

## Old Sacramento Advisory Committee

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The Underground Vault  
102 K Street  
Thursday, January 23, 2025  
8:30 am - 10:00 am

### AGENDA

- i. **Welcome – Intro to Venue** Laterica Reddix / Maggie Baker 8:30 AM
- ii. **Call to Order** Laterica Reddix / Maggie Baker 8:35 AM
- iii. **City of Sacramento Updates** City Team 8:40 AM
  - A. Economic Development/Preservation/CCS Update
    - a) New Wayfinding, Boardwalks, Upcoming Projects
    - b) Sign Ordinance Update
  - B. Sacramento PD Update
- iv. **California State Parks Updates** Parks Team 9:00 AM
- v. **Republic Services** Megan Smith-Fajardo 9:10 AM
- vi. **Downtown Sacramento Partnership Updates** Baker/Reddix 9:15 AM
  - A. **Public Spaces** Lance McDaniel
  - B. **Economic Development** Scott Ford
  - C. **Events/Programming** Events Team
    - a) TOL Recap
    - b) Q1 Programs/Events
      - a) City of Trees Parade – February 22<sup>nd</sup>
      - b) St. Patrick’s Day Parade – March 15<sup>th</sup>
        - (1) Leprechaun Hunt – March 1<sup>st</sup> – March 17<sup>th</sup>
        - (2) Taste of Ireland – Month of March
  - D. **Marketing** Marketing Team
    - a) Q4 Recap
    - b) Sacramento International Airport Marketing Campaign
  - E. **Old Sacramento Waterfront** Chelsea Evans
    - a) D4 Councilmember – Phil Pluckebaum
- vii. **Merchant Marketing Coalition** Maggie Baker / Max Soucia 9:40 AM
  - a) Monthly Meetings
  - b) Working on Cross Promotion / Packaged Promotions within OSW
- viii. **Public Comment** Baker/Reddix 9:45 AM
- ix. **Adjournment** Baker/Reddix 9:55 AM
  - a) OSAC April 24<sup>th</sup> 2025 – 8:30 AM