



**FRANKLIN  
BOULEVARD**  
BUSINESS ASSOCIATION

## AGENDA

*Date: Weds January 24th, 2024*

*Time: 9:00 am*

*5383 Franklin Blvd Ste. F*

Board of Directors		
Jorge Plasencia, President	Victor Batovac, Director	
Brad Clark, Vice President	Julio Ortiz, Director	Ryan K. Brown (Councilmember Maple)
Frank Cable, Secretary	Rene Cornejo, Director	
Connie Herrera, Treasurer	Nate Ellis, Director	Keaton Riley (Supervisor Patrick Kennedy)
Aniceto Balingait, Director	Henry Ramos, Director	Aaron Chong (Supervisor Phil Serna)

Mike Bokan, Executive Director  
Kendra Macias Reed, Director of  
Operations

(916) 455-2124

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1. **Call to Order:**                    **9:10 a.m. by President Plasencia**
  
2. **Roll Call:**                        **Present: Plasencia, Cable, Balingait, Batovac, Ortiz, Cornejo, Ramos  
Riley, Chong**  
  
**Absent: Clark, Herrera, Ellis, Brown**
  
3. **Action Items:**
  - a. **Review and Approve Meeting Minutes of November 2023**  
**Motion: Riley**  
**Second: Cable**  
**Call to Order: All in Favor**  
**Oppose/Abstain: None**
  
  - b. **Elect Board and Executive Committee Directors for Term 2024/2025**  
**Motion: Chong**  
**Second: Cable**  
**Call to Order: All in Favor**  
**Oppose/Abstain: None**  
**Executive Committee and BOD Members Elected for a 2-year term in accordance with FBBA  
Bylaws. Expiration of term January 2026.**
  
  - c. **Approve 2025 Annual PBID Percentage Increase of 5%**  
**Motion: Riley**  
**Second: Plasencia**

**Call to Order: All in Favor**

**Oppose/Abstain: None**

**In accordance with FBBA PBID Management District Plan, 2025 assessment will be increased by 5%**

- d. **Approve Health Plan Supplement for FBBA Full Time Employees**

**Motion: Riley**

**Second: Cable**

**Call to Order: All in Favor**

**Oppose/Abstain: None**

**4. Information Items:**

- a. **Clean and Safe Update- Gould**

**Mr. Gould provided the District statistics for the month of December. The Board was also updated on District acts of vandalism, graffiti, and illegal dumps.**

- b. **Director's Updates- Bokan and Macias-Reed**

**ED Bokan updated the Board on additional PEH, law enforcement, and clean and safe activity which has spiked for the months of December and January in City and County. Streetscape project was updated (with DOO Macias Reed) as some property owners face being left behind with their refusal to come to terms with the City.**

- c. **Event Updates/Review-Bokan and Macias-Reed**

**Updates were provided by Director Cornejo and Ramos on the upcoming Back to the Boulevard (April 28<sup>th</sup>), Big Day of Giving (BDOG) and Cars and Coffee were also updated as well as the delayed Emprende Cohort with the FNDC and Hispanic Chamber.**

- d. **Announcements by Board Members**

**Director Riley gave updates from Sup. Kennedy's office in relation to PEH Housing options currently opening in the County.**

- e. **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**

**None**

**5. Adjournment:                    10:05 am**