



**80 WATT DISTRICT**

P.O. Box 1340,  
North Highlands, CA 95660  
80wattdistrict.com

## **80 Watt District/PBID Board RETREAT & Strategic Planning**

Friday, March 12, 2021 @ 11:30 am to 4:30 pm

**Board Attending:** David Kuhnen -Chair, Secretary-Spencer Eberle, Directors: Vanessa McCarthy-Olmstead, Seth Astle, Sam Wingard, Michelle Murphy

**Board Absent:** : Virginia Sickel-Treasurer, Vice-Chair- Scotty Wilson,

**11:40 am:** (Evans) Lunch invitation, Introduction of Guest Speakers: (Monster Design, Tom Beauchamp, Jason McDermott)

- a. Discussion on the foundation of the 80 Watt District, SWOT, Survey and Strategic Plan- which was being designed once additional members do the survey. Asked Board to participate in the survey (Michelle, Sam, etc.)
- b. Discussion on Advocacy and foundational support for the District.
  - a. Advocacy: Influence the Legislators
  - b. SPAC- North Highlands
  - c. Homeless/ Law Enforcement/ Zone meetings with SSD
    - 1) Alex Jackson: Sierra Health, Sac Redevelopment Housing
  - d. PBID Coalition
  - e. Advocate, Communicate

**KPI: (Key Performance Indicator):**

- 1) Monthly Vacancy Rates: top 3 numbers
- 2) Land value
- 3) Leasing Rates
- 4) Foot/Vehicle Traffic
- 5) Crime Rates
- a. PAINT the Story: Positive/Negative to get interest

- 1) Create Sustainability
- 2) Foundational Support
- 3) Business Community Engagement
- 4) Connection Tools
  1. Package of Value
  2. Drive ROI
  3. Value Ad (Sharing the goodness)
  4. Website/ turn into Educational info for business

5) Mail/Email/Text to all tenants (businesses and Land Owners)

#1 ISSUE: Owner Connection (start with who you can get on the low branch)

Questions: Has the numbers changed in security calls (by what business?)

Operational support: Security/ Safety Training, CPTED Training

FOUNDATIONAL Expectation: (If PBID ends tomorrow-what would be sustainable?)

(Murphy): 1) List of all businesses for referrals, 2) Shop Local, 3) Mixers/Socials 4)

Rebranding 'WELCOME BACK', Co-Sponsors on events

Marketing: 1) Identification of each business:

Update every 6 months- Send a letter with all their details to be included. Shop Local, Social Media: Educational Calendar, promotional items, talk to business tools for conversion of outreach.

How does the audience hear you?

1) Co-marketing with the Chamber of Commerce and other PBID's?

2) EVENT SET UP: Quarterly meet & greet

How, what, why, when, where, survey?

3) Security discussion, maintenance discussion (cost analysis on all that we are spending), 'Say Love' in Yuba City discussion (Kuhnen). Grants: Evans to look for grants in all areas, possibly cameras, street sweeper, monument signage, Complete Street -Bike/walk, signage, banners.

4) Board of Directors: create SOP for board package: 1) Obligations, what does a board member do? .

**ADJORNED: 4:30 pm**

**Next meeting: May 13, 2021**