



**DISCOVER POLK COMMUNITY BENEFIT DISTRICT  
NOTICE OF REGULAR MEETING AND AGENDA**

Wednesday, March 23.,2022 – 10:30pm

- I. Call to order and review of public comment guidelines  
*Members of the public may address the Board for up to two minutes with respect to each item on the agenda and may speak for up to two minutes regarding items not on the agenda during General Public Comment.*  
*Ben - 12:34 Meeting called to order*

**Judith Roddy, Jake Levinson, Johanna Spillman, Mike Petricca, Stephen Cornell, Bill Poppen, Michael Anthony,**

*Meeting called to order and covered the general public guidelines*

*Members of the Board are not permitted to discuss items not on the agenda. Therefore, during General Public Comment there will be no Board discussion, however the Secretary will take notes on comments.*

II. General Public Comment

Ben Bleiman - opened for public comment, none

III. Review and approval of minutes from September 8th, 2021.

Motioned - Mike Petricca

Second - Jake Levinson

Approved unanimously

IV. Directors' Report

## Director Bleiman -

-Website has finally been revamped with a high recommended CBD website designer. Enhanced functionality to keep us compliant. Interactive map to promote our local business, Dining, shopping In 2022, we'll have active QR codes to allow people to more easily search. This is the starting point

-Holiday Gobo projectors are up and running in addition to the holiday street lighting.

- City has partnered with DPCBD again, b/c of fleet week success City Carolers stopping outside Sorella this Friday the 10th. Sorella revamp looks great, exciting opening

-Holiday event next Saturday 12/18th at Helen Wills Park, family event, bouncy house, Santa complete with City approved Chair.

-Bluegrass festival planning

OEWD - is working on a big push for the week of 4/20 that isn't just around cannabis culture. Bluegrass festival is targeting that weekend. We are contracting with the Hardly Strictly Bluegrass production company to help run and curate the show.

-Private facebook group created, Discover Polk Clean and Safe created - Collaborative tool to alert us about cleanliness and safety issues that are specific to our neighborhood.

-Melody Terrell - when is Toast reopening? Duncan, Eddie the owner said sometime in Q1.

Melody Terrell - , Jug Shop is inquiring about how to bring more attention to their store front.

Melody, TRX building is attracting a significant homeless population. Hoping that the CBD can work with the ownership of the building to make the storefront more vibrant and lit up.

- Director Bleiman, provides a finance report from CFO Bill Poppen who is traveling.

- Cash on hand is up 17% YoY to \$534K with \$635K in assessments due for the remainder of the year
- YTD revenue is on track with budget at \$303K.
- YTD expenses are 17% below budget at \$310K.
  - Repairs & Maintenance are \$22K/66% over budget
  - Cleaning & Janitorial is 15% below budget (\$119K spent YTD)
  - Advertising & Marketing is 49% below budget (\$20K spent YTD)
  - Security is 94% below budget (\$840 vs. \$15,000 YTD budget)
  - Only \$75 of \$12K has been spent of Software & SaaS budget
  - Performers & artists are also under budget by 26% (\$24K spent YTD)

- Andre Torrey asked about holiday bonuses for Street Plus team. Bleiman replied, yes it is happening.

No public comment.

## V. Discussion and possible action to approve Big Belly repair [Board action item]

- Duncan Ley shared information about the destroyed big belly that needed to be fully replaced and was beyond repair.
- Stephen Cornell motioned to release funds for big belly replacement

- Annie Yang second.
- No Public Comment
- Approved Unanimously

VI. Consideration and possible action to adopt a resolution making findings to allow teleconferenced meetings under California Government Code Section 54953(e). [Discussion and Possible Action Item]

- Director Bleiman - Brown Act required CBD's to vote every 30 days to meet remotely. Stephen, asked if this was something that would last in perpetuity or had a limit. Ben thinks it's a stop gap measure as the pandemic continues to impact how people are able to meet.

- Stephen Cornell motioned  
Mike Petricca - Second  
No public comment.  
Approved unanimously,

VII. Adjournment  
1:08pm