

THE HANDLE DISTRICT CORPORATION

Handle Business Improvement District
Board of Directors Meeting
1717 Capitol Avenue
Sacramento, CA 95811
Wednesday, September 21, 2016
2:00 p.m. to 3:00 p.m.

WELCOME AND INTRODUCTIONS

Jimmy Johnson, HBID President, called the meeting to order at 2:05 p.m.

Board members present: Jimmy Johnson, Aziz Bellarbi-Salah, Dave Virga, Aaron Zeff and Jared Raymond (appointed to board later in meeting).

Board members absent: Sotiris Kolokotronis and Patrick Mulvaney.

Also in attendance: Peter Fenolio, John Adair, Jeff Spencer and Seann Rooney (HBID).

PUBLIC COMMENT

The board received an update on Measure B from Jeff Spencer.

APPROVAL OF THE MINUTES

On a motion by Director Johnson and seconded by Director Bellarbi-Salah the minutes from the June 2016 Board meeting (no quorum in August) were unanimously approved.

SACRAMENTO POLICE DEPARTMENT REPORT

No report.

PRESENTATIONS

None scheduled.

NEW BUSINESS

The board discussed Measure B. On a motion by Director Bellarbi-Salah and seconded by Director Johnson, the board vote in favor of endorsing Measure B (Zeff no).

The board discussed the current and future assessment structure. Director Johnson and Rooney gave an update on recent discussions with the Board of Equalization. On a motion by Director Johnson and seconded by Director Bellarbi-Salah the board unanimously adopted the approach to address the ongoing issue with the BOE that included: continuing to support Mulvaney in his pending case/action, reserving funds to address future actions by BOE against Handle businesses, asking businesses (out of an abundance of caution) to begin applying sales tax to the assessment as of 10/1/16, and assisting, were feasible in a longer term fix (legislative process, etc.) to the issue.

Rooney updated the board on planned streetscape improvements and the mural project. Rooney to connect with Beau Basse and Michael Stumbos about communicating with Director Zeff and his operations people.

The group discussed the upcoming Deschutes event.

OLD BUSINESS

The board discussed the upcoming renewal effort and the upcoming public hearing at city council.

The board discussed the accounting system and the current account balance. Rooney reviewed the plan to change the collection process and the service provider.

On a motion by Director Johnson and seconded by Director Virga the board unanimously approved the appointment of Jared Raymond (Buckhorn Grill) to the Board of Directors.

Director Zeff discussed a proposal for a parking promotion during special events (to promote the Handle District). The board agreed to work on logistics off-line, with staff to report back on next steps before moving forward (putting a program in place, spending money, etc.). On a motion by Director Johnson and seconded by Director Bellarbi-Salah the board unanimously agreed to set aside \$2500 as seed money for the future program.

BOARD MEMBER & STAFF REPORTS

Director Zeff suggested that the board and staff reach out to the city to outline a plan for tree canopy trimming (to complement the new streetlights).

MIDTOWN BUSINESS ASSOCIATION REPORT

None.

ANNOUNCEMENTS/OTHER

An announcement about the new parklet was made by staff.

ADJOURNMENT

Meeting was adjourned at 3:00 p.m.

Aziz Bellarbi-Sallah
Acting Secretary, HBID

Handouts: Meeting agendas and minutes.

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