



**FRANKLIN
BOULEVARD**
BUSINESS ASSOCIATION

AGENDA

Date: Weds February 26th, 2025

Time: 9:00 am

5383 Franklin Blvd Suite 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

1. **Call to Order:** **9:05 am by President Plasencia**
2. **Roll Call:** **Present: Plasencia, Clark, Cable, Herrera, Batovac, Ortiz, Cornejo, Brown, Riley, Chong**
Absent: Balingait, Ellis, Ramos
3. **Action Items:**
 - a. **Review and Approve Meeting Minutes of January 2025**
Motion: Riley
Second: Clark
Call to Order: All in Favor
Abstain: Brown
4. **Guest Speakers:** **Rolando Villareal, Division Chief Sac. County EMD**
Sonia Andrusiak Sac. County EMD/Consumer Protection
Presentations were given on the new County ordinance as it pertains to unlicensed street vending. The policy, fine structure, and enforcement as it pertains to the vendors were explained by Mr. Villareal. Ms. Andrusiak explained food safety enforcement and penalties. Informational materials were also given out. The BOD held a vigorous Q and A with both representatives after the presentation with both parties agreeing it was a start.
5. **Information Items:**
 - a. **Clean and Safe Update:**
Mr. Gould gave a quick synopsis of the previous month's numbers and what challenges the

district faced during that past 30 days.

b. Director's Updates:

ED Bokan gave a quick rundown of the upcoming Streetscape Groundbreaking on March 27th at 1:30pm in the South parking lot of El Novillero. This ceremony will take the place of the monthly BOD meeting. He also relayed the oncoming start date of the project on March 31, 2025, assuming no weather difficulties. A quick update was given on the start of the Carillo Mural at 4027 Franklin and the upcoming USA Boxing Event on March 1st at La Familia.

c. Event Updates/Review: See Above

d. Announcements by Board Member: None

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

6. Adjournment:

10:10 am by President Plasencia