



**FRANKLIN  
BOULEVARD**  
BUSINESS ASSOCIATION

**MEETING MINUTES**

*Wednesday, January 20, 2021*

*3:00 pm*

*Virtual Zoom Meeting*

| BOARD OF DIRECTORS              |                                     |   |
|---------------------------------|-------------------------------------|---|
| Vacant, President               | Robert Batovac                      |   |
| Jorge Plasencia, Vice President | Aaron Chong (Supervisor Serna Rep.) | Allison Joe (Councilmember Jay Schenirer) |
| Frank Cable, Secretary          | Brad Clark                          | Vacant                                    |
| Connie Herrera, Treasurer       | Rene Cornejo                        | Henry Ramos                               |
| Aniceto Balingit, Jr.           | Nate Ellis                          | Keaton Riley (Supervisor Kennedy Rep.)    |

Mike Bokan, Deputy Director  
Kendra Macias Reed, Deputy Director  
(916) 455-2124

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1. **Call to Order – 3:10 p.m.**

2. **Roll Call –**

**Present: Cable, Chong, Clark, Cornejo, Ellis, Joe, Ramos, Riley**

**Absent: Plasencia , Herrera, Balingit, Batovac**

3. **Action Items**

a. Review and approve the Meeting Minutes of October 21, 2020

**Motion to approve**

**Moved/Seconded: Clark/Riley**

**Call to role: All in favor**

b. Approve Employee Promotions, pay raises and leadership structure – **Approve Jessica promotion to District Brand Manager, par raise for Adriana, Mike Bokan as part-time Executive Director**

**Motion to approve**

**Moved/Seconded: Riley/Clark**

**Call to role: All in favor**

c. Review and approve budget expense of \$11,633 for the purchase of district branded trash cans and banners – **43 Banners in total, 10 trash cans with org logo affixed**

**Motion to approve**

**Moved/Seconded: Riley/Clark**

**Call to role: All in favor**

- d. Review and approve district banner design – **Board recommended themed banner design**

**Motion to approve**

**Moved/Seconded: Chong/Riley**

**Call to role: All in favor**

- e. Vote for new Board Member to replace vacant seat – **To replace Jorge Martin with Julio Ortiz of Gaspachos & Self-Help CU**

**Motion to approve**

**Moved/Seconded: Clark/Joe**

**Call to role: All in favor**

**4. Discussion Items**

- a. PBID security plan – **Working in partnership with Sac PD, other PBID's to determine best way to get security for the district, coordination efforts with property & business owners.**

**5. Information Items**

- a. Street Clean up and Graffiti Removal Updates - Hilary
- b. Director's Updates – **Will vote for Executive Committee Board Members at the next meeting, will continue to work on improving our mission statement for the district.**
- c. Announcements by Board Members
- d. Public Comment: Matters not listed on the agenda and within the purview of the Association. Speakers are requested to keep their comments to five minutes or less.

**6. Adjournment – **4:05 p.m.****