

THE HANDLE DISTRICT CORPORATION

Handle Business Improvement District
Board of Directors Meeting
1717 Capitol Avenue
Sacramento, CA 95811
Wednesday, July 17, 2019
10:00 a.m. to 11:00 a.m.

WELCOME AND INTRODUCTIONS

Jimmy Johnson, HBID President, called the meeting to order at 10:00 a.m.

Board members present: Jimmy Johnson, Bellarbi Salah, Dave Virga and Allison DePaoli.

Board members absent: Kolokotronis, Zeff, and Mulvaney.

Also in attendance: Seann Rooney (HBID).

PUBLIC COMMENT (Reports)

None presented.

APPROVAL OF THE MINUTES

Notes from the April 17, 2019 meeting were discussed. On a motion by Director Johnson and seconded by Director DePaoli the April minutes were approved unanimously by the board.

PRESENTATIONS

None scheduled.

NEW BUSINESS

Rooney gave a report on a number of projects and programs, including the new draft concepts of an installation in the alley. The three concepts prepared by Atlas Lab were shared with the group. The board gave input and agreed that Concept 3 was the best. Rooney was asked to share input with the design team and to bring back updates to the board at the next meeting, including a draft workplan and schedule. Rooney also gave the board an update on the valet program, Handle employee parking program and other efforts (plastic use survey and pest control).

The board reviewed two new banner designs. Input was noted and would be shared with the designer. Refined designs will be shared at the next board meeting.

OLD BUSINESS

The board discussed the remainder of the 2019 event calendar and Rooney offered some preliminary scheduling input for the 2020 season.

The board briefly discussed the new Dress Up Wine Down and Bastille Day website (and social media).

OTHER BUSINESS

None.

BOARD MEMBER, STAFF AND OTHER AGENCY REPORTS

There was an update on the Walk of Stars project

ANNOUNCEMENTS/OTHER

September meeting is scheduled for Wednesday, September 18, 2019.

ADJOURNMENT

Meeting was adjourned at 10:30 a.m.

Jimmy Johnson
Acting Secretary, HBID

Handouts: Meeting agendas and minutes (some photos and support materials were shared).