

East Sacramento Improvement Association  
Regular Monthly Board Meeting  
April 1, 2013  
**MINUTES**

In attendance: Louise Buford, David Diepenbrock, Tom Griffith, Ann Hamel, Paul Noble, Knight Smart and Tricia Stevens.

The meeting was called to order at approximately 5:30 p.m.

**Guest Presentations**

1. Mark Friedman of Fulcrum Properties to discuss the parking for the Cannery proposed for the Muzio Bakery site. Mr. Friedman provided the background on his acquisition of the cannery site in 2007 with Buzz Oates and others, and their subsequent work to renovate the Cannery. With a change in use for a 100,000 square foot portion of the Cannery, from a data center with relatively few employees to a more intense use, Mr. Friedman looked for ways to minimize parking impacts on the neighborhood. His team looked into options to lease parking under the freeway, from RT, and others. The Muzio site was the only available option. Mr. Friedman stated that they have no legal obligation to provide additional parking for the project, and are doing this only because they believe it is the right thing to do. Their proposal would leave the existing structures at the Bakery site in place, involve repairs to that facility, and new paint, all to historical standards. They have a 10-year lease, with no options to extend. They hope that by the end of the lease, increased use of light rail will result in reduced need for off-site parking.

**Business Session**

2. Minutes of March 4, 2012. The minutes were unanimously approved.
3. Treasurer's Report. Brian was unavailable to provide a report.

**Executive Board Session**

**Old Business**

4. Finalization of nominations for the 2013 O&O Awards. After an extended discussion, the Board voted to finalize the nominations as follows:  
Orchid: Talini's Nursery; Clunie Center renovation; Star Ginger; and 3900 K Street.  
Onion: Vacant building at 34th St. and Stockton Blvd; Luis's on Alhambra; and Limelight Card Room.

5. Progress report on membership drive. Louise reported on a number of areas. First, she discussed the need for assistance in maintaining and updating the website. Following that discussion, the Board approved paying Mr. Marcotte for up to 16 hours of work at \$35 per hour to assist with website updates. It was anticipated that this approval would fund on-going maintenance and updates over the next several months.

Second, Louise stated that she would attend the April 2, 2013 MENA meeting. Paul stated that he would contact MENA's president the week of April 8, 2013.

Third, Louise stated that she would email Cyril Shah regarding outreach to area businesses about having a representative business participate on the ESIA Board.

Fourth, Ann stated that she would lead the effort to set up a Facebook page for ESIA.

Finally, the Board discussed the proposal to prepare a membership drive pamphlet for insert in *Inside East Sacramento*. The Board voted (5-1) to authorize the subcommittee working on this project (consisting of Ann Hamel, Louise Buford, and David Diepenbrock) to retain a graphic designer to create a new logo for ESIA at a cost for no more than \$2,000. The Board directed that the designer prepare two logo options for the Board to vote on by email.

### **New Business**

6. Discussion of Friedman presentation. The Board voted to take a position of non-opposition to using the Muzio Bakery site for off-street parking, as proposed by Mr. Friedman's team.
7. Newsletter and May General Membership Meeting. Given the lack of any matters of pressing concern, the Board decided to forego a spring general meeting, and to instead focus efforts on the membership drive.
8. Plastic Bag ordinance. Louise announced that a ban is under consideration at City Council, and that she would share details in the future.
9. New Arena. Louise also informed the Board that "Eye on Sacramento" has prepared an analysis of the new stadium proposal, which some Board members may find informative.

The meeting adjourned at approximately 7:00 p.m.