

Midtown Neighborhood Association - March 2010 Board Meeting Minutes

March 9, 2010 at 6:00 PM at the Chateau on Capitol Avenue

Board Members Present: Matt, Margaret, Bruce, Barbara, Karen, Vivian

MNA Members present: David R., Shawn E.

Board approved Feb meeting minutes and treasurers report.

Electronic Billboards: Discussion re: city plan to place large electronic billboards -like the one at CalExpo - on city property for Clear Channel. The MNA Board decided to attempt to sign on and obtain an electronic version of letter/ statement the McKinley Elvas Neighborhood Assn (MENA) put forward. It is well researched and written and describes MNA concerns of being distracting to drivers, using large amounts of electricity, and no information on how much money the city expects to receive from Clear Channel for these billboards. MNA will ask MENA if we can either sign on to their statement or borrow their verbiage for a similar statement from MNA.

RHI Process: MNA Board voted to approve the letter Karen drafted to Councilmember Cohn re: what appears to be the breakdown of the process and dialogue between residents and business re: the growing negative impacts of the overconcentration of bars in Midtown. The letter will be posted to the sacmidtown website when it is formatted to MNA letterhead. MNA is asking Mr. Cohn to hold the Midtown Business Assn accountable for their actions and get the dialogue restarted to find real and lasting solutions and mitigation for the increasing negative impacts of nighttime venues on residents.

Alley Activities Update: No update at this time.

Council Elections: Not a lot of time to organize a Midtown specific forum before the June election. Bruce will contact Neighborhood Advisory Group (NAG) Agenda Committee to inquire as to whether or not NAG would be willing to host a District 3 Candidates forum at the April NAG meeting. We did agree that issues facing Midtown are very different from issues facing other District 3 neighborhoods.

Board Elections/Membership Renewal: Margaret is crafting the election sheet and membership renewal form to mail to members in mid to late March. Margaret will email to Vivian for duplication and the board will meet for a brief envelope stuffing party later in March. We will also get Paypal up on the website in the next couple of months so we can do renewals electronically. Also, will try to get our outreach postcard/ flyer (nice slick color handbill) ready to distribute by early Summer.

Central City Master Plan; Bruce and Karen are participating in a possible update to the plan. Very brief discussion - no board action - information item. More discussion is likely in the coming months.

Concert in the Park Update: MNA still needs volunteers to help organize vendors and entertainment ahead of the event. Save the date: Sunday, June 6, 2010.