

**Downtown Modesto Partnership
Board of Directors
Meeting Agenda**

Date of Meeting:	6//13/18	Time:	4:00PM
Board Chair:	Fred Silva	Location:	1625 I Street

1. Discussion Items

#	Topics	Presenter
1	Welcome and Approval of Minutes (2 min)	Fred S.
2	Public Comments (The Board of Directors welcomes participation in meetings. This time on the agenda is provided for members of the public to address the Board of Directors of DMP on matters of concern that fall within the jurisdiction of the Board that are not on the agenda. Speakers are encouraged to consult with management prior to agenda preparation regarding any DMP operation or responsibility. As per the Brown act, no action can be taken on non-agenda issues. It is not required, but speakers may provide their name and address. Because these are non-agenda matters, no discussion or comment by the Board should be expected except to properly refer the matter for review or action as appropriate. Public Comments will be limited to five minutes per speaker.) (5 min)	Any
3	Administrative Update (Recap of past month's activities and upcoming initiatives: Downtown Experience Engineers; First Friday; Downtown Housing Project; J Street Project; Collaboration with Gospel Mission; Financials) (15 min)	Josh B.
4	Action: Discuss Sponsorship Opportunities (10 min)	Josh B.
5	Action: Discuss Company Vehicle (10 min)	Fred S.
6	Promotions Team Update (10 min)	Lynn D.
7	Urban Design Team Update (10 min)	Barrett L.
8	Economic Restructuring Team Update (5 min)	Ryan S.
9	Hospitality Team Update (5 min)	Fred S.
10	Board Members Forum (This is a time for board members to raise items of concern or make announcements. Per the Brown act, no discussion or action can take place on any issues raised.) (5 mins)	Any
11	Adjourn Regular Meeting	Fred S.

2. Pre-work/Preparation (documents/handouts to bring, reading material, etc.)

Description	Brought by
5/09/18 Board Meeting Minutes	Susan M.
Administrative Update Summary	Susan M..
Sponsorship Proposals	Susan M.

Downtown Modesto Partnership Board of Directors Meeting Minutes

Date of Meeting:	05/09/18	Time:	4:00 PM
Minutes Prepared By:	Susan Martin	Location:	1625 I Street Modesto

1. Attendance

Present	Rose Louis, Josh Bridegroom, Ryan Swehla, Fred Silva, Barrett Lipomi, Greg Reed, Lynn Dickerson, David Boring, Mike Moradian, Ann Endsley, Mike Goss, Saul Trujillo (By Phone)
Absent	Ted Brandvold
Others	Stephanie Burtch, Susan Martin

2. Discussion

#	Topics	Presenter
1	Welcome and Approval of Minutes <ul style="list-style-type: none"> - Fred opened the meeting at 4:10 p.m. - Fred asked for approval of minutes from the 04/11/18 board meeting. <ul style="list-style-type: none"> o Board approved the minutes as presented (L. Dickerson/. Moradian; unanimous) 	Fred S.
2	Public Comments <ul style="list-style-type: none"> - None 	Any
3	Administrative Update (Recap of past month's activities and upcoming initiatives) <ul style="list-style-type: none"> - Josh presented the updates from the Experience Engineer Staff for the month of April as well as stats from Rank Security. - Josh recapped Love Modesto. He indicated that there were over one hundred volunteers that day, and that many projects were accomplished. - First Friday was a great success and everyone had a great time. It tied in nicely with May the 4th Be With You and everyone had fun. The vendors were happy with sales and are excited to come back for the next one in June. - Josh reviewed the meeting of the Economic Development Committee of City Council regarding the J Street Project, which had not yet ended when everyone had to leave in order to come to the board meeting. - Josh confirmed that he sent letters out to two of the major property owners in downtown regarding their unkempt properties. He was able to speak with one of them, whom was receptive to the letter and said that he was working on making repairs. Josh has yet to be able to reach the second property owner. - The current financials were provided and reviewed. 	Josh B.
4	Executive Team Update <ul style="list-style-type: none"> - Fred identified that he, Josh and Lynn had met with all the City Councilmembers, the City Manager and the Mayor to discuss the J Street Project, Parking and Housing. Overall the items were well received. Joe Lopez 	Fred S.

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	<p>feels that there needs to be a presentation to the City Council in a workshop form annually so that everyone knows what we are working on.</p> <ul style="list-style-type: none"> - Fred discussed that there seems to be a lack of clear communication between the City and Downtown Modesto Partnership. Fred indicated that Josh had spoken with Bob Kimball and asked him to be more of a liaison between us and City. The goal would be for him to report back to the City after our board meetings and have him communicate City items for us to be aware of during our board meetings. - Fred stated that he and Josh were working on a letter to present to the City regarding the parking structure safety issues that were brought up by Greg Reed at the last Board Meeting. He indicated that they are looking to suggest closing the openings on the 11th Street side, and the alley side. There was discussion of making the doors in the parking garage exit-only doors. These suggestions would possibly make that garage overall safer from the issues that are occurring there. - Fred confirmed that they Executive Team had reviewed and recommend to the Board for review; mid-year budget adjustments that were presented by Josh at the last Executive Team Meeting. Fred indicated that this would be discussed under Item #5 on the agenda. 		
5	<p>Action: Executive Team Recommendation – Discuss Mid-Year Budget Adjustments</p> <ul style="list-style-type: none"> - Fred asked Josh to review the adjustments being proposed. There was a discussion regarding the adjustments and why they needed to be made. Josh identified that the auditor recommended that we do this to try to remain as accurate as possible throughout the year.. <ul style="list-style-type: none"> o Board approved the mid-year budget adjustments as presented (A. Endsley/M. Moradian; unanimous) 	Fred S.	
6	<p>Recap Promotions Team Meeting</p> <ul style="list-style-type: none"> - Lynn stated that they had a great first meeting of the Promotions Team. She said that they split up into three group and are working on the following items: <ul style="list-style-type: none"> ➤ Creating a master calendar of events ➤ Meeting with space makers to find out from them what makes a good event etc. ➤ Creating an after-event survey to allow for continual improvement in event management and performance. 	Lynn D.	
7	<p>Recap Urban Design Team Meeting</p> <ul style="list-style-type: none"> - Barrett indicated that the group met and set goals at the first meeting this year. He said the group will be holding three more Community Visioning Series Meetings in areas outside of downtown . Once the meetings are held and the results are received, the committee will be able to complete the first draft of the Visioning Series Document. The team also discussed some additional ideas for downtown beautification projects, such as painting more utility boxes, holiday decorations, etc.. 	Barrett L.	
8	<p>Board Member Forum</p> <ul style="list-style-type: none"> - There was general discussion around the table. Fred indicated that due to scheduling conflicts in July, there will be no July Board Meeting. 	Any	

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10	Adjourn Regular Meeting - Fred adjourned the regular meeting at 5:01 p.m. into closed session		Fred S.
11	Action: CEO Performance Evaluation - Board discussed CEO performance. o Board approved a 3% performance raise, \$5,000 bonus for the April 2017-March 2018 year and adopted performance and bonus criteria for the CEO for the April 2018-March 2019 year (L. Dickerson/R. Louis; Unanimous)		Fred S.

3. Closed Session			
Action: Executive Team Recommendation – Discuss CEO Performance Evaluation - No reportable action taken			Fred S.
Adjourn Closed Session - Fred adjourned the closed session meeting into open session at 5:25 p.m.			Fred S.

4. Action Items			
Action	Owner	Due Date	
Josh to follow up with Councilmembers on the J Street Project	Josh	06/13/18	

5. Next Meeting (if applicable)					
Date: (MM/DD/YYYY)	06/13/18	Time:	4:00pm	Location:	1625 I Street Modesto



By The Numbers – May 2018

Pounds of Trash Collected: 44.532

Graffiti Spots Removed: 66

Business Interactions: 744

Calls for Service: 56

Homeless Engagements: 175

Homeless Referred to Services: 31

Anti-Social Behavior Abated: 58

Patron Interactions: 731

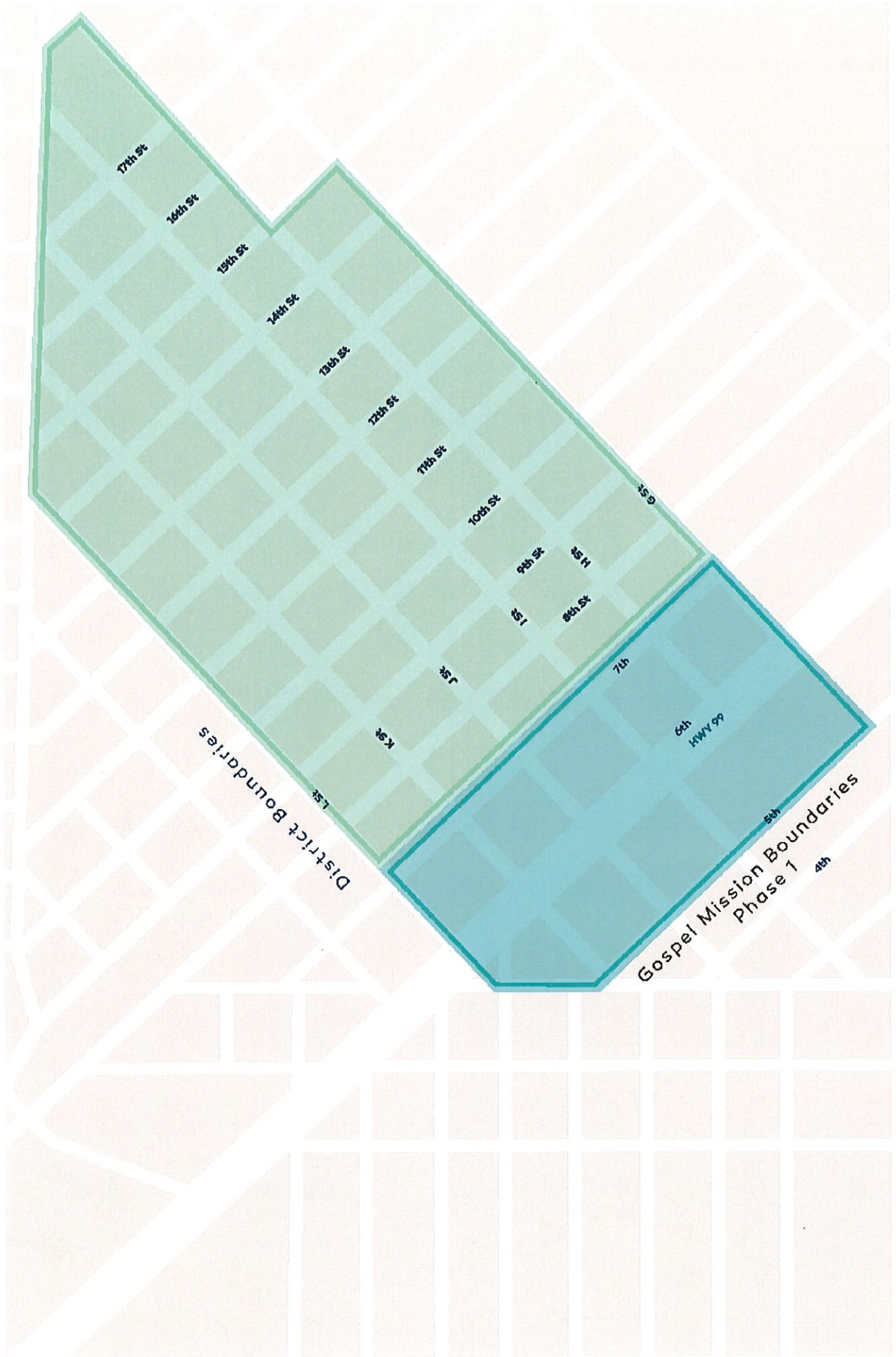
Patrons Referred to Businesses/Services:113

Rank Security Calls Serviced: 8

May By the Numbers – Rank Security

Group	Security Call Type	Totals
RANK	ALARM	1
	SUSPICIOUS PERSON	3
	TRESPASSING	4
	Total	8
Total		8





Downtown Modesto Partnership Budget vs. Actuals: FY 2017-2018

YTD May 31, 2018

Mid-Year Adjusted Budget

	YTD Actual	YTD Budget	YTD Variance	Adjusted Budget	% of Annual Budget	Original Adopted Budget
Revenue						
31020 Board Donations	800	1,500	-700	1,500	53.33%	1,500
31030 CBD Income	653,304	653,304	0	680,000	96.07%	680,000
31070 Events Income	8,509	3,532	4,977	15,000	56.73%	15,000
31085 Sponsorship/Advertising		1,180	-1,180	5,000	0.00%	5,000
31090 Misc. Donations	131	500	-369	1,000	13.10%	1,000
Total Revenue	662,744	660,016	2,728	702,500	100.41%	702,500
Expenditures						
41000 Advertising	3,053	4,000	-947	8,000	38.16%	6,000
41010 Benefits						
Health Insurance	19,999	18,220	1,779	36,440	54.88%	38,440
Pension	6,493	7,000	-507	14,000	46.38%	14,000
41020 Board Meetings & Convening	50	500	-450	1,000	5.02%	1,000
41031 Cell Phones	844	2,400	-1,556	4,800	17.58%	4,800
41040 Dues, Subscriptions & Licenses	821	2,000	-1,179	4,000	20.52%	4,000
41050 Events/Activities	14,361	11,000	3,361	22,000	65.28%	20,000
41060 Field Equipment & Supplies	8,543	7,500	1,043	15,000	56.95%	15,000
41070 Liability Insurance	2,411	2,700	-289	2,700	89.30%	2,700
41080 Miscellaneous	59	2,375	-2,316	4,750	1.24%	4,750
41090 Office Improvements & Maintenance	432	1,250	-818	2,500	17.28%	2,500
41100 Office Supplies	2,621	3,000	-379	6,000	43.69%	6,000
41110 Outside Services						
Admin Assist	2,000	2,500	-500	5,000	40.00%	5,000
Marketing Firm	19,600	12,000	7,600	24,000	81.67%	24,000
Motion Loft	0	0	0	10,000	0.00%	10,000
Rank Security	11,020	11,856	-836	23,712	46.47%	23,712
SinglePoint	6,178	5,500	678	11,000	56.16%	1,000
Nancy Hormann	6,000	6,500	-500	13,000	46.15%	0
Auditor/CPA	5,250	5,250	0	5,250	100.00%	0
41120 Payroll	152,456	168,380	-15,924	336,760	45.27%	366,760
41130 Payroll Tax Expense	14,917	17,338	-2,421	34,676	43.02%	36,676
41140 Postage & Delivery	191	250	-59	500	38.16%	500
41150 Professional Development	1,940	2,500	-560	5,000	38.80%	2,000
41155 Public Space Beautification	1,354	8,144	-6,790	16,287	8.31%	15,253
41160 Rent	12,000	12,000	0	24,000	50.00%	24,000
41170 Sponsorship	4,650	5,000	-350	10,000	46.50%	10,000
41170 Travel & Entertainment	1,994	3,500	-1,506	7,000	28.49%	5,000
41190 Vehicle Expenses	0	3,000	-3,000	6,000	0.00%	9,000
41200 Workers Compensation	5,527	7,000	-1,473	14,000	39.48%	15,284
Total Expenditures	\$ 304,763	\$ 332,663	\$ (27,899)	\$ 667,375	45.67%	\$ 667,375
Net Revenue	\$ 357,981					

Business Checking Balance As of 5/31/2018

\$ 786,027

DoMo Partnership Sponsorship Criteria

The Downtown Modesto Partnership will budget up to \$10,000 every year to sponsor activities and events that are beneficial to the district. The CEO has the authority to sponsor activities and events that pass the sponsorship test, as outlined below, provided any single sponsorship in excess of \$1,000 will require approval from the Executive Committee.

- 1) Does it fit the brand of DoMo: Comfortable Cosmopolitan. Where Culture, Cuisine and Community Connect?
- 2) Does it complement our downtown plan and our strategic direction?
- 3) Does it contribute to the beautification, vibrancy and economic development of downtown?
- 4) Is it produced by non-profit entity?
- 5) In addition to the above, events should:
 - a. Have targeted audiences/themes, but remain open and welcoming to all (have something for everybody)
 - b. Provide multiple activities and sensory experiences to keep visitors engaged (e.g., music, food, overlapping activities that cater to differing interests)
 - c. Be coordinated with downtown businesses and organizations well in advance to ensure minimal interruption and provide opportunity for them to participate through vendor booths, sponsorship, handouts, etc.
 - d. Events that require street closures or barricades should be kept to a minimum (i.e., events that disrupt normal downtown circulation patterns. No event should ever gate people out of their downtown).

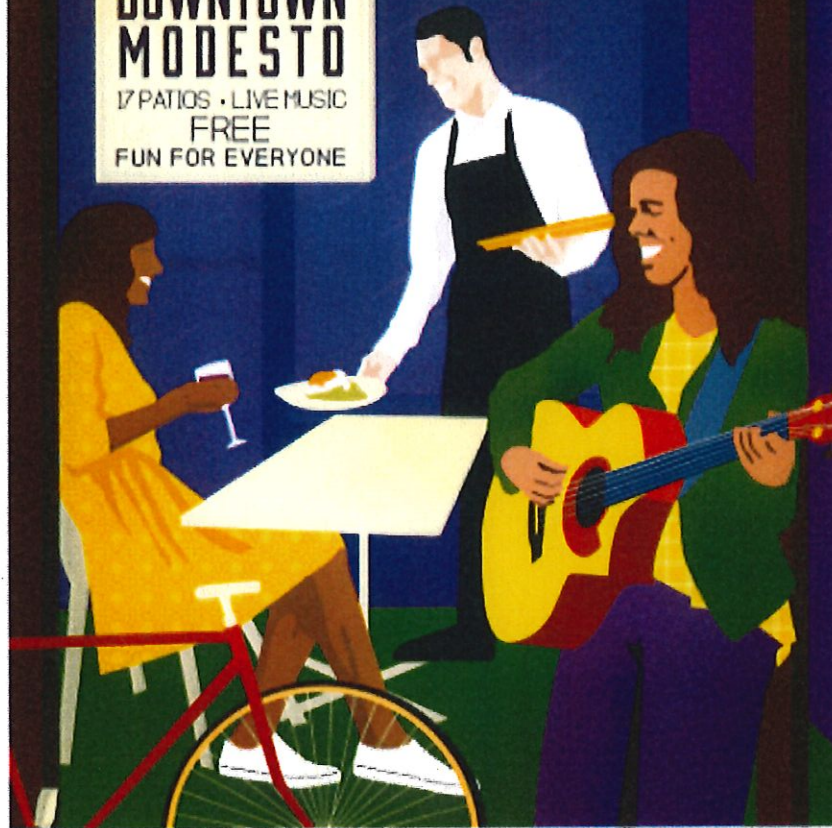
MODESTO PATIO FEST - JUNE 30TH, 2018 6:00PM-9:30PM

PATIOFEST

JUNE 30, 2018 • 6PM - 9:30PM

**DOWNTOWN
MODESTO**

17 PATIOS • LIVE MUSIC
FREE
FUN FOR EVERYONE



PRESENTED BY THE MODESTO DOWNTOWN ENTERTAINMENT GROUP

WELCOME TO MODESTO PATIO FEST

17 great patios in Downtown Modesto
featuring 17 bands playing in the heart
of the city for 3 fantastic hours on June

30th.

DOWNTOWN EVENTS GROUP (DEG)
1022 "J" STREET
MODESTO, CA 95354

INVOICE

TO:

Downtown Modesto Partnership
1625 I Street
Modesto, CA 95354

INVOICE #: 063018

DATE: JUNE 4, 2018

DESCRIPTION	AMOUNT
Contribution for Downtown Patio-fest 2018	\$1000.00
SUBTOTAL	\$1000.00
AMOUNT PAID	
TOTAL DUE	\$1000.00

NOTES

Thank you for your Partnership.
Please make checks out to Downtown Improvement District

THANK YOU



MODESTO'S 1ST MURAL FESTIVAL

Instagram: [@fasmcr8vbattle](#) • FaceBook: [goo.gl/4QbXyx](#)
Email: fcf@fasm.net • Ph:209-622-3276 • [#fasmcreativebattle](#)

WHO?

Fasm Creative Battle is bringing 7 world renowned artists from San Francisco, Sacramento, Texas, Guatemala, Korea, and 2 from New Zealand to battle it out (creatively, of course) on a giant wall in downtown Modesto.

Combined, our 7 artists have a total of 78,000+ followers on Instagram!

WHAT?

Fasm Creative Battle is a mural festival/art competition happening **September 7th & 8th** in Modesto California. SEVEN Mural Artists will each do a mural on the side of the **Chartreuse Muse Art Gallery** as a permanent mural installation! In order to bring the world's top mural Artists, corporate sponsors are needed to assist with the costs of logistics. Each artist will wear a shirt with their sponsor's logo. Companies can represent their favorite artist with matching shirts during the event. Sponsor logos will be on all social media marketing in printed materials. Sponsors will be thanked and mentioned over the mic at the event. Sponsor's name will also be added on the wall's sponsor list section.

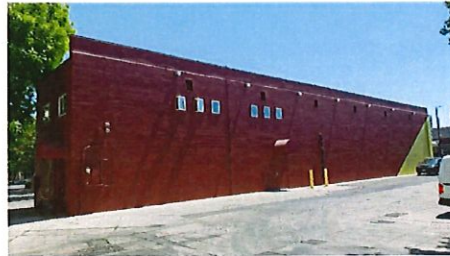
Friday the 7th will be the first DOMO Friday night market. The artists will have portions of the mural done to build excitement for the finale on the 8th. Saturday we will close off the alley and that section of 10th St. and have 7 local restaurants compete in food ticket sales as they pump out a signature dish for the event. 7 drummers will also compete. We will also have music all Saturday. The murals will be judged by high level artists and the 1st, 2nd and 3rd will receive cash prizes.

WHEN?

Friday (First Friday Market), Sept 7th and Saturday, Sept 8th, 2018.

WHERE?

The Chartreuse Muse Art Gallery.



WHY?

The purpose of Fasm Creative Battle is to encourage Modesto to become a more art-centric community. Public art creates attachment to one's community and makes them more beautiful and interesting. Public art encourages creative expression which leads to creative solutions and provides all sorts of community engagement and local economic opportunities. There is so much talent in our city, it's time to celebrate it and inspire more creativity! **Be a part of our creative movement!!!**

SPONSOR LEVELS

MICHELANGELO : \$4,000

SPONSOR AN ARTISTS FOR THE EVENT!

Benefits: Your logo on the back of an artists event shirt
12 matching tshirts for employees to cheer on the artist
(Additional shirts can be ordered for \$10/shirt)
Your Name will be on the wall in a list of sponsors.
Your logo will be on marketing material.

PICASSO : \$700

SPONSOR A SCISSORLIFT FOR AN ARTIST!

Benefits: Your logo on scissorlift being used during the event.
Your Name will be on the wall in a list of sponsors.

ANDY WARHOL : \$300

SPONSOR SUPPLIES FOR AN ARTIST!

Benefits: Your name on scissorlift being used during the event.

Downtown Modesto Partnership is a 501c3 and will be accepting sponsorship money for this event.

YES, I'D LIKE TO SUPORT FASM CREATIVE BATTLE ...

__ MICHELANGELO : \$4,000

SPONSOR AN ARTISTS FOR THE EVENT!

— PICASSO : \$700

SPONSOR A SCISSORLIFT FOR AN ARTIST!

__ ANDY WARHOL : \$300

SPONSOR SUPPLIES FOR AN ARTIST!

NAME _____

COMPANY _____

ADDRESS _____

PHONE _____

EMAIL _____

Downtown Modesto Partnership is a 501c3 and will be accepting sponsorship money for this event.

Please make checks out to Downtown Modesto Partnership.

Please write "FCB6" in the notes.

Mail to 1325 H St Suite D, Modesto, CA 95354 or call 2096223276 for pick up.