

Board of Directors Meeting

Meeting Details

Name	Del Paso Boulevard Partnership Board of Directors Meeting
Meeting Date	Wednesday, October 20st 2021
Time	8:30am
Venue	1219 Del Paso Boulevard, Conference Room
Attendees	Deneb Williams, Daniel Savala, Roman Murrietta, Howie Ditzkof, Danyelle Petersen, Rob Kerth, Cong Nguyen, Jason SPS, Greg Kennedy, Mimi Martinez, Brian Ellis Sac PD, Steve Olivera Sac PD, Andy Hernandez, Cody Osbourne, Fatima Malik, Pat Sayer, Franklin Burris, Mikel Davila, Leslie Fritsche
Absent Members	Mimi Martinez
Minutes Taker	

Agenda Details

<p>Roll Call</p> <ul style="list-style-type: none"> Executive Chair – Deneb Williams
<p>Consent Calendar</p> <ul style="list-style-type: none"> Review & Approval August minutes – Daniel presented August minutes and let the board review before approval. Motion approved and seconded.
<p>Special Presentation – Councilmember Loloee</p> <ul style="list-style-type: none"> Councilmember Loloee addressed the board and provided an update, stating that he was just a few weeks away from making an exciting announcement on the projects for the Blvd. He also shared thoughts on the VOA project, acknowledging that a project would be moving forward at some point. Deneb Williams asked for an update on the Arden and Colfax site and CM Loloee. Councilmember Loloee stated that he was working closely with City and County staff to determine the viability for the site and to make sure the impacts of the site on the surrounding community would be addressed. There was no timeline given for the site opening.
<p>ARP update</p> <ul style="list-style-type: none"> Councilmember Loloee spoke about the American Rescue Plan priorities that the Council approved, providing several options for program and organization funding. Daniel Savala noted that the DPBP has prepared a draft proposal. Requesting \$250,000 and had already sent it to the Councilmember and economic development for their review. CM Loloee asked Daniel to resend.
<p>Agency Updates</p> <ul style="list-style-type: none"> Economic Development – Leslie updated the board on the RASA properties being deemed surplus and uploaded to State portal. She also updated us on the City's Neighborhood Development Action Team (NDAT), the team is gearing up to launch the program in North Sacramento and has already selected a local consultant to help get the program off the ground. Sacramento Police Dept – Officers from the Sacramento Police Department gave an update on their ongoing efforts curb vehicles break ins and an

increase in calls related to homeless individuals. The department informed the board that several rotational changes would take place and those changes would be announced in the next few weeks.

- SPS – Jason Ingam gave a monthly report to the board, providing calls for service data and notice of trespass numbers for PB regulars. Jason also provided insight on officer response time when notices of trespass orders are violated, and Law enforcement is called.

Action Items

- Deneb Williams stepped down as Board Chair. Deneb nominated Cong Nguyen as Board Chair and made a motion to adopt. Rob Kerth seconded the motion, and a vote was called. Cong Nguyen was unanimously voted Board Chair. Howe Ditzkof was nominated as Vice Chair and was unanimously voted Vice Chair. Deneb thanked the board and spoke to some of the challenges through the past few years with leadership changes and the impacts of Covid 19. Several board members thanked him for his commitment to the Blvd and wished him well.

Administrative Report – Executive Director

- Daniel provided an update the partnerships marketing and advocacy work. This included updates on paid ads for businesses through Facebook and Instagram. Daniel informed the board that Marketing committee meeting will be held every first Friday of the Month and that these meetings would help guide special events and future marketing campaigns. Cong Nguyen added that since he began helping the PBID and others with social media, there has been an increase in our online presence and followers. Daniel noted that paid ads and content creation would be added to our marketing budget. This includes video, photo, and Google Business analytic services for PPBID members. Daniel provided an update on the Sacramento News & Review media campaign, noting that a total of 5 articles would be published by SN&R, in partnership with Volunteers of America. The DPBP would also be working with the Sacramento Asian Chamber of Commerce on their Re-Imagine Sac campaign. A video production team will be coming to Del Paso Blvd to film several small businesses.

Code Enforcement

- Daniel informed the board that he, on behalf of the DPBP, had opened several code enforcement cases and made public comment at City Council, asking for increased enforcement on vacant buildings and for the city to move forward on a vacant building tax. In response, city of Sacramento code enforcement officers showed up to the meeting to answer questions. One building department official stated that vacant building standards only apply to residential properties. Daniel provides a list to the board and more follow up will be.

Development Update/Business Updates

- Development Update/Business Updates
- Daniel updated the board on the following:
- The SN&R building is now full of Sac public library employees
- CAIR has recently closed on 1616 Del Paso Blvd
- Lil Joes passed inspection and is expected to open soon

- That Guy Eyewear celebrate 6 years open
- The venue "The Atrium at Woodlake" is now open
- The Renaissance Building is now home to 8 recording studios
- Burly Beverages is competing in the Vegan Chef Challenge

Treasurers Report – Greg Kennedy

- Greg Kennedy gave a report on the DPBP budget/finances, stated current pace was on track with 2021 projection. Noted some changes to SacIEDC, there was no further discussion. And the report was accepted by the Board.

Public Comment – none

Open Forum – none

Adjournment – Executive Director adjourns meeting at 11:40 a.m.