

Board of Directors Monthly Meeting

Meeting Details

Name	Del Paso Boulevard Partnership Board of Directors Meeting
Meeting Date	Wednesday, March 23 rd 2022
Time	8:36am
Venue	1219 Del Paso Blvd.
Attendees	Daniel Savala, Howie Ditzkof, Danyelle Petersen, Rob Kerth, Cong Nguyen, Greg Kennedy, Leslie Fritsche, John Holden, Mimi Martinez, Councilmember Sean Loloee
Absent Members	Roman Murrieta
Minutes Taker	Mimi Martinez

- Roll Call by Cong Nguyen
- **Review & Approval of minutes** – Daniel presented January minutes and allowed board to review before approval. **Motion approved and seconded.**
- **Economic Development presentation** –Mikel Davila and Fatima Malik from City of Sacramento's Office of Innovation and Economic Development presented updates on the Neighborhood Development Action Team (NDAT) program being launched within the commercial corridor. Mikel shared the strategies planned to activate the boulevard with an overall goal of long-term revitalization. They also answered specific questions from the board on how these objectives are to be achieved.
- **Sacramento Police Department** – Lieutenant Steven Moore made some announcements regarding new staff in place as promotions and transitions were recently made. He briefly talked about the work they did in collaboration with other city agencies, Daniel, and Sean Loloee to cease some location violations taking place on the boulevard. He gave an update on receiving community funding for new cameras. Also touched on the fact that Sac PD continues to stay busy during staffing issues but is now focusing on increasing customer service training with incoming staff. Lastly, Moore took some questions and advised everyone to continue to call in for any issues.
- **Sacramento Protective Services** – In response to receiving a notice of cancellation for their services, Jason with SPS wanted to advise the board of the importance of having their presence to prevent crime within the PBID. Jason reminded everyone of the high volume of "calls for service" as well as self-initiated activities that SPS has taken care of within their contract timeframe with the PBID which will now have to be taken over by SacPD. He feels SacPD will be overwhelmed in their absence. Daniel responded to his comments by noting that the decision to move in a different direction was mainly due to budgeting reasons and not SPS's quality of service.
- **2022 - 2023 Budget Acceptance**– Daniel brought forward a new budget proposal and presented it to the Board. Key focus was a savings to the security budget and increases in marketing and promotions, as well as image

enhancement, and special events that could help attract the type of businesses we want to come to the boulevard and hopefully deter low level crimes. Greg recommended an increase to the levy's could help generate revenue. Daniel noted he would investigate on how to get this increase done and get back to the Board by April with a response. **Motion passed and seconded.**

- **Discussion on Guide Program** – Daniel introduced Mervin Brookins from Brother to Brother Program. Mervin shared some background about the organization and past successes in the communities as well as their cooperative relationship with Sac PD. He explained this was a mentoring program of “community ambassadors” equipped with mental health training that could help deter security issues as they arise. Audience members along with the Board had discussion regarding implementing this new program but perhaps doing so in addition to other daily monitoring strategies. Sean Loloee also recommended other alternatives. Daniel proposes we give pilot program with Brother to Brother a try and return to private security if it does not work out. **Motion passed and seconded.**
- **City of Sac ARPA funds acceptance** – Daniel asked board for approval to accept City of Sacramento ARPA funds that need to be used for security and maintenance. Funds are proposed to go to maintenance, lighting, and at least one off-duty police officer as well as other security measures. **Motion passed and seconded, one abstention by Leslie**
- **Sac County ARPA funds acceptance** – Daniel asks board for motion for approval of County ARPA funds. These funds will go to a reimbursement program for businesses affected by covid shutdowns. A subcommittee can be assigned to coordinate the program and its reimbursement approvals. **Motion passed and seconded**

- **Administrative Report by Executive Director**
- Daniel invited audience to Steve's Café April 1st for a grand opening event
- Small business walk with Mayor Steinberg coming up. Daniel will update with date and time.
- Marketing Committee update - will continue to invest in content development for social media. Daniel also advised everyone to directly send in their content in order to ensure it is shareable within the partnership's social media pages.

- **Treasurers Report** - Daniel presented a financial report and briefly explained the different classifications between BIA versus PBID funds within the budget. This separation of accounts will hopefully help everyone better understand the reports and projections for the future.

Open Forum – Sean Loloee proposed returning to monthly board meetings during upcoming months as there were a lot of funding items coming up that needed to be discussed. Rob suggests allowing Daniel to call board for meetings as needed, and instead allow subcommittees to take care of the other items since they already meet on a monthly schedule. Daniel agreed and will only call board meetings as needed.

Adjournment – Executive Director adjourns meeting at 11:20 a.m. **Motion Passed and Seconded**