



**DEL PASO BOULEVARD PARTNERSHIP  
BOARD OF DIRECTORS MEETING**

1219 Del Paso Boulevard  
Sacramento, California

**MEETING MINUTES**

**WEDNESDAY, JANUARY 14, 2009**

**CALL TO ORDER**

The January 14, 2009 Del Paso Boulevard Partnership Board of Directors' meeting was called to order by Barbara Lemaster at 8:59am.

**ROLL CALL**

**Present** - Barbara Lemaster (Chair), Pat Thielen, Rhoda Santamaria, Maria Thomas, Dennis Micheletti, Buddy Bergstrom, Lisa Bates, Joann Cummins, Max Garcia, RoseMary Covington, Jan Marcus and Executive Director, David Plag.

**Absent** - None.

**PUBLIC COMMENT**

Larry Groves, who works at the Del Paso Antiques, was in the audience and said he wanted to see how the board works.

**CONSENT CALENDAR**

It was moved and seconded to approve the minutes for December 10, 2008.

**ADMINISTRATIVE REPORT**

David Plag gave his Executive Director's Report. He talked about the highlights and lowlights, an update on his administrative duties, the security and public safety programs and the on-going projects he is working on.

### **ACTION ITEMS**

#### **A. Executive Director's Contract**

The board reviewed the Executive Director's contract. A motion to approve the contract was moved and seconded.

#### **B. Expansion of the Security Program**

After discussion, the board moved to have David Plag and Matt Carroll meet with business owners outside of the PBID to determine if the businesses are interested in being covered under our Security Agreement with Paladin. The Board wanted an update at the next meeting. The motion was approved and seconded.

#### **C. Discussion of 2<sup>nd</sup> Saturday**

Rhonda Santamaria and Buddy Bergstrom spoke about the need to expand our 2nd Saturday program to include a Friday "Fuse" program. The board moved and seconded a motion to pay for some cost incurred in the Friday Fuse program.

#### **D. Development of a Marketing Plan for Retail/Office/Vacant property on the Boulevard**

The board moved to have David Plag, after meeting with interested parties, present a plan to the board. The motion was approved and seconded.

#### **E. Landscaping and Median Repair Work**

David Plag talked about the artistic elements in the median that are broken and the need to be repaired. He outlined the cost of replacing the Blue Light elements. The board approved the repair of the existing damaged elements, but will determine the value/cost of replacing elements that are damaged in the future.

#### **F. Breakfast on the Boulevard with Mike Alberghini**

Rhonda Santamaria talked the breakfast with Mike Alberghini. No date was set, but the board wanted to move forward with the idea. The board agreed on the concept of having Wells Fargo give a \$1000.00 and the Del Paso Boulevard Foundation giving a \$1000.00 to Grant High School Athletic Department. The motion was approved and seconded.

## COMMITTEE REPORTS

### **A. Treasurer's Report**

Maria Thomas reviewed the four PBID accounts. She stated that as of 1/9/09 the PBID has \$78,067.23 in the bank.

Maria also talked about moving the bulk of the money into a "Premier Savings Account" to draw interest

### **B. Committee Reports**

Barbara Lemaster asked each of the Committee Chairs to meet and present their reports at the February meeting. Maria Thomas will chair the branding committee.

## NEW BUSINESS / OPEN FORUM

Max Garcia is resigning from the board, but wants to stay active. The board, asked that David Plag talk with Tony Vang from Wells Fargo and see if he would like to sit on the board.

The board agreed to add other business owners to the board as non-voting sub-committee members.

## ADJOURNMENT

The meeting was adjourned at 10:30am.

## MOTIONS APPROVED

The Board approved the minutes for December 10, 2008. The motion was approved and seconded.

The Board approved the Executive Director's contract. The motion was approved and seconded.

The Board approved the concept of expanding the Security Program. The motion was approved and seconded.

The Board moved and seconded a motion to pay for some cost incurred in the Friday Fuse program.

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The board moved and seconded a motion to development a Marketing Plan for Retail/Office/Vacant property on the Boulevard.

The Board approved the repair of the existing damaged elements in the median, but will determine the value/cost of replacing elements that are damaged in the future.

The board moved and seconded the Mike Alberghini event with Wells Fargo giving up to a \$1000.00 and Del Paso Boulevard Foundation giving a \$1000.00 to Grant High School Athletic Department. The motion was approved and seconded.

### **BROWN ACT**

According to the Brown Act, no action may be taken on items not posted on the agenda.