

**Development and Advancement Committee**  
**Monday 8 August 2022 1130am to 1pm**  
**Location: Manzanita Place, Strings Italian Café; 4104 Manzanita Avenue, Carmichael, CA 95608**

## **Meeting Minutes**

Committee Chair: Nick Bloise  
Start Time: 1150am  
End Time: 1255pm

Attendees: Nick Bloise, James Eowan, Rosie Buck  
Absent: Mark Ruiz, Ron Greenwood  
Executive Director: Rebekah Evans

**General Discussion:** Discussion was focused on Carmichael Improvement District.

1) **Properties in Need of Love** – Start making a list of properties in need of love, then pick two to three per month for the Executive Director to make contact with to see if we can get cooperation with the property owner to make simple fixes that would beautify.

a) Add to the List of Properties in Need of Love

1) 7801 California / Corner California and Fair Oaks Blvd/ Used Car Lot

b) Update on Properties in Need of Love from June 2022 Meeting

1) Oak Leaf Plaza – Meeting set for 8/17/22 tentatively with 4 of 5 owners

2) 99 Cents – District Attorney meeting with the Tenants who have a triple net lease. Property owner is supportive of CID and working on a plan.

Parcel – 6431 Fair Oaks Blvd / 99 Cents Store. (272-016-025-0000) Contact the property owner to: 1) See plans to beautify the frontage along Fair Oaks Blvd. We would like to see bark and large drought tolerant plants added to the frontage along Fair Oaks Blvd. Start a discussion. Keep it simple. Let's get this done quick if possible. Free bark and trees may be available. After this is done we can have discussion about Marconi entrance but the DAC would like to focus on the Fair Oaks Blvd frontage first as once there is a good experience then we can move to the Marconi Entrance.

3) Jamaican Restaurant – Under construction. Can we ask the owners to invert the Pasquale's sign, so the white is showing. No change to the physical sign needed.

Parcel – 7601 Fair Oaks Blvd. (245-0180-005-0000) This property contains 4 business addresses. We are only concerned with the address at 7609 Fair Oaks Blvd/ Jamaican Restaurant/Vacant. We would like the Executive Director to contact the property owner to: 1) Notify property owner to promote the vacancy at your location. 2) Invert the Pasquale's sign (no longer at this location). 3) Invert the Jamaican Restaurant sign as well. 4) Help owner with ideas to market the location. 5) Get a status of the owner's intent for that location.

Executive Director – Please make comments in PBID Manager about your interactions and attempts to contact the Property Owner and Property Managers.

2) **Y Intersection Monument** –

- a. Executive Director found a possible sculptor.
- b. Theme for project – 1900s Carmichael / Rural
- c. Y property is owned by Sacramento County (Under Department of Transportation)

3) **Art/ Murals** -- **Art/ Murals for consideration**

- a. Wide Open Walls – There needs to be a theme first. Nature and 1900s Ranches/Rural Farm
- b. Initial concept would be a Carmichael theme perhaps related to nature – Effie Yauw / American River / Historic Carmichael ranches of early 1900s. Perhaps Carmichael Past and Present theme. No decision yet just initial brainstorming.

4) **Vacant and Available Properties list** –

- a. Concept: This will list all available vacant land and available properties for rent in the CID on our Discover Carmichael website. **Director Greenwood and Director Eowan were tasked at May 2022 DAC meeting with reviewing the available sites in CID.**
- b. Status – Director Eowan has identified vacant lots. Now working on identifying vacant buildings.
- c. Director Eowan needs access to CID PBID manager.

5) **Brightstar Award**

- a. Send letters to property owners to get nominations for Brightstar award.
- b. Must have made visible property improvements for the benefit of the community.
- c. Ethics: Like sweepstakes and radio contests, no board member property should be nominated. Prevents the appearance of rigging. Exceptions could apply if whole Board voted an exceptional improvement.

6. Public Comment: None

7. Next DAC Meeting: Monday 12 September 2022 1130am; Strings Italian Café. Confirmed with Strings

*Nick Bloise*

Nick Bloise  
Chair  
Development and Advancement Committee