



Handle Business Improvement District
Board of Directors Meeting
1717 Capitol Avenue
Sacramento, CA 95811
Wednesday, February 17, 2016
10:00 a.m. to 11:30 a.m.

WELCOME AND INTRODUCTIONS

Jimmy Johnson, HBID President, called the meeting to order at 10:05 a.m.

Board members present: Aziz Bellarbi-Sallah, Jimmy Johnson, Sotiris Kolokotronis, Dave Virga and Aaron Zeff.

Board members absent: Patrick Mulvaney and Felicia Strati.

Also in attendance: John Adair, Allison DePaoli, Tim Jordan, Consuelo Hernandez, Michelle Sweezey, Michael Williams, Emily Baime Michaels, Lt. Jason Bassett and Seann Rooney (HBID).

PUBLIC COMMENT

None.

APPROVAL OF THE MINUTES

On a motion by Director Kolokotronis and seconded by Director Johnson the minutes from the October 20, 2015 Board meeting were unanimously approved.

SACRAMENTO POLICE DEPARTMENT REPORT

Lt. Bassett reported on recent activity and the board discussed a number of safety related efforts.

PRESENTATIONS

None scheduled.

OLD BUSINESS

Mr. Rooney and the board discussed project and programs updates. Rooney mentioned that the board would be discussing a contract for maintenance services in the coming months, but that there is no current maintenance contract in place.

Mr. Rooney gave the board an update on the lighting project (Summer 2016).

The board received a schedule of events for 2016 (Dress Up – Wine Down on May 7th, Bastille Day on July 10th and Dirt 2 Dish on September 18th). Rooney also briefly highlighted the Amgen Race, Walk of Stars, Deschutes Street Pub, Day of the Dead and holiday events.

The board discussed creating an event fund to assist with future events (unplanned events). On a motion by Director Johnson and seconded by Director Virga, the board unanimously agreed to set aside \$10,000.00 in an event fund, and that Director Johnson and Seann Rooney are authorized to coordinate all planning details.

NEW BUSINESS

The board discussed the upcoming district renewal. Director Johnson and Rooney reported on two meetings with the City of Sacramento. Rooney gave a summary of draft concepts and plans for the future composition of the

district. Directors Bellarbi Sallah, Kolokotronis and Johnson would like to join Rooney for an additional followup meeting with the City (to confirm details). On a motion by Director Johnson and seconded by Director Kolokotronis the board unanimously agreed to authorize a renewal expenditure of \$30,000.00 (not to exceed) for consultant and staff services.

Mr. Rooney led the discussion on proposed streetscape improvements (per the HBID Streetscape Concept Plan), as a followup to earlier board discussions. On a motion duly made by Director Johnson, and seconded by Director Bellarbi-Sallah, the board unanimously approved the expenditure (not to exceed) of \$50,000.00 for streetscape projects (trash cans, bike racks, planter improvements, etc.), \$25,000.00 for lighting improvements (light pole electrical retrofits), and \$25,000.00 for future light pole banners.

The board discussed the valet program being operated by Priority Parking for the Press, Zocalo and Paesano's restaurants. The program is running short on funds and some changes are being explored. The board discussed marketing, structure, expansion and inventory. Director Johnson and Seann Rooney would agendize the item for discussion and action at the March meeting.

OTHER BUSINESS

Lucy Edaim Crocker and Scot Crocker made a presentation on the Walk of Stars. An event is planned for May.

The full board was introduced to Michelle Sweezey from Ginger Elizabeth. Ms. Sweezey is being invited to join the board in March.

BOARD MEMBER & STAFF REPORTS

Mr. Rooney discussed accounting details and reported on a number of administrative efforts.

MIDTOWN BUSINESS ASSOCIATION REPORT

No report (Ms. Baime Michaels gave a report during discussion of agendized items above).

ANNOUNCEMENTS/OTHER

None.

ADJOURNMENT

Meeting was adjourned at 11:30 a.m.

Aziz Bellarbi-Sallah
Secretary, HBID

Handouts: Meeting agendas, draft general meeting agenda, streetscape project list