

- 3:30 p.m. **CALL TO ORDER & ROLL CALL**
Lindsay Kotas, Chair
- 3:35 p.m. **PUBLIC COMMENT**
An opportunity for members of the public to comment on any agenda items within the subject matter jurisdiction of the City Center Business District Board. Members of the public may have up to 2 minutes.
- 3:40 p.m. **COMMUNITY LIAISON REPORTS**
Updates from offices of elected officials and community partners
- 3:50 p.m. **DISTRICT UPDATE | INFORMATION ITEM**
Updates from District Manager & Staff
- 3:55 p.m. **APPROVAL OF MEETING MINUTES | ACTION ITEM**
Approval of May Board meeting minutes
- 4:00 p.m. **CITY CENTER COMMITTEE ESTABLISHMENT, FORMAT, AND LEADERSHIP | ACTION ITEM**
Discuss and approve the establishment of City Center committees, including the determination of committee format (standing or ad hoc), meeting frequency, date, and selection of committee leaders.
- 4:10 p.m. **DISCUSSION AND APPROVAL OF MEETING FREQUENCY AND SCHEDULE | ACTION ITEM**
The Board of Directors will discuss and approve the meeting frequency and schedule for future BID meetings, aiming to establish a consensus on the preferred frequency and identify suitable dates and times for upcoming meetings.
- 4:20 p.m. **APPROVE POTENTIAL LIGHTING DESIGN FOR C STREET | ACTION ITEM**
Review and approve the proposed lighting project design for C Street,
- 4:25 p.m. **CHAIR RETIREMENT | ACTION ITEM**
Discussion and Announcement of Chairman's Retirement: The Board will engage in a discussion regarding the retirement of the current Chairman and make necessary decisions to address the vacancy created by this resignation, in accordance with the provisions outlined in the Bylaws
- 4:35 p.m. **BOARD MEMBER ANNOUNCEMENTS | INFORMATION ITEM**
Opportunity for board members to provide announcements and additional information to the board. As well as making recommendations for next agenda.
- 4:45 p.m. **ADJOURN**

IN PERSON: U.S. Grant

Meeting Minutes 05.16.2023

Topic/ Speaker	Notes	Questions/ Comments
Call Meeting to Order 3:30pm	Roll Call: Jimmy Parker (JP) Markalan Hamilton (MH) Brendan Farley (BF) Joyce Lu (JL) Brian Tarbell (BT) Gina Agerake (GA)	Also Part of Meeting: Joel Hermosillo (JH) Nashla Duck (ND) Sean Warner (SW) Malik Thornton (MK) Larry Turner (LT) Sean Plaisted (SP)
Public Comment (3:32)	No public comment	
Liaison Report 3:32pm	Reports given by Larry Turner (LT) Malik Thornton (MK) Sean Plaisted (SP)	<ul style="list-style-type: none"> Malik: announces initiative for homeless crisis and unauthorized camping ordinance <ul style="list-style-type: none"> BF: Asks about 20th and B location BT: where's the lot? JPS: asks for Malik email address Larry: Call times will not take as long because of more hires, 20 short but have increased from 31 short <ul style="list-style-type: none"> Technical surveillance decreased, discussion will take place in a week or two, email will come soon inviting everyone to come <p>Lindsey: when was it taken away and what was the reason?</p> <ul style="list-style-type: none"> Sean: Organic waste bin waiver, BID budgets went to committee and council, small business advisor board has a vacancy <ul style="list-style-type: none"> JPS: asks for Sean's email JH: organic waste bins issues question (being taken, not waste going in, etc.) All approved meeting

		<p>minutes</p> <ul style="list-style-type: none"> • Lindsey: what does it cost for us to do something like this? <ul style="list-style-type: none"> ○ JH answers around 4k ○ JL: where is the location of this? ○ BF: and we own that easy up? • Lindsey: question regarding World Design Center- does this happen in the whole year? <ul style="list-style-type: none"> ○ BF: comment that they are licensing, lots of opportunity around C street, final event is in November 2024 ○ JPS: comment on big presentation happening tomorrow • JPS: question about reels- who do we contact? SW: C street needs beautification, bringing in more art, developed working group, first step a call for artists in about a month, identifies 4-5 vacant storefront, near end of summer be able to install digital artwork, expand based on success, meeting tomorrow for first meeting • JPS: this is for vacancies? • SW: yes • Lindsey: can you forward link for submissions? • SW: yes, once it's up • JPS: how many vacancies are participating? • SW: 4-5 and wants to keep it in a concentrated area, between 7th to 5th and then 5th to Broadway • Lindsey: do we have an events coming up that we should know about? • JH: not large scale but networking events, baseball game between businesses with viewing party • BF: how is the traffic measured? • JH: If you are in a location for 7 minutes or more you are counted • JPS: how do you retrieve that data? • JH: We are able to
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		<p>highlight which locations we want to see</p> <ul style="list-style-type: none"> • JPS: Is it available to business owners? • JH: If they are located within the bid, we can provide that for them
Approval of Minutes 3:40pm	Approval of past board meeting minutes, and annual meeting	Motion to approve by JP and second by MH Yes: unanimous
District Manager & Finance Update 3:45 pm	Joel Hermosillo & Nashla Duck gives update on current and future BID operations	<ul style="list-style-type: none"> • Lindsey: what does it cost for us to do something like this? <ul style="list-style-type: none"> ○ JH answers around 4k ○ JL: where is the location of this? ○ BF: and we own that easy up? • Lindsey: question regarding World Design Center- does this happen in the whole year? <ul style="list-style-type: none"> ○ BF: comment that they are licensing, lots of opportunity around C street, final event is in November 2024 ○ JPS: comment on big presentation happening tomorrow JPS: question about reels- who do we contact? • SW: C street needs beautification, bringing in more art, developed working group, first step a call for artists in about a month, identifies 4-5 vacant storefront, near end of summer be able to install digital artwork, expand based on success, meeting tomorrow for first meeting <ul style="list-style-type: none"> ○ JPS: this is for vacancies? <ul style="list-style-type: none"> ▪ SW: yes ○ Lindsey: can you forward link for submissions? <ul style="list-style-type: none"> ▪ SW: yes, once it's up ○ JPS: how many vacancies are participating? <ul style="list-style-type: none"> ▪ SW: 4-5 and wants to keep it in a concentrated area, between 7th to 5th and then 5th to Broadway • Lindsey: do we have an events coming up that we should know about? <ul style="list-style-type: none"> ○ JH: not large scale but networking events, baseball game between businesses with viewing party ○ BF: how is the traffic measured? <ul style="list-style-type: none"> ▪ JH: If you are in a location for 7 minutes or more you are counted ○ JPS: how do you retrieve that data? <ul style="list-style-type: none"> ▪ JH: We are able to highlight which locations we want to see ○ JPS: Is it available to business owners? <ul style="list-style-type: none"> ▪ JH: If they are located within the bid, we can provide that for them
Action Item: Approval of strategic 4:09 pm Meeting Adjourn: 4:10 pm	Review strategic plan for BID Board	<ul style="list-style-type: none"> • (BT: comment that it is really accurate to what we discussed in the retreat • JL first motion and BF second motion <ul style="list-style-type: none"> ○ Approved by all • JH: announcement of Katy not being able to make it today, celebration of life information

<p>Clean & Safe Update 4:10 pm</p>	<p>Alonso Vivas, Senior Vice President of Clean and Safe update on City Center</p>	<p>AV gives update on Clean & Safe app and capabilities of app.</p> <p>(MH) asks about current zones being covered</p> <p>(AV) TBD</p> <p>(JL) asks if app who gets service tickets</p> <p>(AV) Currently do not.</p>
<p>C street initiative 4:15 pm</p>	<p>City Center BID Manager Joel Hermosillo gives presentation on C Street Initiative</p>	<p>(JH) Presents the C Street Initiative, description, phases, and goals on initiative. Current phase gathering inventory of business owners, and micro activations. What is needed from the board through initiative</p> <p>(KM) Questions capabilities of other organizations being involved, BID cannot be the only one.</p> <p>(JP) Comments on question, stating initiative needs to move forward from the BID no matter who is involved</p> <p>(KM) Disagrees, such a huge hauling on a corridor needs to be an all group effort.</p> <p>(MA) Comments on capabilities of the grand scale and time such initiative and project his can take</p> <p>(JH) Other organizations are on board</p> <p>(LK) Questions if a subcommittee is needed</p> <p>(JH) Not at this time, however this first step of action would be full support of board</p> <p>(LK) Opens floor on voting approving support from Board towards Initiative</p> <p>Motion made by JP second by BF</p> <p>Unanimous Yes</p>

Board announcements 4:45		No board announcements
Adjournment 4:45pm		(LK) adjourned the meeting at 4:44pm