



# STOCKTON BOULEVARD PARTNERSHIP

**Full Board Meeting**  
Zoom Conference Meeting  
Thursday, November 12, 2020 – 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- 5657 Stockton Blvd. Sacramento 95824**

Elgin Bradley (Chairman)	Laura Niznik (UCDHS Rep)
Terri Galvan (Vice Chair)	Allison Joe (Councilmember Jay Schenirer)
Sotiris Kolokotronis	Alejandro Cabrera (Councilmember Eric Guerra)
Liane Bruckstein (Secretary)	Lisa Nava (County Supervisor Phil Serna)
Suying Plaskett	Keaton Riley (County Supervisor Patrick Kennedy)
Don Meyers (Treasurer)	Lauren Hammond (Lotus Casino)
Thai Tran	Dhruv Shah
Ken Fahn	Martin Rosenberg
Susan Hausmann	

## MINUTES

**I. Welcome and Introduction:** Chairman Elgin Bradley opened the meeting at 9:04 AM.

**Present:** Lauren Hammond (Lotus Casino), Don Meyers, Martin Rosenberg, Allison Joe and Hilary Coy (City of Sacramento Council Member Jay Schenirer’s Office), Laura Niznik (UCDH), Terri Galvan, Liane Bruckstein, Ken Fahn, Elgin Bradley; Staff: Frank Louie, Lisa Cordell; Guests: Hilary Gould (District Maintenance), Barbara Steinberg, Haera Kim (CPO).

**Absent:** Plaskett, Kolokotronis, Tran, Shah, Hausmann, Kennedy, Serna.

**II. Presentations by Public / Guests (10 Min- Total):** No public presentations.

### **III. Business:**

- 1) **Minutes Approval – Full Board Meeting Minutes – October 2020**  
**Action: First/Second:** Lauren Hammond/Terri Galvan  
**Vote:** Eight voted aye, Elgin Bradley abstained. Action passed.
- 2) **Financials Approval – October 2020 Financials**  
**Action: First/Second: Martin Rosenberg/Allison Joe**  
**Vote:** Eight voted aye, Elgin Bradley abstained. Action passed.



# STOCKTON BOULEVARD PARTNERSHIP

- 3) **Board Member Election:** No action was taken. Board of Directors requested that Staff contact each member up for election to obtain a letter of interest in serving on the Board. Lisa will send out a list of all Board Members whose term is up, which members wish to renew their seat, and what seat they currently hold. Staff will bring the item forward to the January Board meeting.

## IV. Executive Director Report, Staff Report, and Action Items:

- 1) **SBP Identity Project Committee – Update**
  - a) **Utility Box Project –** Lisa reported that the committee agreed to look into utility box art as a project to address blight and create a sense of place. She reported that she identified approx. 30 utility boxes, but would recommend starting with 10 boxes in the most prominent places which would be identified by the subcommittee. Allison Joe provided information on the cost of \$1300.00 dollars to have an artist paint a utility box. The Board agreed to allow the subcommittee to further discuss this project and bring back more specifics to the January Board meeting.
  - b) **Vacant Store Fronts –** Lisa reported that the subcommittee decided to look into a project that would address the vacant store fronts in the district by trying to work with property owners to place art installations and address lighting issues. Lisa will continue to research the project and provide an update at the January Board meeting.
  - c) **Little Saigon Banners –** Frank Louie reported that he would like to replace the banners in the Little Saigon area between Fruitridge and 65<sup>th</sup> Street. He is working on a proposal and potential sponsors for the project. He will provide an update at the January Board meeting.
- 2) **IEDC/CARES Funding –** Lisa Cordell reported that the SBP will receive a stipend in the amount of 30K in CARES funding to do outreach to businesses to connect them to resources related to covid-19 business recovery. She mentioned that SBP hired outside consultants to assist with the outreach in an attempt to connect fifty businesses with resources provided by the IEDC, in which we anticipate successfully achieving the goal. If the SBP is successful in reaching the goal the organization will receive an additional 10K in funds.
- 3) **Sacramento Investment Without Displacement –** The Board of Directors asked the Martin Rosenberg and Don Meyers to assist in connecting Lisa with the person lead of SIWD to arrange for them to join the January Board meeting to present information regarding their organization and to inform the SBP Board of their position on key topics of interest, one being Aggie Square. Lisa will include a line item on the agenda in order for the Board to address action taken at the September meeting to participate as a member of the organization.



# STOCKTON BOULEVARD PARTNERSHIP

- 4) **SBCDC Thanksgiving Turkey Giveaway** – Frank Louie asked the Board to sponsor a Turkey Giveaway in partnership with the SBCDC in the amount of \$1000.00 dollars. The Turkeys will be distributed to community members and to employees of businesses who have had to reduce workforce due to Covid-19

**Action: First/Second:** Martin Rosenberg/Lauren Hammond

**Roll Call Vote:** Ken Fahn (Yes), Martin Rosenberg (Yes), Lauren Hammond (Yes), Don Meyers (Yes), Terri Galvan (Yes), Laura Niznik-Williams (Yes), Liane Bruckstein (Yes), Allison Joe (Yes), Elgin Bradley (Yes) Eight voted aye, Elgin Bradley abstained. The action passed with eight ayes.

- 5) **Communications/Marketing Intern:** Lisa Cordell reported that she and Frank have hired Selena Zuniga to be our Communications and Marketing Intern. Lisa introduced Selena to the Board and reported on the projects she has initiated.

- a) **Connecting Businesses Project** – Lisa reported that Selena is working to connect all of the businesses on the Blvd on Social Media to our accounts to assist in promoting them on our pages. Lisa and Selena are to walk the district next week to inform the business owners of the SM Form on the website where they can submit events, ads, coupons, or any other information they would like to share. The information will then be sent to Selena to distribute.
- b) **Media Contacts List/Press Release** – Lisa reported that Selena is creating a list of all media outlet contacts and created a Press Release template.
- c) **Stockton Blvd Stories** – Selena is working with Barbara Steinberg who is writing articles about businesses here in the Blvd. Selena will promote the work once completed.

## V. Committee Reports (Non-action):

- 1) **Executive Committee – No report**  
2) **Landscape/Lighting/Art Committee – No report**

## VI. Reports:

- 1) **California Patrol Operations - SOS Report (5 Min)** – Haera Kim reported that there were ninety-one (91) calls for service, most calls related to trespassing and loitering. There were four (4) arrests made and nine (9) 602 notices served.
- 2) **Clean Streets Report** – Hilary Gould reported that the maintenance crew continues to clean the district. He also reported that the illegal dumping at the former Jon's Furniture has been cleaned up. Lisa Cordell reported that she rented a container to be placed at the former Jon's Furniture site so our street maintenance team to dump items in.



# STOCKTON BOULEVARD PARTNERSHIP

- 3) **Community Against Sexual Harm** – Terri Galvan reported that the CASH Program continues to be busy addressing the needs of women who have been affected by prostitution.
- 4) **City of Sacramento Economic Development/Planning** – Not in attendance.
- 5) **City of Sacramento Department of Public Works** – Not in attendance.

## V. Elected Officials:

- 1) **City:**
  - a) **City of Sacramento - District 6 - Council Member Eric Guerra's Office** – Not in attendance.
  - b) **City of Sacramento – District 5 - Council Member Jay Schenirer** – Allison Joe was in attendance no report.
- 2) **Sacramento County of Supervisors:**
  - a) **Sacramento County Supervisor Phil Serna's Office** – Not in attendance
  - b) **Sacramento County Supervisor Patrick Kennedy's Office** – Not in attendance
- 3) **Assembly Member Kevin McCarty's Office** – Not in attendance

**X. Adjourned:** 10:48 AM

**Next Meeting:** Full Board Meeting – January 14, 2021 @ 9:00 am.

\*Due to a technical error some of the SPB's Board of Directories meetings prior to November 12, 2020 were incorrectly labeled as Executive Board meetings. All of the actions items passed at these meeting were properly notice to the full Board of Directs and the public, and all action items were passed by a majority of a Board of Directors with a quorum present.