



80 Watt District/PBID BOARD OF DIRECTORS

Thursday, June , 2019 @ 11:00 am---NO QUORUM, NO VOTES- for information only

Safe Credit Union: 4636 Watt Avenue, North Highlands, CA 95660

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Board Attending: Jim MacLaughlin, Monica Billey, Vanessa McCarthy-Olmstead, Dave Kuhnen

Board Absent: Larisa Gatsmanyuk, Sam Nassirian, Seth Astle, Jag Grewal, Mohammad Anwar

Public: Andrew Duncan & Rorey, First Security Services, Sharon Yoder, Jeff , Yoder & Co. Gordon Thurston, First Security, Nooshim Nassarian, Sam's Furniture

I. Call to Order:

Chairman of the Board Jim MacLaughlin, opened discussion at 11:08 am

Public Comments: None.

II. Jim MacLaughlin – discussion on Proposition 13, and the split votes. Asking the Advocacy Committee to bring forward to members, invite an expert speaker- Rex Hine and send letter from PBID's against the changes in the November 2020 ballot.

VMO: 1) Must have Board Approval (July) to take positions. 2) Ad hoc committee set up to outreach to owners, 3) Marketing recommendation from committee on Advocacy, 4) Invite Rex Hine to help direct what we say/do for outreach. (possible speaker at Annual Luncheon?)

Sharon Yoder (public): Suggested the 80 Watt District reach out to the California Chamber of Commerce.

III. Sharon Yoder: commented on the 'Longview Business Watch meeting.'

IV. Renewal update: Zone discussion, McClellan Park petition drive, Assessments. JM: Asked to look at Real Estate Category, which may help with assessments: Retail, Industrial, Office. Evans will check with Civitas.

V. Staff Report/Executive Director-Rebekah Evans

- i. Off duty SSD Sheriff has started at 6 hours a night with Officer Phillips
- ii. SSD POP team is under Officer Daniels -and will be reaching out for Longview Drive, and prostitution issues.
- iii. SSD HOT team has added back to 6 members
- iv. Social Media Marketing: Updates shared- (Kuhnen) reported that 'the FB/Instagram' loves all social media Evans is promoting and couldn't ask for any more- doing a great job.

VI. Old Business Items

- i. VMO: must have the full board step up and participate in the district.*
- ii. RENEWAL CALLS: Phone call tree- Petition drive must have 7-10 ppl to call the property owners and reach out on renewal.
- iii. Discussion on making the Annual Luncheon a free event or not.

ADJORNED: 12:42 pm