business Owners | |
| b. Recent Negative News Stories Impact | |
| 5. Branding the District | |
| a. Presentation of New Name and Logo*^ | K Dobrinski/C Valencia |
| b. Brand Placement in the District | |
| i. Utility Box Wraps* | |
| ii. Banners* | |
| c. Events | |
| 6. Al Fresco Dining, Complete Streets Update | J Borucki |
| 7. Recent Stories, Business Closures | J Borucki |
| 8. Public Comment | A Skanchy |
| 9. Announcements/Matters not on the Agenda | A Skanchy |

Board of Directors Meeting Minutes

Thursday May 12, 2022 @ 4:00p

Zoom Webinar

Meeting Minutes

Board Members Present: Jon Gianulias, David Gull, Grant Mack, Andrew Skanchy, Kevin Smith, Dan Kaufman, Michael Casseli, Jeff Stowell

Board Members Absent: Ryan Vanni, Helen Yee, Noah Painter , Gabe van Hooser, Scott Kingston, Kevin Grimes
Guests: Joan Boruck, Markos Egure, Megan Johnson, Michele Pariseti, Dan Monk, Brian Kinney

1. Meeting was called to order at 4:05 pm by President Skanchy. Roll call was taken to establish quorum. Quorum was established.
2. Consent Calendar – A motion to approve the minutes was made by Director Smith and seconded by Director Harkins. Motion passed. Financials were presented and accepted.
3. Sacramento PD – Captain Monk discussed their efforts to work with Target to lower the crime taking place in their parking lot and store. He thanked the District for participating in the Low Rider Commission Meeting and thought it went very well. Seeing an increased in bicycle thefts at the west end of Broadway and deployed bait bikes to catch the thieves. Director Smith asked if they could look into the criminal activity that is taking place in the vicinity of the bike tunnel between the Mill property and Riverside Blvd. Lt Kinney agreed to look at it that afternoon.
4. W/X Mural Museum – ARTners Collaborative, a non-profit that supports and promotes Sacramento artists, has proposed a project that would transform 400,000 square feet into an open-air museum. It would include painting 238 pillars from 6th St to 24th St under the W/X Freeway. More information can be found at www.artners.com
5. Broadway Complete Streets – Megan Johnson from City of Sacramento presented an update on the design and schedules for implementation of the Broadway Complete Streets project. Attached are excerpts from the presentation.
6. Renewal – Board was informed that we met our petition goal and will be proceeding to the second phase of renewal: city ballots.
7. 2022 Budget and Additional Expenditures – The Board discussed options for expenditure of funds from City and County ARPA funds and 2021 Carryover funds. The Executive Committee recommended using the ARPA funding for Clean and Safe Activities and using the 2021 Carryover funds for one time Placemaking and Events. The Board reviewed the spreadsheet with the proposed activities. A motion was made by Director Mack and seconded by Director Smith to delegate the approval of the individual contacts/purchases as outlined on the spreadsheet but not to exceed the

amount specified. The motion passed. A separate motion to authorize the agreements with the City, County and IEDC was made by Director Smith and seconded by Director Grimes. The motion passed.

8. Update from Councilmember Valenzuela's office – Michelle Pariset briefly discussed the upcoming effort by Caltrans to move camps off of their property under the W/X Freeway. Concern was expressed by all that Community Response needed to be involved so the camps did not simply migrate to the southside of X St.
9. The meeting was adjourned at 5:30 pm.

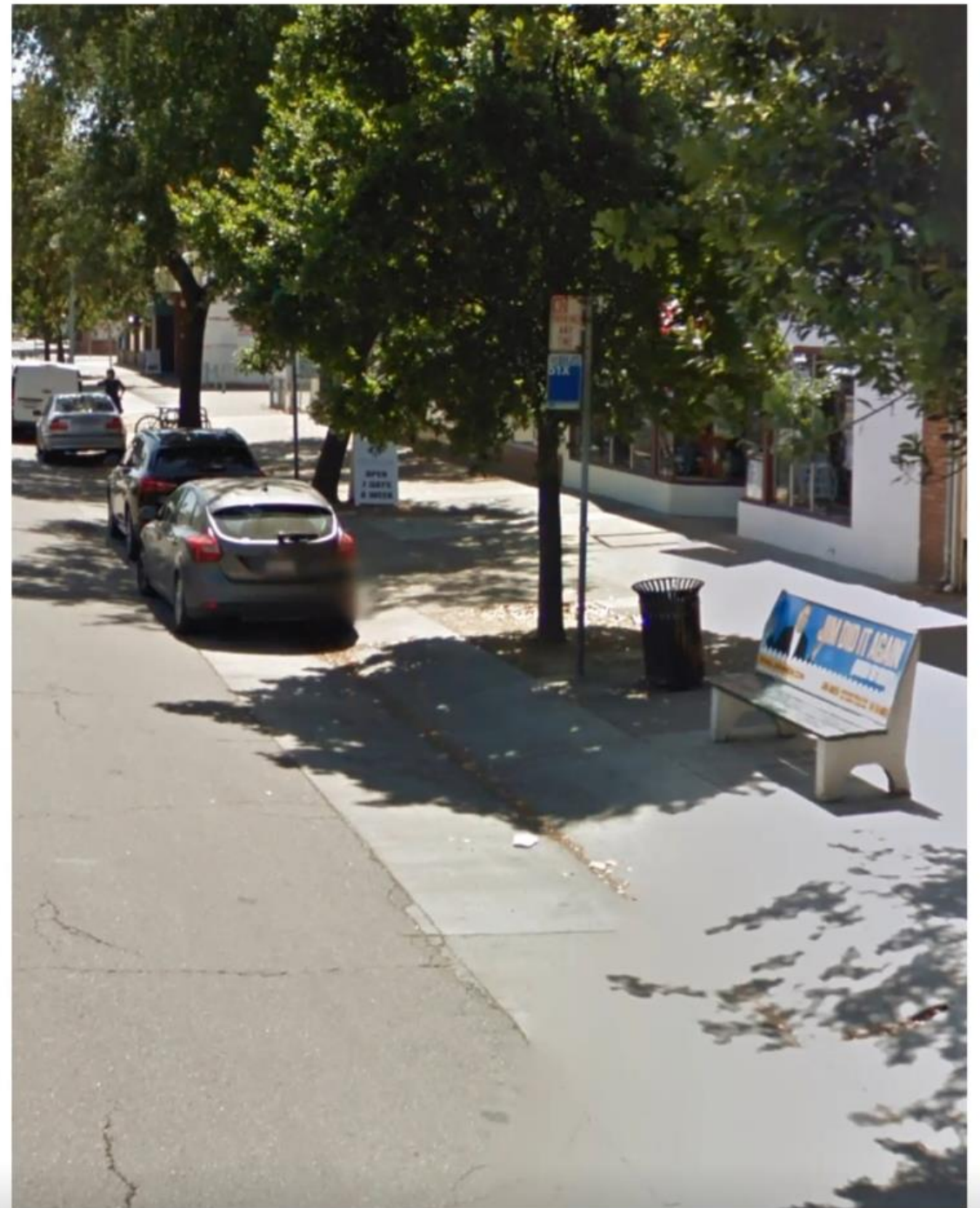


Broadway Complete Street

Proposed Improvements

The project proposes to include:

- Reduction from 4 to 2 lanes
- Consistent two-way left turn lane
- On-street parking where appropriate
- Buffered bike lanes
- Replace rolled curb with vertical curb and sidewalk reconstruction as necessary.





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- Buffered bike lanes
- Replace rolled curb with vertical curb and sidewalk reconstruction as necessary.
- Pedestrian lighting, prioritized at uncontrolled crossings and transit stops
- Pavement rehabilitation



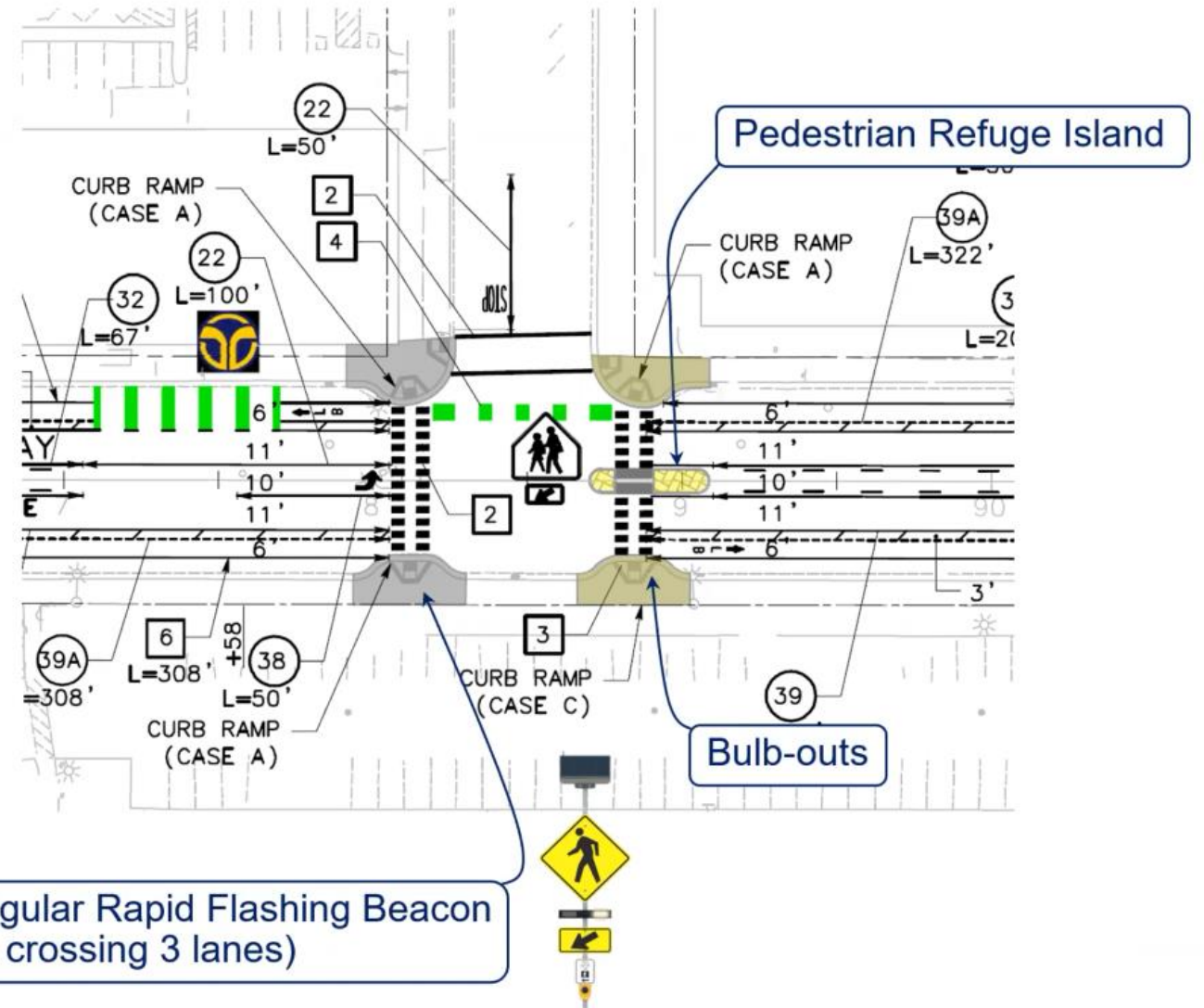


Broadway Complete Street

Proposed Improvements

Pedestrian Crossing Enhancements:

- Consistent with the current Pedestrian Crossing Guidelines
- Crosswalks will include High Visibility Markings and either:
 - Pedestrian Refuge Island or
 - Rectangular Rapid Flashing Beacon
- Bulb-outs (where feasible)



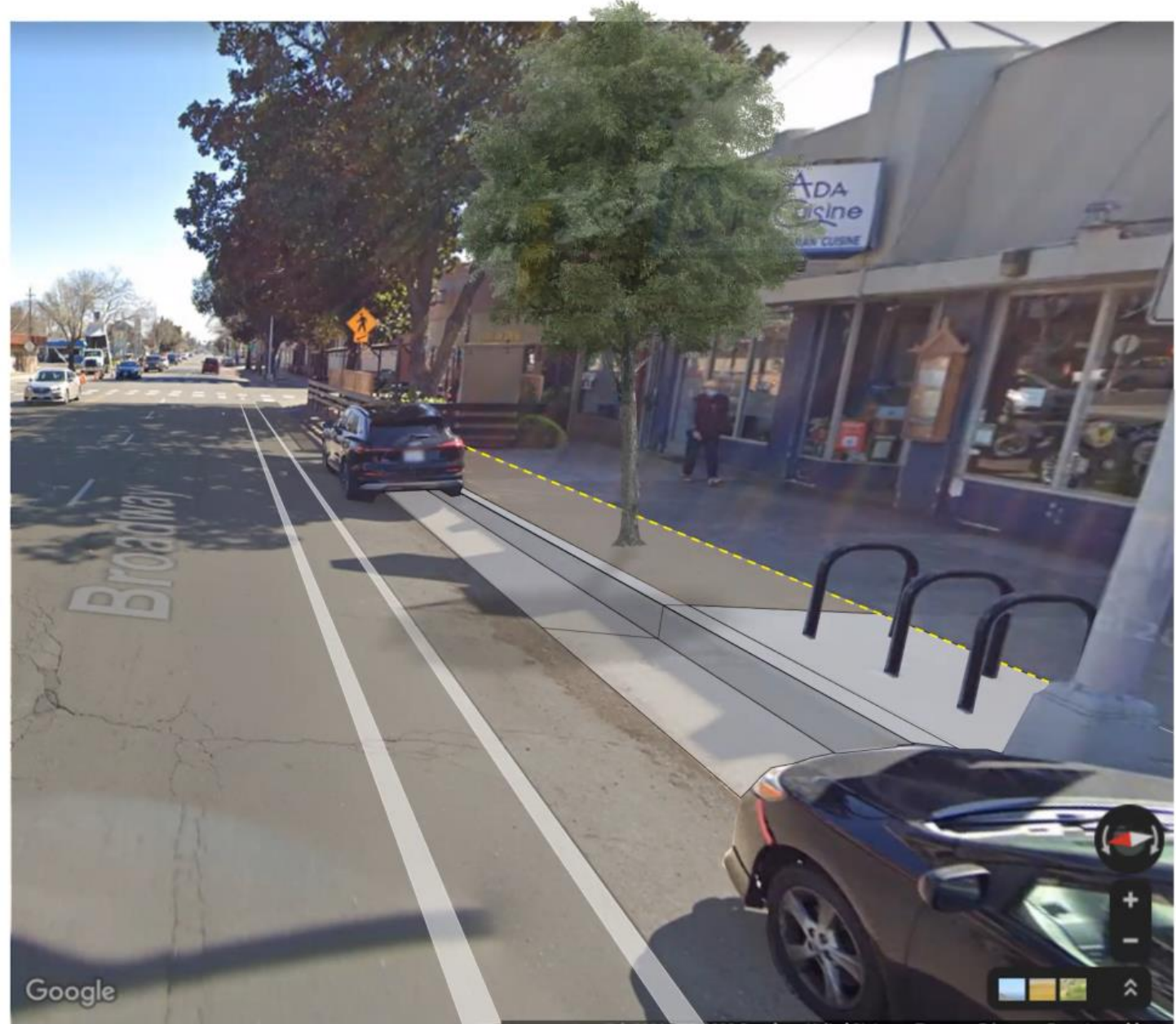


Broadway Complete Street

Frontage Treatments

Unpaved planter strips can support construction of wood patios for outdoor dining/seating, or future trees/landscaping.

Project proposes to add bike racks where appropriate



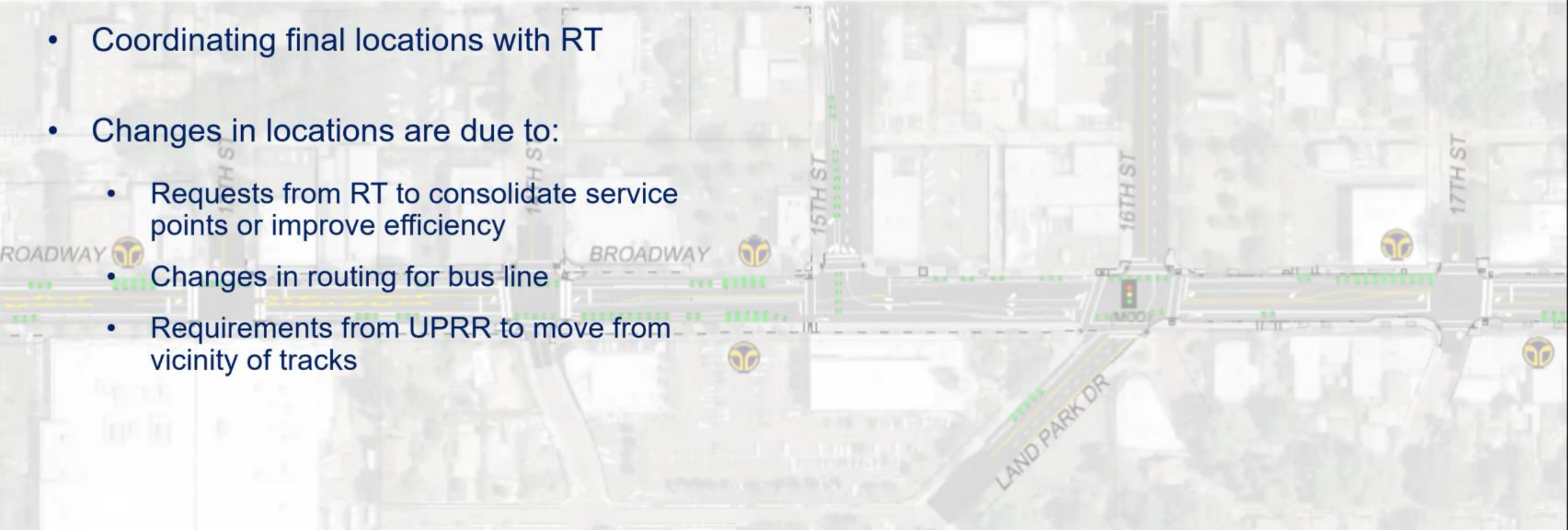


Broadway Complete Street

Proposed Improvements

Bus Stops

- Coordinating final locations with RT
- Changes in locations are due to:
 - Requests from RT to consolidate service points or improve efficiency
 - Changes in routing for bus line
 - Requirements from UPRR to move from vicinity of tracks





Union Pacific Railroad

- PE agreement with UPRR required
- Diagnostic meeting
- Maintenance Consent Letter (MCL)
- GO88-B permit from CPUC

Caltrans

- 29th Street extension is within Caltrans ROW
- Encroachment permit required, with a Permit Engineering Evaluation Report (PEER)
- Freeway agreement amendment will be required.
- An amendment to the existing maintenance agreement and electrical maintenance agreement will be required.

Transit

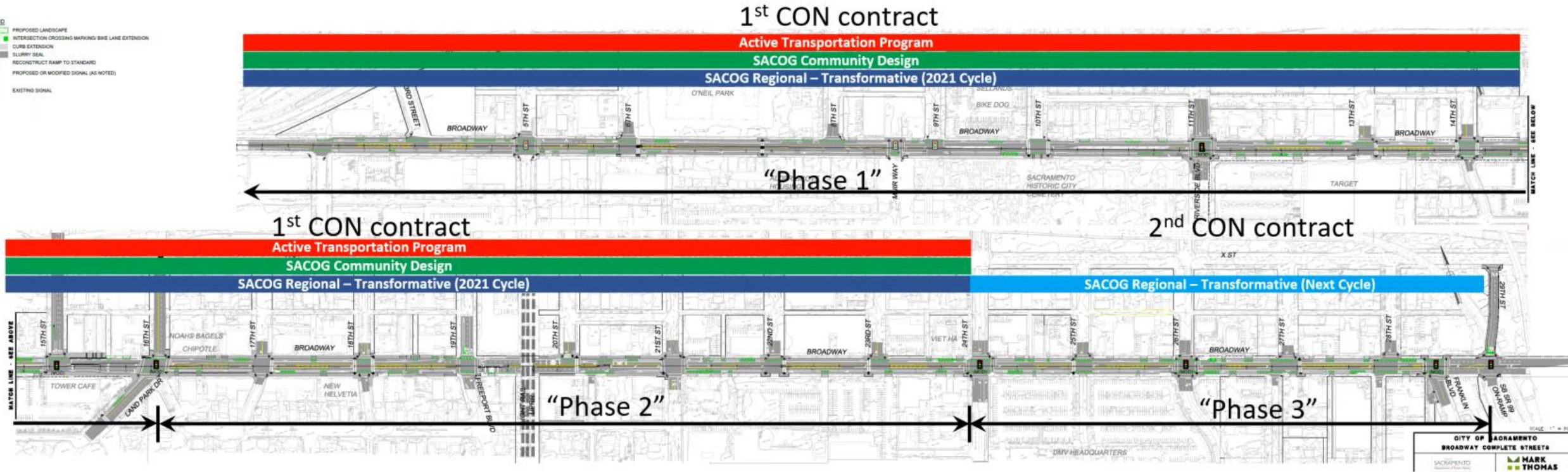
Coordination with Regional Transit on bus stop locations

Plan review from Regional Transit for roadway improvements at their light rail crossing



Broadway Complete Street

- LEGEND**
- PROPOSED LANDSCAPE
 - INTERSECTION CROSSING MARKING- BIKE LANE EXTENSION
 - CURB EXTENSION
 - SLURRY SEAL
 - RECONSTRUCT RAMP TO STANDARD
 - PROPOSED OR MODIFIED SIGNAL (AS NOTED)
 - EXISTING SIGNAL
 - EXISTING SIGNAL

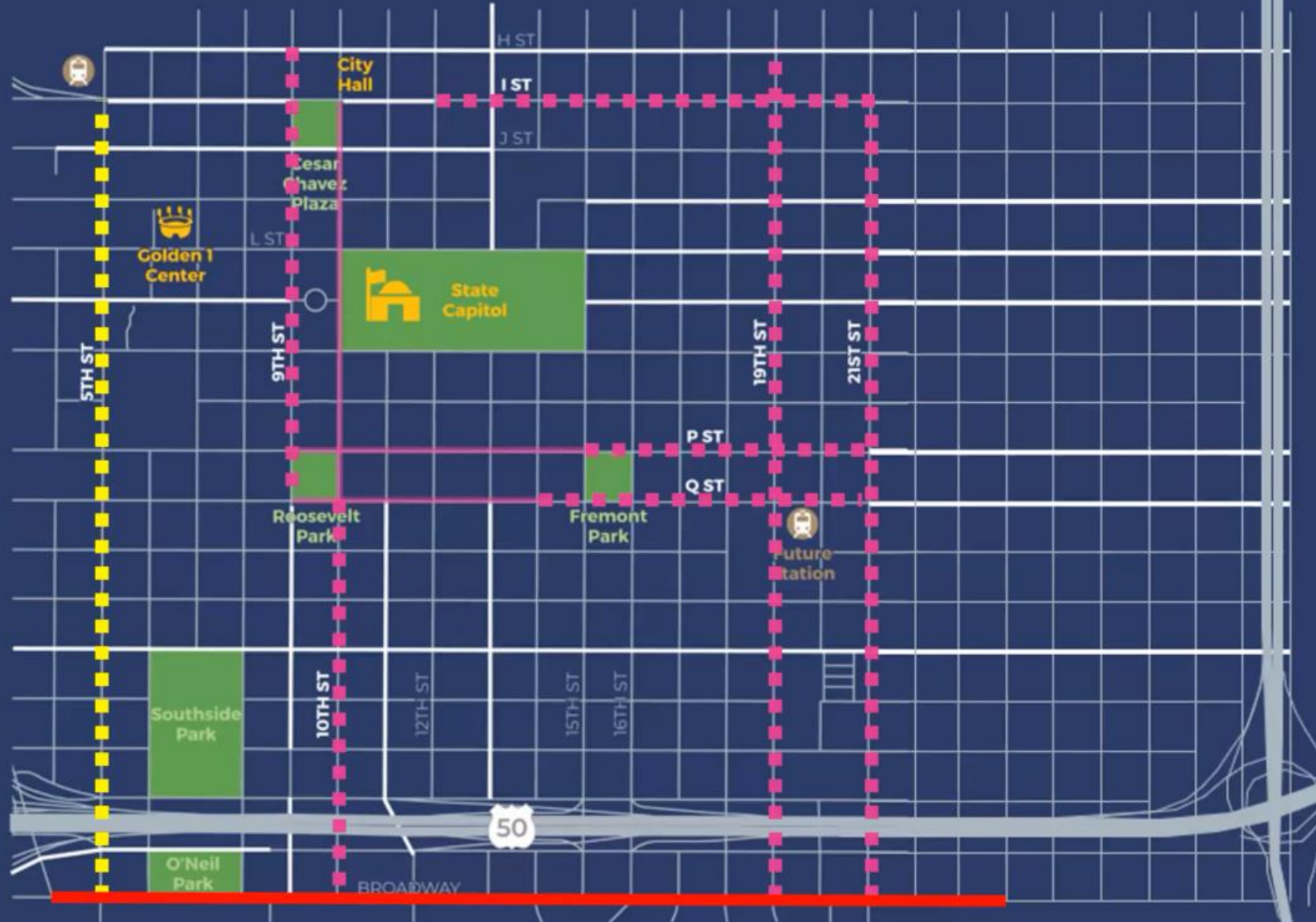


Original 1st Phase Limits



Other Projects

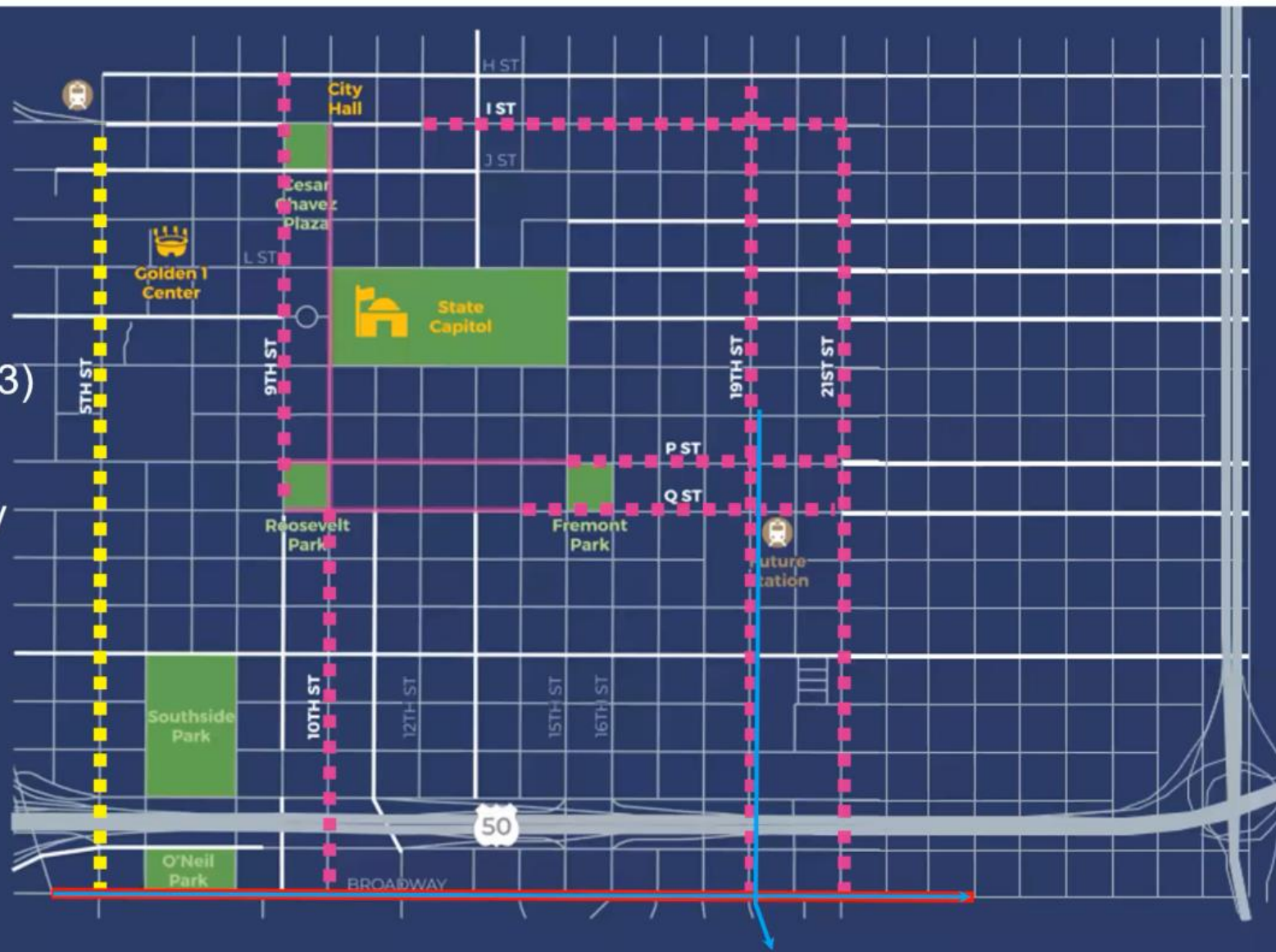
- Broadway Complete Street Project (Spring 2023)
- Central City (Downtown) Mobility Project (early 2023)





Other Projects

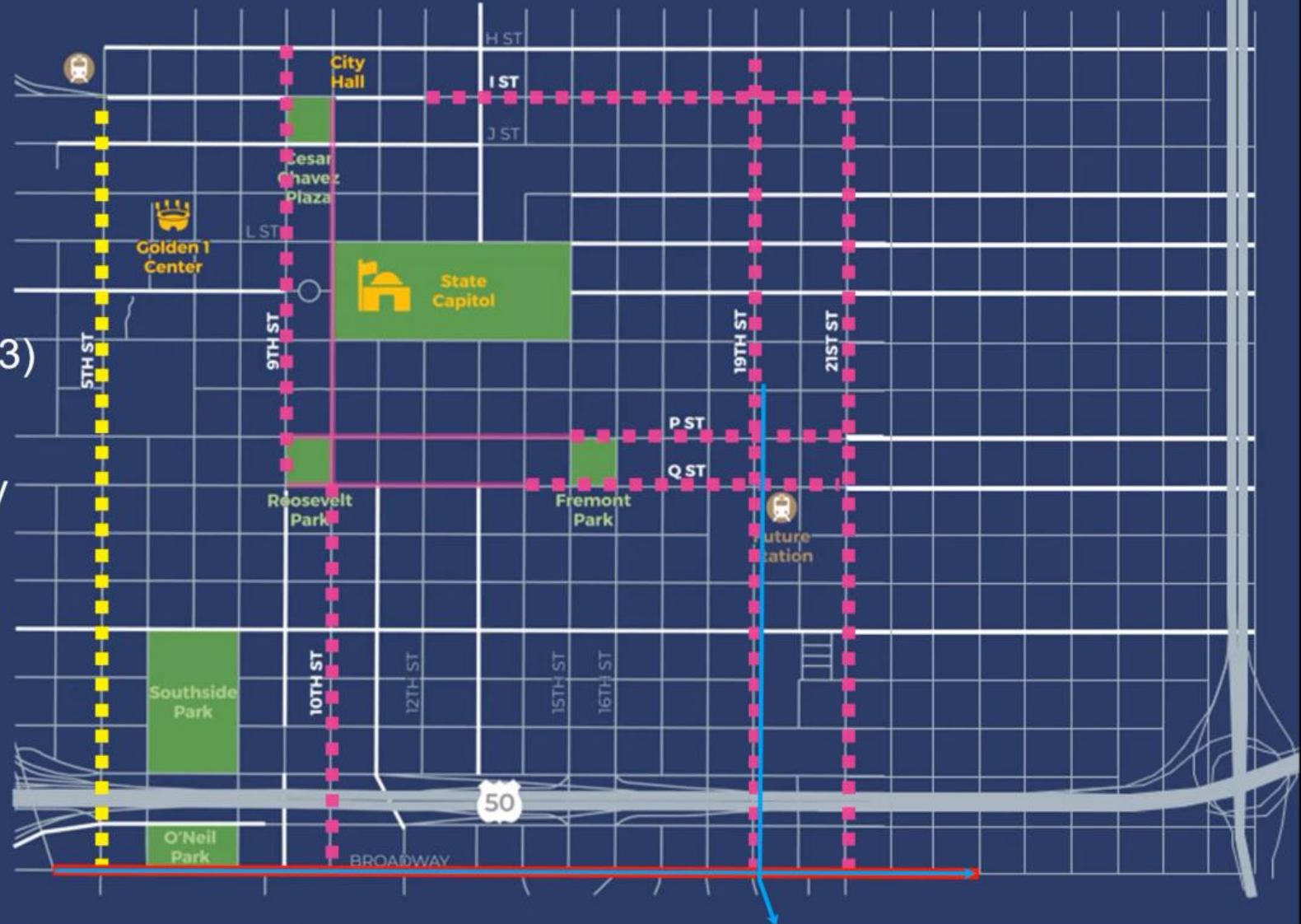
- Broadway Complete Street Project (Spring 2023)
- Central City (Downtown) Mobility Project (early 2023)
- DOU Transmission Water Main (2023)
 - 19th Street/Freeport
- PG&E Gas Main Replacement (early 2023)





Other Projects

- Broadway Complete Street Project (Spring 2023)
- Central City (Downtown) Mobility Project (early 2023)
- DOU Transmission Water Main (2023)
 - 19th Street/Freeport
- PG&E Gas Main Replacement (early 2023)
- Broadway LED Lighting (early 2023)





Broadway Complete Street

Schedule

100% Plans	September 2022
Submit Request for Construction Funds	October 2022
Receive Construction Funding	December 2022
PG&E Gas Main Construction	Early 2023
Broadway LED Lighting Replacement	Early 2023
Begin Construction of Complete Street (3 rd -24 th Street)	May 2023
Construction of Broadway Complete Street Phase 3 (24 th to Franklin)	2024 (tentative)

GREATER BROADWAY DISTRICT
FY 2022 Expenses through May 9, 2022

	FY 2022 Adopted	FY 2022 Revised	Receipts/Exp ditures to Date	Projected to Year End	FY 2023 Estimated
Income					
Assessments	\$ 332,761.00	\$ 332,761.00	\$ 329,566.63	\$ 330,000.00	\$451,101.20
Fundraising Other Income*	\$ 40,000.00	\$ 2,000.00	\$ 961.48	\$ 1,500.00	\$ 2,000.00
Prior FY Carryover	\$ 228,541.24	\$ 228,541.24	\$ 228,541.24	\$ 228,541.24	\$124,243.00
Sub-total	\$ 601,302.24	\$ 563,302.24	\$ 559,069.35	\$ 560,041.24	\$577,344.20
Restricted Income**	\$ 7,500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 8,000.00
Subtotal	\$ 593,802.24	\$ 561,302.24	\$ 557,069.35	\$ 558,041.24	\$569,344.20
Sac IEDC ARPA Funds	\$ -	\$ 30,000.00	\$ 5,832.66	\$ 30,000.00	\$ 10,000.00
County of Sacramento ARPA Funds	\$ -	\$ 72,291.67	\$ -	\$ 100,000.00	\$ -
City of Sacramento ARPA Funds	\$ -	\$ 147,250.00	\$ 5,333.34	\$ 147,250.00	\$ 32,750.00
Subtotal	\$ -	\$ 249,541.67	\$ 11,166.00	\$ 277,250.00	\$ 42,750.00
Total Income	\$ 593,802.24	\$ 810,843.91	\$ 568,235.35	\$ 835,291.24	\$612,094.20
Expenses					
CSPE	\$ 365,188.38	\$ 564,742.55	\$ 343,827.65	\$ 590,445.36	\$382,896.68
Maintenance	\$ 75,000.00	\$ 119,570.00	\$ 60,167.82	\$ 115,167.82	\$ 81,525.00
Security	\$ 113,000.00	\$ 187,796.00	\$ 81,810.00	\$ 165,810.00	\$137,502.00
Graffiti Removal	\$ 32,000.00	\$ 32,000.00	\$ 18,200.00	\$ 31,200.00	\$ 32,000.00
ARPA Powerwashing Sidewalks 1/4ly	\$ -	\$ 11,250.00	\$ -	\$ -	\$ 3,750.00
Trash	\$ 8,000.00	\$ 8,000.00	\$ 5,542.89	\$ 9,000.00	\$ 8,000.00
ARPA Mobile Video Surveillance Trailer	\$ -	\$ 52,000.00	\$ -	\$ 52,000.00	\$ -
ARPA Match to Businesses for Video Installations	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -
Big Belly Trash Lease	\$ 6,000.00	\$ 6,000.00	\$ 3,925.72	\$ 6,500.00	\$ 6,000.00
District Ambassador	\$ -	\$ -	\$ -	\$ -	\$ -
Executive Director	\$ 36,900.00	\$ 36,900.00	\$ 21,525.00	\$ 36,900.00	\$ 36,900.00
Renewal	\$ 12,300.00	\$ 12,300.00	\$ 1,144.61	\$ 5,000.00	\$ -
Renewal Set Aside	\$ -	\$ -	\$ -	\$ -	\$ 3,690.00
Sub-Total	\$ 283,200.00	\$ 483,816.00	\$ 192,316.04	\$ 421,577.82	\$522,117.00
Administration 9.5%	\$ 56,411.21	\$ 83,323.71	\$ 53,111.59	\$ 83,013.92	\$ 68,148.95
Accounting/Legal/Insurance	\$ 7,368.00	\$ 8,208.00	\$ 4,340.14	\$ 6,040.14	\$ 7,368.00
Accounting Services and QB Fee	\$ 5,312.00	\$ 5,312.00	\$ 1,856.00	\$ 3,236.00	\$ 5,312.00
Bank Charges	\$ -	\$ 840.00	\$ 428.14	\$ 748.14	\$ -
Legal Fees	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance	\$ 2,056.00	\$ 2,056.00	\$ 2,056.00	\$ 2,056.00	\$ 2,056.00
City/County Admin fees	\$ 2,893.00	\$ 2,893.00	\$ 4,249.00	\$ 4,249.00	\$ 2,893.00
Office Expense/Meetings/Telephone	\$ 408.00	\$ 921.60	\$ 733.83	\$ 1,114.48	\$ 408.00
Office Expenses	\$ -	\$ 513.60	\$ 54.36	\$ 54.36	\$ -
Meetings	\$ -	\$ -	\$ 446.70	\$ 660.70	\$ -
Telephone	\$ 408.00	\$ 408.00	\$ 232.77	\$ 399.42	\$ 408.00
Printing/Postage/PO Box	\$ 800.00	\$ 800.00	\$ 2,917.29	\$ 2,917.29	\$ 800.00
Taxes	\$ 75.00	\$ 75.00	\$ 150.50	\$ 150.50	\$ 75.00
Community Sponsorships	\$ 250.00	\$ 250.00	\$ -	\$ -	\$ 250.00
IEDC Project Admin	\$ -	\$ 30,000.00	\$ 7,279.50	\$ 19,412.00	\$ 9,704.00
Executive Director	\$ 5,700.00	\$ 5,700.00	\$ 3,325.00	\$ 5,700.00	\$ 5,700.00
Renewal Project	\$ 1,900.00	\$ 1,900.00	\$ 176.81	\$ 176.81	\$ -
Renewal Set Aside	\$ -	\$ -	\$ -	\$ -	\$ 570.00
Sub-Total	\$ 19,394.00	\$ 49,826.00	\$ 23,172.07	\$ 39,760.22	\$ 26,790.00
Economic Enhancements & Events 29%	\$ 172,202.65	\$ 162,777.65	\$ 167,630.11	\$ 161,831.96	\$177,507.32
Entertainment Promotion ¹	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -
Flyers/Graphic Design/Surveys	\$ 4,000.00	\$ 6,000.00	\$ 4,000.00	\$ 6,000.00	\$ 4,000.00
Social Media	\$ 15,000.00	\$ 15,000.00	\$ 10,500.00	\$ 15,000.00	\$ 15,000.00
Website	\$ 1,680.00	\$ 1,680.00	\$ 980.00	\$ 1,680.00	\$ 1,680.00
Event Sponsorship	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -
Placemaking and Events	\$ -	\$ 102,078.75	\$ 26,496.57	\$ -	\$ -
Utility Box Wraps	\$ -	\$ 34,578.75	\$ 26,496.57	\$ 34,578.75	\$ -
Rhythm and Dine ⁴	\$ -	\$ 20,000.00	\$ -	\$ 20,000.00	\$ 20,000.00
Outdoor Movie Night ⁴	\$ -	\$ 15,000.00	\$ -	\$ 15,000.00	\$ 15,000.00
Signature Annual Event/Vinyl Swap ⁴	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00
Signature Gateway Art ⁴	\$ -	\$ 17,500.00	\$ -	\$ 17,500.00	\$ 17,500.00
TDA Store Front Gathering Space	\$ -	\$ 15,000.00	\$ -	\$ -	\$ 30,000.00
Banners	\$ 5,000.00	\$ 20,000.00	\$ -	\$ 20,000.00	\$ -
Grants Writer	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ 5,000.00
Executive Director	\$ 17,400.00	\$ 17,400.00	\$ 10,150.00	\$ 17,400.00	\$ 17,400.00
Renewal	\$ 5,800.00	\$ 5,800.00	\$ 539.73	\$ 2,000.00	\$ -
Renewal Set Aside	\$ -	\$ -	\$ -	\$ -	\$ 1,740.00
Sub-Total	\$ 63,880.00	\$ 153,031.75	\$ 52,666.30	\$ 154,158.75	\$145,580.00
Restricted Expenses	\$ 5,500.00	\$ -	\$ -	\$ -	\$ -
Contingency***	\$ 2,000.00	\$ 2,000.00	2000	2000	\$ 2,000.00
Renewal Set Aside ²	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
Sub-Total	\$ 7,500.00	\$ 2,000.00	2000	2000	\$ 8,000.00
Total Expenses	\$ 366,474.00	\$ 686,673.75	\$ 268,154.41	\$ 615,496.79	\$694,487.00
Net Balance	\$ 227,328.24	\$ 124,170.16	\$ 300,080.94	\$ 219,794.45	\$(82,392.80)

* Income from Other Sources including Insurance Credit, Reimbursement from R St,

** Includes Contingency and Renewal Set Aside, other donations

***Per MDP Should be 5% of Admin

² Set aside for Renewal in 2023 of \$6k per year.

¹ Need reserve of \$85000 for 1st 3 mo of new year to pay bills until assessment check is received

Other funding sources for the future: minimum of \$9 k per year

⁴ Need to use grant writer to go after City Festival Grants and California Clean Grant



August 4, 2022

To: Greater Broadway District Governing Board

From: Executive Director Borucki

Subject: Branding the District

In the Fall of 2019, the Greater Broadway District engaged Colossus Mfg to develop recommendations to enhance the image of Broadway as a means to better market the District to both consumers and developers.. The recommendations would be used to guide the Board in creating a sense of place in the District and a focus for marketing campaigns.

Colossus Mfg worked with the EEE Committee, conducted outreach to the surrounding neighborhoods and other stakeholders to gather input for their recommendations. Based on their research Colossus presented a recommendation to the Board at the March 2020 meeting. The Board discussed and approved the recommendation to change the name of the PBID to the Tower District Alliance and use the suggested graphics (see attached). One week later we entered COVID Lockdown and the world changed for many of our businesses.

The Executive Committee has requested that Colossus Mfg return and present their concepts again to the Board for reaffirmation. Staff is recommending we solicit input from our businesses on Broadway to be considered before implementation.

Several projects are on-hold pending the decision of the new name and logo. Those include:

- Wrapping Utility Boxes with Art from Local Artists
- Replacing existing Banners
- Events for this fall including Outdoor Movie Night and Rhythm and Dine Weekend

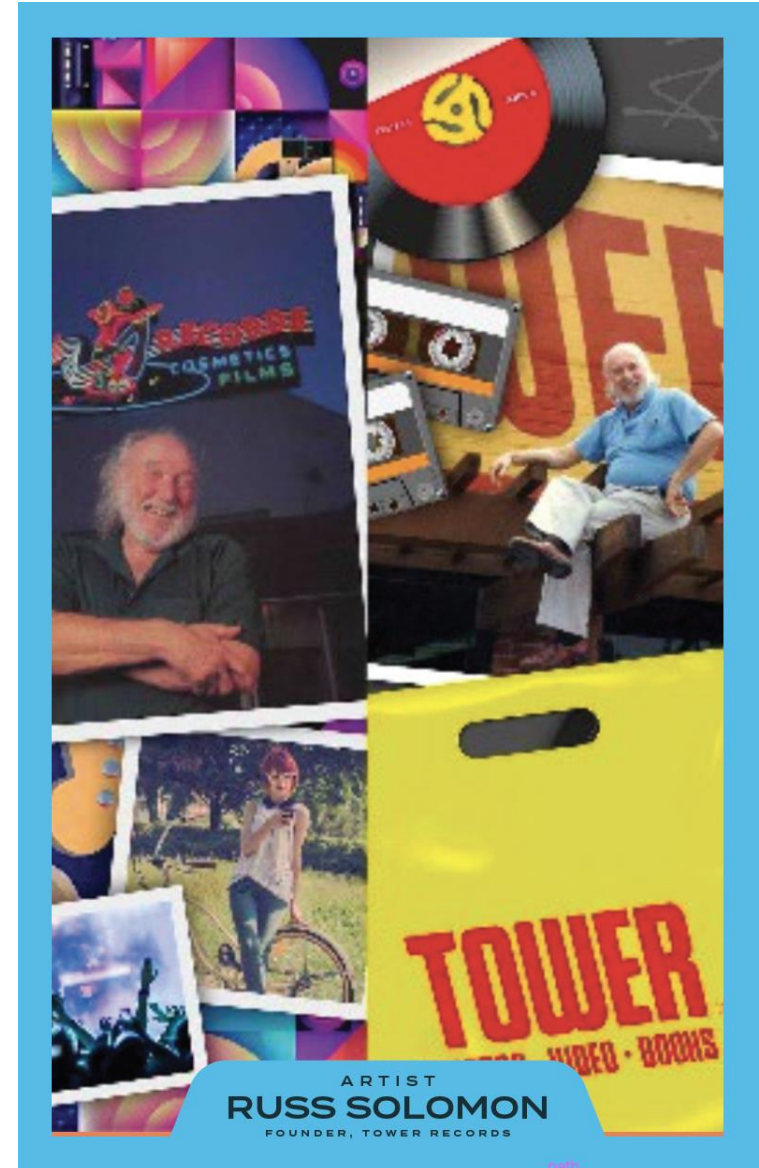
Proposed Street Banners

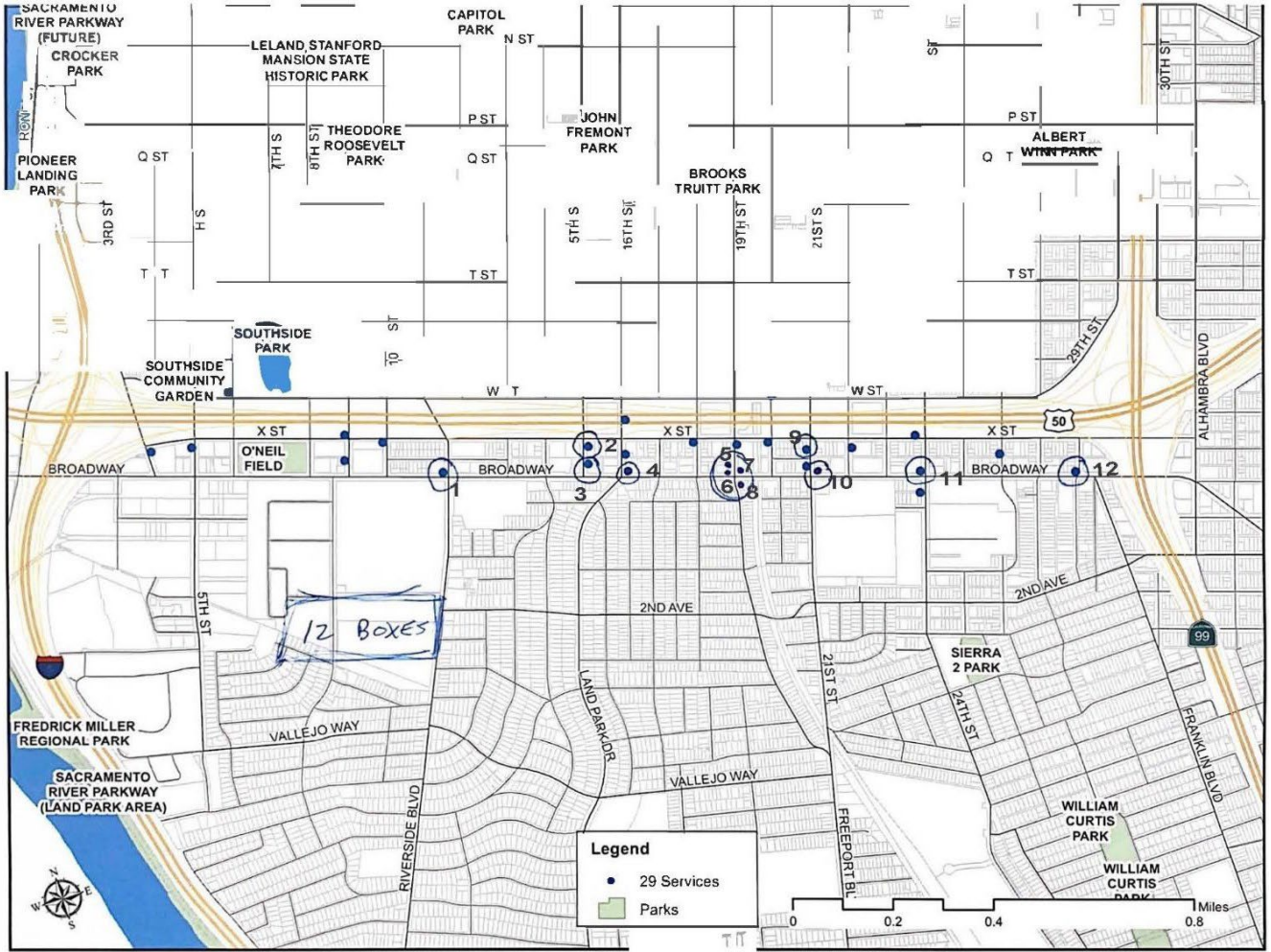
NOTE: The EEE Committee and Executive Committee has recommended that the Tag Line of "The Birthplace of Vinyl" be removed.



THE
TOWER
DISTRICT

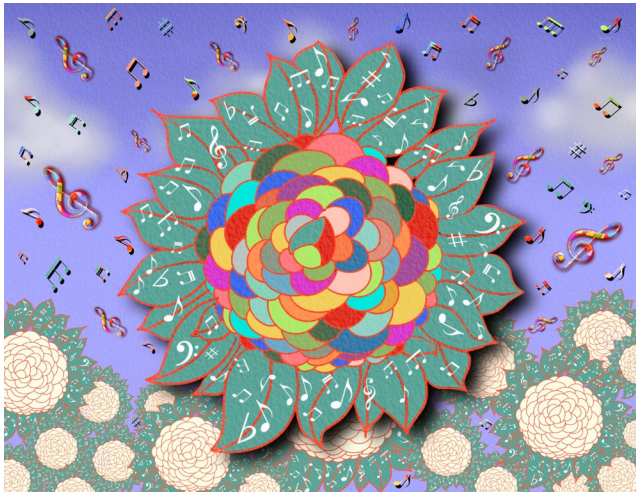
THE BIRTHPLACE OF VINYL





- | | |
|--|----------------------|
| Box One 2 sides One Front Sides 26"W X 74" H. Front only 44"W X 68" H | HAYHURST |
| Box 2 2sides Front and Back Sides 24"W x 66" H Front and back 30.5W x 64" H | RUSS SOLOMON |
| Box 3 2sides Front and Back Sides 24"W x 66" H Front and back 30.5W x 64" H | CAROL MOTT-BINKLEY |
| Box 4 2sides Front and Back Sides 24"W x 66" H Front and back 30.5W x 64" H | RUSS SOLOMON |
| Box 5 2 sides 29"w X 65.5"H Front and back 45.5"w X 65.5" H | ANTHONY MONTANINO |
| Box 6 2sides Front and Back Sides 24"W x 66" H Front and back 30.5W x 64" H | MICHAEL SOLOMON |
| Box 7 2sides Front and Back Sides 24"W x 66" H Front and back 30.5W x 64" H | CAKE |
| Box 8 Sides 19" W X 34" H Front and back 41.5" X 34" H | BRIAN WHEAT |
| Box 9 2sides Front and Back Sides 24"W x 66" H Front and back 30.5W x 64" H | STEVE BARBERIA |
| Box 10 2sides Front and Back Sides 24"W x 66" H Front and back 30.5W x 64" H | NIKKI WATERS |
| Box 11 2 sides 18"W x 68" h Front and back 31" w X 68" h | STEVE VANONI |
| Box 12 2sides Front and Back Sides 24"W x 66" H Front and back 30.5W x 64" H | TAVARUS BLACKMONSTER |

STEPHEN HAYHURST



RUSS SOLOMON



CAROL MOTT-BINKLEY



RUSS SOLOMON



ANTHONY MONTANINO



MICHAEL SOLOMON





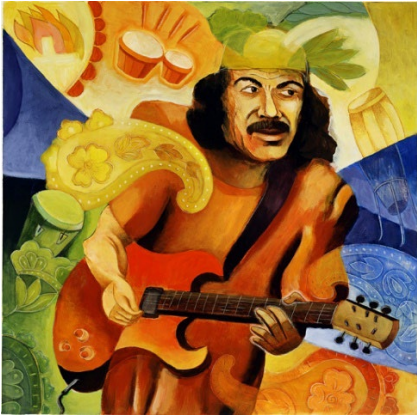
CAKE



BRIAN WHEAT FROM TESLA



STEVE BARBERIA



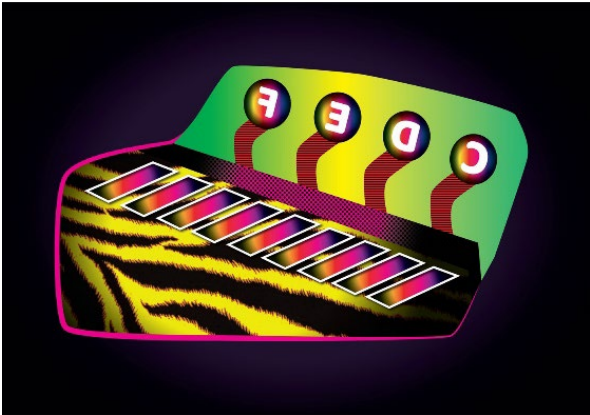
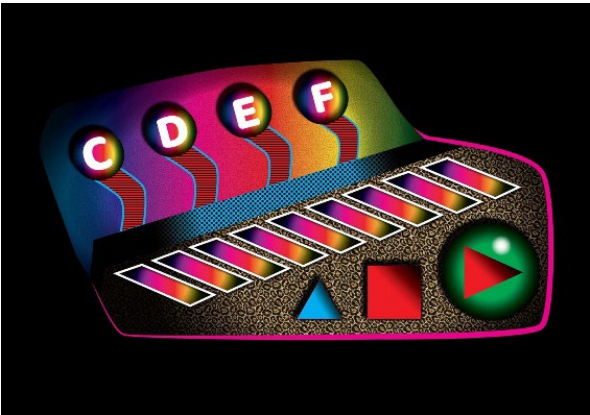
NIKI WATERS



STEVE VANONI



TAVARUS BLACKMON



THE EMERGENCY HOMELESS SHELTER AND ENFORCEMENT ACT OF 2022

- Requires the city manager to identify temporary shelter and camping locations on city property. Allows city manager to contract with non-profit organizations, or state, federal, county or private property, if necessary. Such shelters cannot be located near schools, daycare centers, playgrounds, or in neighborhood parks.
- Allows for two types of emergency shelter, including camping space.
- The number of shelter spaces must equal at least 75% of the total number of homeless persons in the city based on the most recent “point in time” count. This requirement allows the city to enforce its anti-camping ordinance under the Boise case.
- Makes homeless encampments (as defined) unlawful at all times.
- Requires the city to provide information to every homeless person it encounters as to the location of shelters and social services provided by the city, county, and nonprofits within the city.
- Authorizes the city manager to assist homeless individuals to move to authorized shelters or camping locations using all means, including rideshare companies.
- Allows any resident damaged or harmed by a homeless encampment to demand that the city eliminate a public nuisance on its public property and to take legal action if the city refuses to address the public nuisance caused by its inaction on homeless encampments
- Voters believe that this measure will improve the **livability, security, and economic vitality** of the city and of our neighborhoods. Right now, small businesses have been forced to close because the city doesn't enforce its anti-camping ordinance, average citizens are unable to use public parks and other public property, and, meanwhile, garbage is piling up all over the city.
- Sacramento voters have passed a sales tax increase that **promised to help** move the unhoused off our streets and get them services, and this measure simply requires city government and the politicians to **be more efficient AND more accountable** for what they promised.
- This measure will help **address the public safety crisis** that includes increases in retail and property theft, burglary, property damage, and other drug-related crimes. In addition, the homeless encampments this measure would reduce have caused significant damage to public and private property, including numerous and dangerous fires.