



**Full Board Retreat**

Stockton Boulevard Partnership Conference Room

5657 Stockton Blvd

In Person Meeting

Thursday, March 9, 2023 – 9:30 a.m. - 11:30 a.m.

**Meeting notifications are posted at the following locations:**

**Stockton Blvd. Partnership Website - [www.stocktonblvdpartnership.com](http://www.stocktonblvdpartnership.com)**

**Stockton Blvd Partnership Office - 5657 Stockton Blvd. Sacramento 95824**

Elgin Bradley (Chair)	Laura Niznik-Williams (UCDHS Rep)
Terri Galvan (Vice Chair)	Lisa Nava (County Supervisor Phil Serna)
Liane Bruckstein (Secretary)	Keaton Riley (County Supervisor Patrick Kennedy)
Dan Weitzman (Developer) (Treasurer)	<b>Lauren Hammond (Lotus Casino) *</b>
Thai Tran (Property Owner)	<b>Dhruv Shah (Greens Hotel) *</b>
<b>Ken Fahn (Developer) *</b>	Terence Lee (Leeland Properties, LLC)
<b>Barbara Steinberg (Neighborhood Representative) *</b>	<b>Ben Avey (WellSpace Health) *</b>

**RETREAT MEETING MINUTES**

**I. Welcome, Introductions and Announcements – Chair Elgin Bradley**

Frank Louie welcomed everyone to the retreat meeting by asking the question, “How do we engage Community experience and What can we do better? Through various experiences, building relationships in the community can aid in bridging that gap. That is the main reason for engaging Issac Gonzalez and Adrian Rehn.

Adrian Rehn introduced himself as the Oak Park Neighborhood Association President. He was excited to see what the community and partnership could come up with together.

Issac Gonzalez introduced himself as the Tahoe Park Neighborhood Association President. He lives on the East side of the Boulevard. He has been actively working with Adrian Rehn and been working with Frank Louie for over 10 years.

Frank Louie initiated conversation with both Adrian Rehn and Issac Gonzalez to hear what the community thinks about Stockton Boulevard. Adrian Rehn and team came up with a poll. The poll had neighbors from Lawrence Park, Colonial Heights, Oak Park and Tahoe park were included in the gathering of the survey information.

Surveys tend to skew older because they have time to complete them. Some of the comments

were: "Don't put a bench there." Many of the income basis was from folks that make \$100,000/yr.

## II. Business: (Action)

1. What do we do to change the negative Image of Stockton Boulevard?
  - a. The Board talked a lot about the issues that are plaguing the image of Stockton Blvd. Some of them include:
    - i. Speed of traffic and Prostitution. Not taking advantage of investments with UC Davis expanding Aggie Square. Not having enough parking along the Boulevard for patronizing businesses. Ensuring the Safety of the Boulevard to include additional crosswalks and traffic signals that are installed from City/County. As jaywalking is concerning. The news and media outlets keep up bad stuff.
  - b. The Board discussed some ideas that could bring more people to the boulevard.
    - i. Stockton Boulevard has one lane and no parking.
    - ii. Keaton Riley mentioned that the Fire Department likes two lanes, not one.
    - iii. The City is good at eliminating parking, but not making them.
    - iv. Frank Louie asked like a Road Diet? Like Midtown? Vincene Jones mentioned there would need a study for that.
    - v. Vincene Jones mentioned that there are plans on the horizon to have Hot August Nights in Stockton. It takes time for events to grow. Tina mentioned that Little Saigon should be done during the Moon Festival. Vincene Jones stated that they probably shouldn't have it just during that time because we want everyone. Some of the funds needed to put it on would mainly go towards the Sacramento Police Department Security. The plan is to apply for the City of Festivals to assist with funding needed to make this event a success.
    - vi. Since the 4.2 mile stretch of Stockton Blvd is made up of 3 sectors: T street to Broadway (Medical Economic engine), Broadway to Fruitridge (International District) with a mix of cultured restaurants, Mercy Housing, SHRA and vacant lots, lastly Fruitridge to 65th Street (Little Saigon).
    - vii. The idea to include a Shuttle up and down Stockton Blvd corridor.
2. Reputation (How do we counter the negative reputation?)
  - a. UC Davis had a procurement agreement with local vendors. It would be phenomenal to have that again. Broadway to Fruitridge is the International District. Having a shuttle service idea to cruise up and down the boulevard. UC Davis representative, Laura Niznik Williams, stated the biggest concern with UC Davis contracting with constituents is due to unions.
3. Boulevard Marketing and Promotion
  - a. Keaton Riley mentioned that there is a bit of a cultural barrier. People don't tend to patronize what they don't know or what they are ordering. It is a good idea to reach out to the Sacramento Bee's Food Editor and have them highlight the good about going to small places locally.

- b. Thai Tran mentions the Safety issues and how it needs to be addressed. Issac Gonzales chimed in and stated that people don't visit various places because they don't feel safe and the reason they don't feel safe is because people won't go.
- c. Keaton Riley returned that successful restaurants are Downtown even though there are unhoused people there, they are still successful because there are a lot of people there.
- d. In summary the combination of ensuring people feel comfortable at various establishments will be in part with how they are marketed, having multiple people present and ensuring that they are comfortable in the environment. The more people that visit, the better the reputation regardless of some of the previous mentions.
- e. Liane Brukstien asked about the bikes that were previously purchased for the Sacramento Police Department. Vincene Jones mentioned that they are stored in the back of the office. She also mentioned that because the Sacramento Police Department is short on manpower to use them, however they were used regularly during the summer.
- f. Terri Galvan suggested that the police department use the bikes as a presence that is not intimidating, yet creative. Two other Board members, Lisa Nava and Dan Weitzman stated that the bikes are everywhere Downtown, similar to Ambassadors
- g. To increase Marketing, it is important to walk the streets as opposed to driving. There are multiple stories to be told on the Boulevard. Issac Gonzalez asked what the willingness to discuss the stories? Consensus stated that it is a language barrier.
- h. Frank Louie suggested that marketing the best Pho on the Boulevard, "What the Pho."
- i. Issac Gonzalez mentions making it easier for places to tell their stories, not just new stations like Fox 40 following sirens. Also, focusing on digital Advertising. Target specific zip codes with advertising.
- j. Vincene Jones mentioned that we have our Directory. The Directory tells people what's on the Boulevard. Do a video of the place on the website. The 916 flier was passed out.
- k. Ryan K. Brown mentioned if we push one place, it will uplift another.
- l. Issac Gonzalez suggested that the partnership gets local influencers., like TikTokers.
- m. Elgin Bradley mentioned that a successful campaign was in the yellow pages a few years back. Tear off the Ad and get ½ off. People need to hear what's good about the Boulevard. Poll businesses to see if they would like to participate in marketing. Partner with Fox 40 about the good stories on the Boulevard. Fox 40 has a show at noon. Consider getting on it.
- n. Elgin Bradley mentioned Digital Signage like Time Square.
- o. Ryan K. Brown mentioned that Time Square is a strong word. Digital Signage is city-wide, not just Downtown.
- p. Keaton Riley stated that vertical signs were an idea, but then COVID happened.
- q. Terri Galvan mentioned that the Partnership will probably have to pay for Marketing, as it may be a big ask for the businesses.
- r. Del Paso Blvd is doing a Graffiti For Good campaign.

- s. West El Camino/Northgate Blvd has a Fantastic Mural.
  - t. Let's have the Partnership focus on a Pilot Marketing Program
    - i. Have Businesses
    - ii. Overall Directory, which is on the website.
    - iii. Get people to the website.
  - u. Stream focus to digital, not a standard card.
  - v. Tina Nguyen mentioned that the demographic of clients will determine the best way to reach them. She has improved her demographic by focusing on digital marketing. She would rather put \$50 towards digital advertising than print.
  - w. Vincene Jones mentioned the Directory is in Old Sacramento and at the airport. People are taking it! Let's make Stockton Blvd Your Destination Location!
4. Building a stronger relationship with the UC Davis system.
- a. Business Opportunity
    - i. Elgin Bradley mentioned Aggie Square is growing and coming soon. This should be a key place for Businesses to locate on the Boulevard. Marketing should look to improve here on the Boulevard.
    - ii. Adrien Rehn mentioned that his organization caters food from eateries on the Stockton Blvd.
  - b. Employment Opportunity
    - i. Having businesses enter into a Community Business Agreement that there was in the past. This way businesses can benefit from a partnership with UC Davis.

### III. Adjournment - 11:30 AM (*approximate*)

**Next Meeting: Full Board Meeting – May 11, 2023, 9:00 a.m.**

#### Brown Act:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Jessica Owens at 916.454.2469 at least 48 hours prior to the meeting.

#### Notice to Public:

You are welcomed and encouraged to participate in this meeting. Public Comment is taken (3 minutes max per person) on items listed on the agenda when they are called. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda, Comments on controversial items may be limited and encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items are listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.