



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
--	--	--

		<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
<p>Approval of Minutes 3:40pm</p>	<p>Approval of past board meeting minutes, and annual meeting</p>	<p>Motion to approve by JP and second by MH Yes: unanimous</p>
<p>District Manager & Finance Update 3:45 pm</p>	<p>Joel Hermosillo & Nashla Duck gives update on current and future BID operations</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 <p>JPS: question about reels- who do we contact?</p> <ul style="list-style-type: none"> • 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
<p>Action Item: Approval of strategic 4:09 pm Meeting Adjourn: 4:10 pm</p>	<p>Review strategic plan for BID Board</p>	<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