

# THE HANDLE DISTRICT CORPORATION

Handle Business Improvement District  
**Board of Directors Meeting**  
1717 Capitol Avenue  
Sacramento, CA 95811  
Wednesday, March 15, 2017  
10:00 a.m. to 11:30 a.m.

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## **WELCOME AND INTRODUCTIONS**

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

Board members present: Jimmy Johnson, Dave Virga and Jared Raymond.

Board members absent: Aaron Zeff, Sotiris Kolokotronis, Patrick Mulvaney and Aziz Bellarbi-Salah.

Also in attendance: Peter Fenolio, Allison DePaoli and Seann Rooney (HBID).

## **PUBLIC COMMENT**

None.

## **APPROVAL OF THE MINUTES**

On a motion by Director Virga and seconded by Director Raymond the minutes from the February Board meeting were unanimously approved.

## **SACRAMENTO POLICE DEPARTMENT REPORT**

No report.

## **PRESENTATIONS**

None scheduled.

## **NEW BUSINESS**

The board discussed the need to update the website. Rooney will look for support from the Grid Agency. He outlined some proposed changes and updates. On a motion by Director Raymond and seconded by Director Virga, the board unanimously approved \$5,000.00 (not to exceed) for the update.

The board received an update on the valet program and meeting with the new operator (USA Valet). Rooney gave additional background on previous efforts to start a universal valet program. The board discussed a proposed plan for the Handle District to assist in the funding (offering the program to every restaurant in the district) for \$750 per month for three months (trial period). In addition, USA will explore a second location on L Street, servicing the kiosk on Fridays and Saturdays beginning in May at a rate of \$1000 per month. The final component of the proposal was a \$500 allocation for uniforms and valet stand materials. On a motion by Director Virga and seconded by Director Raymond, the board unanimously agreed to allocate \$6,000.00 for the revised program for three months beginning in April (second kiosk to start in May). Rooney will begin marketing the program.

Rooney gave an update on the Handle Booklet being produced by Inside Publications.

Rooney presented updates on the banner program, recapping previous discussions and plans. As a followup action to previous budget discussions, the group authorized an expenditure of \$10,000.00 on a motion by Director Raymond and seconded by Director Johnson. The motion passed unanimously.

Rooney gave detailed project (trash cans, etc) and event updates, including Second Saturdays.

## **OLD BUSINESS**

The board discussed the employee parking program.

The board discussed the scheduled March outreach meeting to the restaurants. Rooney reviewed correspondence and commitments to date. The group decided to postpone the meeting and conduct individual outreach (board assignments ) over the coming months. A general meeting will be reconsidered for later in the year.

**OTHER BUSINESS**

The group discussed the future plans for Walk of Stars. Rooney to confirm details and report back.

**BOARD MEMBER & STAFF REPORTS**

Rooney reported on social media. The group discussed meeting with Supervisor Serna to discuss Health Department regulations, etc.

**MIDTOWN BUSINESS ASSOCIATION REPORT**

None.

**ANNOUNCEMENTS/OTHER**

None.

**ADJOURNMENT**

Meeting was adjourned at 11:30 a.m.

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Jimmy Johnson  
Acting Secretary, HBID

Handouts: Meeting agendas, event schedule and meeting minutes.