

2:00 CALL MEETING TO ORDER

- Approval of Minutes – April 12, 2018 (Page 2)
- Non-Agenda Public Comment

ACTION

CHAIR UPDATE

- Accept resignation of Julie Erickson and the appointment of Jenna Ingrassia-Knox to the BID Advisory Board.

ACTION

STAFF REPORT

- Sounds of Summer
- B Street Holiday Décor
- Street Lighting
- Utility Box Art
- Urban Agriculture Incentive Program

FINANCIALS

- Review & Accept FY2018 Financials (Handout)

ACTION

MEMBER DISCUSSION

ADJOURN

Call to Order

The meeting was called to order by Bill Sauls at 9:02 a.m.

The following BID Advisory Board Members were present: Bill Sauls, Michael Caldwell, Christine Takara, Julie Montgomery, and Javier Montero.

The following staff members were present: Betsy Brennan, Jennifer Paul, and Aimee Newman.

The following City staff members were present: Daichi Pantaleon.

Approval of Minutes

Motion: To accept the October 17, 2017 minutes – Mr. Caldwell/Ms. Takara – approved unanimously.

Motion: To accept the January 18, 2018 minutes – Mr. Caldwell/Ms. Takara – approved unanimously.

No Non Agenda Public Comment

Staff Report

Ms. Paul reviewed the City Center Sessions event on February 10, 2018. The event took place at Horton Plaza Park and had nearly 200 attendees.

Ms. Paul discussed upcoming events within the BID, including the Sounds of Summer series. Mr. Sauls encouraged Staff to continue engaging local businesses in community events.

Ms. Paul informed the board that the City's Storefront Improvement Program has returned from a brief hiatus. Ms. Pantaleon provided more information on the program and its benefits. Mr. Sauls suggested contacting commercial brokers regarding the program so that they can share the information with their tenants.

Ms. Paul presented the Downtown Branding campaign. Mr. Sauls suggested implementing the branding into the banner program in City Center. Staff will look into pricing and the existing banner footprint.

Financials

Ms. Newman reviewed the July 2016 – February 2018 financials.

Motion: To accept the July 2016 – February 2018 financials – Mr. Montero/Ms. Takara – approved unanimously.

Member Discussion

Ms. Paul informed the board that the Placemaking Ordinance was heard at City Council on April 17th and passed unanimously.

Ms. Brennan introduced herself to the group. Members of the board also introduced themselves and their businesses.

Adjourn

The meeting was adjourned by Bill Sauls at 9:43 a.m.