



**Full Board Meeting**  
 Stockton Boulevard Partnership Conference Room  
 5625 Stockton Blvd  
 Thursday, November 9, 2017 – 9:00 am

**Meeting notifications are posted at the following locations:**  
**Stockton Blvd. Partnership Website- [www.stocktonblvdpartnership.com](http://www.stocktonblvdpartnership.com)**  
**Stockton Blvd. Resource Center- 5625 Stockton Blvd. Sacramento 95824**  
**Colonial Heights Library- 4799 Stockton Blvd. Sacramento 95820**

Bill Knowlton (Chair)	Carolyn Ramirez (UCDHS Rep)
Martin Rosenberg	Councilmember Jay Schenirer
Manny Perez	Councilmember Eric Guerra
Liane Bruckstein	County Supervisor Phil Serna
Mai Nguyen	County Supervisor Patrick Kennedy
Don Meyers	Terri Galvan
Elgin Bradley	Sotiris Kolokotronis
Thai Tran	Suying Plaskett
King Smith	Ken Fahn

**MINUTES**

**Welcome and Introduction:** Interim Chairman Martin Rosenberg opened the meeting at 9:10 AM.

**Present:** Lisa Nava (Supervisor Phil Serna's Office), Keaton Riley (Supervisor Kennedy's Office), Terri Galvan, Carolyn Ramirez, Manny Perez, Martin Rosenberg, Alejandro Cabrera (Council Member Guerra's Office), Liane Bruckstein, Thai Tran, Suying Plaskett; Staff: Lisa Cordell; Guest: Hilary Gould (District Maintenance), Andrew Duncan and John Morris (Paladin), Carlos Ballesteros (Sierra Organics), Lorrie Clark-Lowry (City of Sacramento), Aubrie Fong (ASM McCarty), Rich Foreman (Apptology).

**Absent:** Kolokotronis, Bradley, Nguyen, Fahn, Meyers, Smith.



## Reports:

1. **Paladin Security - SOS Report** (5 Min) Officer Morris reported that there are roughly 15 calls per day which is normal. Code Enforcement to remove transient camps. He also reported that since the security coordination between Lotus Casino and the Wienerhschnitzle there have been no calls for service. The prostitution activity is now moving south on the Blvd.
2. **Clean Streets Report** - Hilary Gould (5 Min) - Hilary Gould that the transient population is leaving a mess moving from location to location. He also reported that the Maintenance crew have been removing debris from the drains and gutters.
3. **Community Against Sexual Harm** – Terri Galvan reported that the program that a staff member has completed the S.O.R.E training which allows the individual to assist to clients in receiving their SSI benefits.
4. **City of Sacramento Economic Development** – Lorri Clark-Lowry reported that the Creative Economy Grant recipients were announced. The total grant reward was 500K.

## Elected Officials:

1. **City:**
  - a. **Alejandro Cabrera (Council Member Eric Guerra's Office)** – Reported that the Solid Waste Authority have 1.8 million dollars in funds available for to assist with additional maintenance needs.
  - b. **Allison Joe (Council Member Jay Schenirer's Office)** – Not in attendance.
2. **County:**
  - a. **Lisa Nava (County Supervisor Serna's Office)** – Reported that the new basketball court and a new playground built at Jack Davis Park was a success and looks great. Kaiser Permanente and Kaboom made the park possible. She also mentioned that Supervisor Serna is working to address the issues with the transient population and the camps.
  - b. **Supervisor Patrick Kennedy** - Reported that the City and County are trying to work together to address the homeless issues to ensure that the funds services and needs are being addresses by both the City and County. There is a total of 64 million dollars coming the Sacramento for whole person care.



3. **Assembly Member Kevin McCarty's Office** – Aubrie Fong reported that the Governor signed AB 864 which will allow youth with non-violent offenses to apply for the Conservation Corp. She also reported that there will be 3 billion dollars in funds allocated for low-income housing projects.

#### **Presentations by Public / Guests (10 Min- Total):**

1. Dan Weinzien CTI – Dan addressed the Board of Directors regarding the development of the vacant lots on Stockton Blvd at 9<sup>th</sup> and 10<sup>th</sup> Avenue. The project is still in the conceptual phase, but will more than likely be some sort of mixed use with retail and student housing. He has discussed the project with UCDHS.
2. Rich Foreman (Apptology) – Presented the Board with information regarding an app that would allow for business and property owners to connect with SBP and allow them to report issues such as: illegal dumping, abandon vehicle, transient camps, and low level criminal activity. The app would also allow for an online forum where business owners could connect.

#### **Business:**

1. **Minutes Approval – October 2017 Board Meeting:** Terre Galvan made a motion to approve the minutes of the October 2017 Board Meeting, Keaton Riley seconded, Suying Plaskett abstained, 9 voted aye.
2. **Financials Approval** – No financials presented. Staff will bring full year financials to the January Board Meeting.

#### **Executive Director Report, Staff Report, and Action Items:**

##### **A. Old Business**

1. **Trash Receptacles:** Lisa Cordell reported that Staff has been working for over a year to get partial funding for the trash receptacles. RT has approved \$15,000.00 for the partial funding of the trash receptacle; however, staff has been approached by the Solid Waste Authority with a possible opportunity to have them fund the entire purchase of new cans as well as fund the pickup service. They will go to SWA for approval of funds on the 9<sup>th</sup>. Staff will report the outcome at the next Board meeting.

**2. Community Development Corporation:**

- a. **Block by Block Program:** Lisa Cordell reported that Staff is working on choosing the next block, as the project for 6685 Stockton Blvd is underway. She also reported that Staff is working on providing micro-facade grants for properties that are assessed to assist the property owner in paying for some of the recommended projects.
- b. **New SBCDC Website:** Lisa Cordell reported that the new CDC has a new website at sb-cdc.org.
- c. **Innovation Hub:** Lisa Cordell reported that the SBCDC has applied for a grant through the Sacramento Promise Zone Financial Opportunity Grant to create an Innovation Hub that would hold 10 small businesses.
- d. **Sponsorship/Grants:** Lisa Cordell announced that the SBCDC was awarded a 10K dollar Grant provided by the SMUD Shine Grant as well as 5K through the City of Sacramento's Creative Economy Grant to do a mural on Stockton Blvd.

**3. Directory –** Lisa reported that she continues to work with Missy Anapolsky on a concept for the new directory. She also provided that Board with a copy of the articles that Barbara Stienberg wrote.

**4. Events**

- a. **UCD/Developer Workshop –** Lisa Cordell reported that Staff continues to work on the details for a workshop with UCD students and area developers.
- b. **Michelle Reeves/Small Business. Big Corridor Workshop.-** Frank Louie reported that the Michelle Reeves workshop was a success. He reported that He, Lisa Cordell, Martin Rosenberg, Terri Galvan, Tricia Stevens, and Greg Chew toured Stockton Blvd to visit some of the problem properties. Michelle provided us with lots of great information and suggestions about what can be done short term to make improvements along the Blvd as well as long term solutions to think about.
- c. **CPTED Workshop –** Lisa Cordell reported Lieutenant Dan Monk will conduct a free CPTED Training on November 29<sup>th</sup> at 5:30 Pm for all business/property owners interested in learning how to apply CPTED to their business and/or property.
- d. **Holiday Mixer –** Frank Louie announced that the SBP Holiday Mixer will be at Oba Kitchen on December 13<sup>th</sup> at 5:30 PM.
- e. **Small Business Saturday –** Lisa Cordell mentioned that Small Business Saturday is a National shopping event to promote small businesses. She provided a tool kit to area businesses to participate in the event.

- f. **What the Pho?**- Frank Louie reported that after meeting with Thai Tran and Mai Nguyen that we may not be able to get restaurants to participate. We decided that we would run a promotion the week of prior to the Lunar Fest.
  - g. **Equitable Economic Development Fellowship** – Frank Louie reported that he attended the tour of Stockton Blvd with the group. Stockton Blvd was chosen to be a part of the tour which provided the group with information from business and property owners as to what the needs of the area are.
5. **Streetscape Design Plan (SACOG)** – Lisa Cordell provided that the Board of Directors with a timeline of events for the Streetscape Improvement Plan. Lisa Cordell reported that ULI and APA will assist in a Streetscape Improvement Plan Concept that will allow us to apply for the SACOG Community Design Grants.
  6. **Police Observation Device** – Frank Louie reported that Staff has received the MOU from the Sacramento Police Department for the POD. Staff expects that the P.O.D will be ready in 3 to 6 months.
  7. **Paladin Patrol Contract** – Frank Louie reported that the Staff met with Paladin Matt Carrol to discuss the Paladin Contract. Staff and Matt came to the agreement of raising the rate to \$34.23 and reducing the contract hours by 1.5 hours per day. The rate will remain intact for five years, at the end of the term we will revisit the rate increase request from Paladin.
  8. **Board Member** – Staff continues to do outreach to find a property owner willing to take on the chairman position.
  9. **Marketing** - .
    - a. **Business Outreach** – Staff completed the outreach providing each business with a packet with information about the SBP.
    - b. **New Website** – Staff will continue working on the website to update the content and look, making it more user friendly.
    - c. **SBP App** – Lisa Cordell requested that the Board move forward with the app project. The Board asked Staff to conduct a survey to see if businesses would be interested in using the app. Lisa Cordell conducted the outreach via online survey and in person questionnaire. She found that 90% of the



business owners would use the app, 100% have phones, and it was a 50/50 split between android and apple users. Lisa requested a vote via email on December 4<sup>th</sup> due to the time restraints for apple store apps. Nine members responded, all voted yes.

- d. **Investment Brochure** – Lisa Cordell reported that Lynsey Susskind an MBA Student from CSUS will be updating our investment brochure. Lisa will provide the Board with the brochure when it is complete.

**Adjourned:** 10:25 AM

**Next Meeting:** Full Board Meeting, January 11, 2018 @ 9:00 am.