

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

Date of Meeting:	05/15/19	Time:	4:00PM
Board Chair:	Fred Silva	Location:	1003 10 th Street, Ste. A.

1. Discussion Items

#	Topics	Presenter
1	Open Meeting and Approval of Minutes (5 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 Fridays, New Web Resources, Trash Receptacles Signs, Music Garden Grant, Downtown Ball Park, Business Hours Security Presence, Financials) (15 min)	Josh B.
4	Executive Team Update (Recap of Executive Committee Meeting: Executive Team and Board Retreats, <i>Seattle is Dying</i> Video) (5 min)	Fred S.
5	Action: Executive Team Recommendation – Discuss Board Meeting Calendar (5 min)	Michael M.
6	Action: Executive Team Recommendation – Discuss Amendment to Bylaws to Align Fiscal, Calendar and Board-Term Years (10 min)	Barrett L.
7	Action: Executive Team Recommendation – Discuss CEO Performance Criteria for 2019 (10 min)	Fred S.
8	Action: Executive Team Recommendation – Discuss Creation of New Staff Positions (10 min)	Lynn D.
9	Action: Discuss Employee Benefits (10 min).	Fred S & Lynn D.
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. Closed Session – Government Code Section 54957(b)(1)

1	Action: Executive Team Recommendation – Discuss 2018/2019 CEO Performance Evaluation (15 mins)	Fred S.
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3. Pre-work/Preparation (documents/handouts to bring, reading material, etc.)

Description	Brought by
3/21/19 Board Meeting Minutes	Josh B.
Administrative Update Summary	Josh B.
Draft Amendment to Bylaws	Josh B.
Draft 2019 CEO Performance Criteria	Josh B.
New Job Descriptions	Josh B.
Draft 2018/2019 CEO Performance Evaluation	Fred S.

Downtown Modesto Partnership Board of Directors Meeting Minutes

Date of Meeting:	03/21/19	Time:	4:00 PM
Minutes Prepared By:	Stephanie Burtch	Location:	1003 10 th Street, Ste. A.

1. Attendance

Present	Jennifer Jackson Romero, Kristy Rupp, Barrett Lipomi, Rose Louis, Fred Silva, Lynn Dickerson, Josh Bridegroom, Mike Moradian
Absent	Saul Trujillo, Ted Brandvold, Ann Endsley, David Boring, Ryan Swehla
Others	Stephanie Burtch

2. Discussion

#	Topics	Presenter
1	Welcome and Introductions (5 min) - Fred called the meeting to order at 4:07 and a round of introductions were made.	Fred S.
2	Approval of Minutes (2 min) - Fred asked for approval of minutes from the 01/17/19 board meeting. o Board approved minutes as presented (L. Dickerson/M. Moradian; unianimous)	Fred S.
3	Public Comments - No public comments.	Any
4	Downtown Modesto Partnership Mission (10 min) - Josh led an exercise designed to introduce new board members and remind existing board members of the reasoning behind the organization's mission statement.	Josh B.
5	Administrative Update - Josh provided an update on the previous month's activities.	Josh B.
6	Executive Team Update (Recap of Executive Committee Meeting: Love Modesto Sponsorship, Hiring Needs) (5 min) - Fred provided an update on the Executive Team's previous meeting.	Fred S.
7	Action: Audit Committee Recommendation – Discuss Annual Audit/Financial Statements (10 min) - Barrett presented the audit and financial statements and conveyed the recommendation that they be accepted by the board. o Board approved the audit and financial statements as presented. (M. Moradian/R. Louis; unanimous).	Barrett L.

Date of Meeting:	03/21/19	Time:	4:00 PM
Minutes Prepared By:	Stephanie Burtch	Location:	1003 10 th Street, Ste. A.
8	<p>Action: Executive Team Recommendation – Discuss Annual Action Plan (10 min)</p> <ul style="list-style-type: none"> - Lynn presented the 2019 annual action plan. <ul style="list-style-type: none"> o Board approved annual action plan as recommended (R. Louis/B. Lipomi; Unianimous). 	Lynn D.	
9	<p>Action: Executive Team Recommendation – Discuss Annual Report (10 min)</p> <ul style="list-style-type: none"> - Rose presented the recommended annual report, including changes in the display of information revolving around pedestrian camera counts and Downtown Experience Engineer work. <ul style="list-style-type: none"> o Board approved the annual report with the incorporated changes, as recommended by the executive team (R. Louis/B. Lipomi; Unanimous) 	Rose L.	
10	<p>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)</p> <ul style="list-style-type: none"> - There was general discussion around the table. 	Any	
11	<p>Adjourn Regular Meeting</p> <ul style="list-style-type: none"> - Meeting adjourned at 5:21. 	Fred S.	

3. Next Meeting (if applicable)

Date: (MM/DD/YYYY)	05/15/2019	Time:	4:00pm	Location:	1003 10 th Street Suite A
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April By the Numbers

Pounds of Trash Collected: 22,037

Graffiti Spots Removed: 11

Business Interactions: 399

Calls for Service: 58

Homeless Engagements: 46

Homeless Referred to Services: 7

Anti-Social Behavior Abated: 50

Patron Interactions: 266

Patrons Referred to Businesses/Services: 21

Rank Security Calls: 1,174

Downtown Modesto Partnership
Budget vs. Actuals: FY 2018-2019
 YTD April 30, 2019

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
Revenue					
31020 Board Donations	1,000	1,200	-200	1,200	83.33%
31030 CBD Income	428,907	428,907	0	680,000	63.07%
31040 Contracted Services	2,100	2,083	17	5,000	42.00%
31060 Sublease	8,000	8,000	0	22,000	36.36%
31070 Events Income	2,260	2,260	0	20,000	11.30%
31085 Sponsorship/Advertising	14	0	14	18,000	0.08%
31090 Misc. Donations	0	0	0	1,000	0.00%
Total Revenue	442,280	442,450	-169	747,200	99.96%
Expenditures					
41000 Advertising/Marketing	7,388	7,500	-112	18,000	41.05%
41010 Benefits					
Health Insurance	11,676	9,383	2,293	23,000	50.77%
Pension	4,534	5,055	-522	12,133	37.37%
41020 Board Meetings & Convening	87	208	-121	500	17.40%
41031 Cell Phones	1,388	1,388	0	2,800	49.57%
41040 Dues, Subscriptions & Licenses	1,203	1,667	-464	4,000	30.07%
41041 Employee Parking	3,280	3,280	0	3,520	93.18%
41050 Events/Activities	3,901	3,901	0	22,019	17.72%
41070 Liability Insurance	2,290	2,290	0	2,700	84.81%
41080 Miscellaneous	460	1,042	-582	2,500	18.40%
41090 Office Improvements & Maintenance	2,285	3,750	-1,465	9,000	25.39%
41100 Office Supplies	4,307	3,293	1,014	6,000	71.78%
41110 Outside Services					
Admin Assist	2,500	2,083	417	5,000	50.00%
Auditor/CPA	1,500	1,500	0	7,500	20.00%
Motion Loft	0	2,966	-2,966	7,119	0.00%
Parking Consultant	0	2,917	-2,917	7,000	0.00%
Rank Security	7,828	9,875	-2,047	23,700	33.03%
SinglePoint	3,047	2,917	130	7,000	43.53%
StreetPlus	62,221	98,083	-35,863	235,400	26.43%
41120 Payroll	90,673	95,833	-5,160	230,000	39.42%
41130 Payroll Tax Expense	8,534	9,583	-1,049	23,000	37.11%
41140 Postage & Delivery	0	208	-208	500	0.00%
41150 Professional Development	99	2,283	-2,184	5,480	1.81%
41155 Public Space Beautification	4,644	4,386	258	11,000	42.22%
41160 Rent	18,067	18,333	-266	44,000	41.06%
41170 Sponsorship	3,000	4,167	-1,167	10,000	30.00%
41170 Travel & Entertainment	1,929	3,333	-1,405	8,000	24.11%
41180 Utilities	1,459	2,500	-1,041	6,000	24.32%
41190 Vehicle Expenses	3,626	3,432	194	9,000	40.29%
41200 Workers Compensation	973	554	419	1,329	73.18%
Total Expenditures	\$ 252,898	\$ 307,712	\$ (54,814)	\$ 747,200	33.85%
Net Revenue	\$ 189,382				
Business Checking Balance As of 04/30/19	\$ 648,201				

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DoMo Partnership Board Meeting Calendar

The Downtown Modesto Partnership board meetings will occur on the third Wednesday of every other month at 4:00pm, beginning in January and ending in November, of each year. For example, for the remainder of 2019 and in 2020, the board will meet on the following dates:

July 18, 2019

September 18, 2019

November 20, 2019

January 15, 2020

March 18, 2020

May 20, 2020

July 15, 2020

September 16, 2020

November 18, 2020

The Incorporator has appointed the persons set forth in Exhibit "A" attached to these Bylaws as an interim Board of Directors to oversee creation and functioning of the Corporation including the adoption of the articles of incorporation, the Bylaws of the Corporation, an initial governance plan, and the election of the First Board of Directors. The interim Board shall serve until they have elected a fully qualified Board of Directors under Article 5 whose members meet the requirements set forth in these Bylaws. This is estimated to be by October of 2016.

**ARTICLE 5.
DIRECTORS**

Section 1. NUMBER AND TERM

Other than the interim Board of Directors, the Corporation shall have a minimum of nine (9) and a maximum of 13 (13) Directors and collectively they shall be known as the Board of Directors. The exact number of Directors shall be fixed from time-to-time by resolution and amendment of these Bylaws by the Board of Directors. The Directors shall be elected in accordance with Sections 1 and 2 of Article 4 for three year terms beginning in January of each year to replace those Directors whose terms are then expiring, except that all sitting board members in 2019 will have their terms adjusted to align with the fiscal and calendar years. Beginning in 2019, the board year will end in December and begin again the following January of 2020.

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be held by telephone conference, skype, or similar communications equipment, so as long as all Directors participating in such meeting can hear one another.

Section 7. REGULAR AND ANNUAL MEETINGS

Regular meetings of Directors shall be held at a time and place as set by the Board of Directors. The Board has the authority to alter the time and place of the meetings upon majority vote provided reasonable notification of such change is made to the Modesto Community. Beginning in 2019, the annual meeting shall be held in November of each calendar year.

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Section 8. SPECIAL MEETINGS

Special meetings of the Board of Directors may be called by the President or by any five (5) Directors, and such meetings shall be held at the place, within the City of Modesto, designated by the person or persons calling the meeting, and in the absence of such designation, at the principal office of the Corporation.

Section 9. NOTICE OF MEETINGS

Regular meetings of the Board may be held with appropriate notice consistent with the open meetings provisions of the Ralph M. Brown Act. Regular meeting agendas of the Board shall be posted three (3) days in advance of the meeting. Special notice shall be given of any adjourned regular or special meeting to Directors absent from the original meeting.

Section 10. CONTENTS OF NOTICE

Notice of meetings not herein dispensed with shall specify the place, day and hour of the meeting. The purpose of any Board meeting shall be specified in the notice.

Section 11. WAIVER OF NOTICE AND CONSENT TO HOLDING MEETINGS

The transactions of any meeting of the Board, however called and noticed or wherever held, are as valid as though the meeting had been duly held after proper call and notice, provided a quorum, as hereinafter defined, is present and provided that either before or after the meeting each Director not present signs a waiver of notice, a consent to holding the meeting, or an approval of the minutes thereof. All such waivers, consents, or approvals shall be filed with the corporate records or made a part of the minutes of the meeting.

nature of such person's interest in the transaction and, where practical, the amount of such interest, provided that in the case of a transaction with a partnership of which such person is a partner, only the interest of the partnership need be stated.

If this Corporation has any members and provides all members with an annual report according to the provisions of SECTION 6 of this ARTICLE, then such annual report shall include the information required by this SECTION.

**ARTICLE 10.
FISCAL YEAR**

Section 1. FISCAL YEAR OF THE CORPORATION

The fiscal year of the Corporation shall commence on January 1st of each year and conclude on December 31st of the same year.

**ARTICLE 11.
AMENDMENT OF BYLAWS**

Section 1. AMENDMENT

Subject to any provision of law applicable to the amendment of Bylaws of public benefit nonprofit corporations, these Bylaws, or any of them, may be altered, amended, or repealed and new Bylaws adopted as follows:

- A) Subject to the power of members, if any, to change or repeal these Bylaws under Section 5150 of the Corporations Code, by approval of the Board of Directors unless the Bylaw amendment would materially and adversely affect the rights of members, if any, as to voting or transfer, provided, however, if this Corporation has admitted any members, then a Bylaw specifying or changing the fixed number of directors of the Corporation, the maximum or minimum number of directors, or changing from a fixed to variable board or vice versa, may not be adopted, amended, or repealed except as provided in Paragraph B of this SECTION; or
- B) By approval of the majority action of the sitting Board of Directors;.

**ARTICLE 12.
AMENDMENT OF ARTICLES**

Section 1. AMENDMENT OF ARTICLES BEFORE ADMISSION OF MEMBERS

Before any members have been admitted to the Corporation, any amendment of the Articles of Incorporation may be adopted by approval of the Board of Directors.

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DoMo Partnership CEO Performance Criteria
4/1/19 – 12/31/19

- A. Our primary source of funding and foremost responsibility is associated with management of the downtown Modesto Community Benefit District. Josh was hired for the purposes of developing and managing the services called for under this program. His performance in doing so will be the primary tool in determining future raises to his base salary. Increases to his salary will be based on the board's review of his performance in six key areas, listed below.
- Managing the Community Benefits District Program
 - a. Improve cleanliness and public safety perception in the district, as measured by:
 - i. Calls serviced and issues abated
 - ii. Bags of trash collected
 - iii. Graffiti tags eliminated
 - iv. Number of Patron Interactions
 - v. Overall customer satisfaction (survey results)
 - b. Improve the effectiveness of Downtown Image Enhancement services, as measured by:
 - i. Increase on Facebook, Twitter and Instagram platforms
 - ii. Introduction of new media sources
 - iii. Installation of new urban art and beautification projects
 - iv. Year over year increase in human activity
 - v. Overall customer satisfaction (survey results)
 - c. Increase positive downtown activity, as measured by:
 - i. Year over year increase in pedestrian traffic counts
 - ii. Increase in number of events and activities over baseline conditions
 - iii. Event conformance with adopted best management practices
 - iv. Filling ground floor spaces with anchors and activity-generating uses
 - d. Attract new business downtown, as measured by:
 - i. Establishment of marketing campaign on business incentives
 - ii. Connecting businesses with property owners
 - iii. Working with property owners to create viable tenant spaces
 - iv. Improvements in first floor building vacancy rate
 - e. Develop new sources of revenue, as measured by:
 - i. Development of new fundraising initiatives
 - ii. Profit generated from events
 - iii. Revenue generated from sponsorships and business ventures
 - iv. Year over year increases in annual budget
 - f. Maintain good communications with City leadership and property owners
 - i. Provide regular email updates to City and property owners
 - ii. Hold at least four meetings per month with City leadership and property owners
 - iii. Work with City to establish and maintain a City liaison who can attend all Downtown Modesto Partnership meetings and provide reports
 - iv. Develop annual report and present to property owners and the City.

B. The board of directors has adopted an aggressive annual action plan that amplifies, augments and creates value beyond delivery of services under the Community Benefit District. Based on a review by the Executive Team, Josh will be given points for items “a” through “g,” below. Where Josh receives 90 points or above, he will receive a \$10,000 bonus; where he receives 80 to 90 points, he will receive a \$7,500 bonus; where he receives 70 to 80 points, he will receive a \$5,000 bonus. Anything below a score of 70 does not entitle Josh to a bonus for the work performed.

➤ Implementation of Annual Action Plan

- a. Assist City of Modesto with downtown vision document (20 Points)
 - i. Coordinate with City to finalize scope of work
 - ii. Coordinate monthly check-in meetings with CED Director and consultant to go over progress and determine next steps.
 - iii. Co-facilitate community engagement charrettes with City and consultant.
 - iv. Create a conduit for community participation through social media, newsletter and other media channels
 - v. Review and comment on draft vision document with assistance from board of directors
- b. Partner with other organizations to proactively address downtown nuisance behavior (20 Points)
 - i. Secure electrical receptacles in downtown core.
 - ii. Collect evidence of ongoing nuisance behavior issues and use to develop case for changes needed in environmental management
 - iii. Work with Focus on Prevention, Love Modesto and Opportunity Stanislaus to develop and promote alternative giving program
 - iv. Convene meeting with Chief of Police, Sherriff, County CEO’s Office, City Manager, District Attorney to develop method of intervention related to mental health and drug issues that cause routine disturbance of the peace and vandalism downtown.
- c. Develop DoMo scavenger hunt (20 Points)
 - i. Tour scavenger hunts in other cities to find best models
 - ii. Catalogue interesting facts about our downtown (past and present) that would make for intriguing trivia for hunt.
 - iii. Create framework (storyboard) for scavenger hunt, tying into businesses as much as possible.
 - iv. Hire a coder to develop app for DoMo Scavenger Hunt
 - v. Coordinate marketing campaign through our media channels and downtown businesses to get people using the app.
- d. Expand Discover DoMo Promo (20 Points)
 - i. Coordinate meeting among Modesto on Ice and other possible anchors (including Brenden Theatre, State Theatre, Gallo Center, and Escape Modesto) to determine modifications to model necessary to improve its reach and value.

- ii. Develop agreed-upon method for collection and dissemination of revenue
 - iii. Develop POS platform through DoMo Partnership website to manage all purchases
 - iv. Develop marketing collateral – including flyers, banners, social media, newsletter, newspaper and radio.
- e. Develop Second International Mural Festival (20 Points)
- i. Schedule bi-weekly coordination meetings with Aaron Vickery and Anne Benisch
 - ii. Develop program for event that occupies multiple days, taking advantage of the buzz surrounding the great talent of artists from around the world
 - iii. Coordinate sponsorships to cover the full cost of event production, including DoMo Partnership staff time.
 - iv. Procure permits and coordinate event logistics based on developed program
 - v. Market event through flyers, banners, social media, newsletter, newspaper and radio

Downtown Modesto Partnership

Office Manager

JOB DESCRIPTION

Job Title: Office Manager

Reports to: CEO

Status: Part-Time Non-Exempt

Date: May 10, 2019

Position Summary

Ensure a warm environment by providing Executive Support to the CEO, Employees and DOMO Board Members.

Essential Functions:

- Prepare monthly cash reconciliation of bank accounts along with necessary journal entries.
- Classify and record the various expenses incurred through company's credit cards.
- Verify the accuracy of invoices and other accounting documents or records.
- Performs filing, scanning, and copying of various accounting documents for record keeping
- Assist in year-end audit of all accounting and record keeping duties
- Develop and implement all systems necessary to keep the office functioning seamlessly, without the need for regular management oversight
- Maintain all
- Interact with vendors and fellow employees in a mature and responsible manner
- Strive to be professional, courteous, helpful and cooperative at all times
- Human Resources Administrative Experience Helpful, but not required.
- Other duties as assigned by CEO

Downtown Modesto Partnership

Downtown Projects Manager

JOB DESCRIPTION

Job Title: Downtown Projects Manager

Reports to: CEO

Status: Full Time Exempt

Date: May 10, 2019

Position Summary

Reporting to the CEO, the Downtown Projects Manager is responsible for providing technical assistance to building and property owners in order to improve building vacancy rates, and property values in DoMo. The Downtown Projects Manager is also responsible for assisting the CEO in enhancing the general operations and positive activation of downtown's public spaces. The Downtown Projects Manager is a full-time, salary position with a primary responsibility toward community operations in the Downtown Modesto Partnership, including:

- Being a daily liaison between DMP and Downtown Business and Property Owners.
- Troubleshooting issues such as parking, garbage collection, vandalism, and poor lighting conditions
- Providing high level research and recommendations to further the functions and direction of DMP

Essential Functions:

- Hold regular meetings with property and business owners to better-understand their needs and wants.
- Catalogue the obstacles to property development and develop toolkits through best practices employed by other communities that will help eliminate obstacles.
- Connect prospective businesses with property owners in order to fill vacant spaces.
- Coordinate with City of Modesto, security, business and property owners to improve public safety by employing CPTED principles throughout the district.
- Identify ways to improve the user experience in DoMo by improving comfort and hospitality in parking garages, along sidewalks and alleys and work with the CEO to implement.
- Work with the City, Opportunity Stanislaus and other community organizations to recruit cultural amenities and anchors to DoMo
- Develop regular programming for public space activation in concert with Downtown Experience Engineers and Marketing and Events Manager.

- Analyze MotionLoff numbers to determine changes and trends that may be of benefit to the local business community. Provide regular updates to businesses and property owners with suggestions on changes for capitalization.
- Assist the CEO with research and recommendations on troubleshooting some of the most complex and vexing issues facing the district.
- Other duties as assigned by CEO

DoMo Partnership CEO Performance Review

Period: 4/1/2018 – 3/31/2019

- A. Our primary source of funding and foremost responsibility is associated with management of the downtown Modesto Community Benefit District. Josh was hired for the purposes of developing and managing the services called for under this program. His performance in doing so will be the primary tool in determining future raises to his base salary. Increases to his salary will be based on the board's review of his performance in six key areas, listed below.
- Managing the Community Benefits District Program
- a. Improve cleanliness and public safety perception in the district, as measured by:
 - i. Calls serviced and issues abated **(21% increase)**
 - ii. Bags of trash collected **(18% increase)**
 - iii. Graffiti tags eliminated **(90% increase)**
 - iv. Number of Patron Interactions **(36% increase)**
 - v. Overall customer satisfaction **(survey results)**
 - b. Improve the effectiveness of Downtown Image Enhancement services, as measured by:
 - i. Increase on Facebook, Twitter and Instagram platforms of 25% **(44% increase)**
 - ii. Introduction of new media platforms (radio, TV, billboard) **(Radio ads)**
 - iii. Installation of new urban art and beautification projects **(International mural festival)**
 - iv. Year over year increase in human activity **(More people are downtown, particularly on the weekends)**
 - v. Overall customer satisfaction **(Survey results)**
 - c. Increase positive downtown activity, as measured by:
 - i. Year over year increase in pedestrian traffic counts **(Over 100,000 person increase on our pedestrian traffic counters)**
 - ii. Increase in number of events and activities over baseline conditions **(Definitely with events/activities such as Pilates on the Gallo Green, Pop-Up Fun Zones, Patio Fest and Makers June being new additions to the existing lineup)**
 - iii. Event conformance with adopted best management practices **(Best management practices were created this year. Hoping to see improvements in events over time as a result)**
 - iv. Filling ground floor spaces with anchors and activity-generating uses **(No new anchors, but several new restaurants and shops have opened to help drive new traffic downtown)**
 - d. Attract new business downtown, as measured by:
 - i. Establishment of marketing campaign on business incentives **(Created in partnership with the City)**
 - ii. Connecting businesses with property owners **(held several meetings between prospective businesses and property owners and also connected them via email)**

- iii. Working with property owners to create viable tenant spaces **(Have spoken with property owners about this, but requires financial investment)**
 - iv. Improvements in first floor building vacancy rate **(Definitely! Several new ground floor businesses have opened this year. Vacancy rate continues to go down)**
- e. Develop new sources of revenue, as measured by:
- i. Development of new fundraising initiatives **(Sponsorships program)**
 - ii. Profit generated from events **(First Fridays operated in the black for the first time last year)**
 - iii. Revenue generated from sponsorships and business ventures **(First Fridays has received sponsorship commitments this year, just as this review period was ending. I'm also currently pursuing trash receptacle advertising)**
 - iv. Year over year increases in annual budget **(Yes - \$747,000 versus \$702,000)**
- f. Maintain good communications with City leadership and property owners
- i. Provide regular email updates to City and property owners **(Done through newsletter and street report)**
 - ii. Hold at least four meetings per month with City leadership and property owners **(Done. I have recurring meetings with six Councilmembers and the City Manager every month. Plus, I meet regularly with the CED Director and have periodic meetings with Property Owners).**
 - iii. Work with City to establish and maintain a City liaison who can attend all Downtown Modesto Partnership meetings and provide reports **(CED Director Jaylen French has agreed to be this person from the City's Executive Team)**
 - iv. Develop annual report and present to property owners and the City. **(Annual report is done. It was sent out through our newsletter and is being mailed to all property owners with an invitation to meet. We are presenting to the City in June).**
- B. The board of directors has adopted an aggressive annual action plan that amplifies, augments and creates value beyond delivery of services under the Community Benefit District. Based on a review by the Executive Team, Josh will be given points for items "a" through "g," below. Where Josh receives 90 points or above, he will receive a \$10,000 bonus; where he receives 80 to 90 points, he will receive a \$7,500 bonus; where he receives 70 to 80 points, he will receive a \$5,000 bonus. Anything below a score of 70 does not entitle Josh to a bonus for the work performed.
- Implementation of Annual Action Plan
- a. Establish database of all downtown operations and develop a collective understanding of responsibility/accountability (Downtown Modesto Partnership, City, County, Opportunity Stanislaus, Chamber of Commerce, Downtown Improvement District, Garden Club, Centre Plaza) (10 Points)

- i. Asset map the functions of all organizations that contribute toward the upkeep, maintenance and improvement of the downtown area **(Done)**
 - ii. Meet with leadership of organizations to develop consensus on responsibility and best means of coordination **(Done)**
 - iii. Create information database and calendar of responsibility and present to City of Modesto, Stanislaus County and other organizations **(Done)**
 - iv. Publish database on DoMo website **(Done)**
- b. Develop annual activities, promotions and notifications calendar to promote all downtown has to offer to the greater community (10 Points)
 - i. Asset map individuals and businesses who develop newsworthy content downtown (Kate Trompetter, Chris Ricci, Chris Murphy, Downtown Improvement District, Brenden Theater, Fuzio Universal Bistro, Kiwanis, Gallo Center, Chamber of Commerce, State Theater, Love Modesto, Reggie Rucker, City of Modesto. etc.) **(Done)**
 - ii. Develop platform and methodology (including reminder system) for these individuals and businesses to upload information **(Done)**
 - iii. Meet with top 20 restaurants, retail businesses and content-creating individuals and get them using the platform **(Done)**
 - iv. Create a strong website or app that information is shared from and market to greater community **(Done)**
- c. Develop consensus on practices that will ensure events drive the highest value possible for downtown (10 Points)
 - i. Draft event performance criteria using downtown experiences and best practices from other communities **(Done)**
 - ii. Meet with 10 most prolific space makers and content creators to discuss event criteria and obtain buy-in (Chris Murphy, Downtown Improvement District, Kate Trompetter, Chris Ricci, City of Modesto, Kiwanis, Chris Ricci, Centre Plaza, Modesto on Ice, Reggie Rucker) **(Done)**
 - iii. Make any necessary adjustments to improve event-performance criteria **(Done)**
 - iv. Present event performance criteria to board of directors for adoption (presented to Promotions Committee. **(Wil bring to the board at next meeting)**)
 - v. Present to City's Entertainment Commission for adoption **(I recommend we forego this step, based on input from Nancy Hormann)**
- d. Establish annual audit of events to ensure they are providing quality experiences that complement the downtown brand and ecosystem (10 Points)
 - i. Develop standardized after-event survey questions for distribution through Survey Monkey **(Done)**
 - ii. Create and employ method of surveying event participants **(Done)**

- iii. Develop program for observation of event performance before, during and after events, including consideration of disruptions to business and normal downtown functions, state of cleanliness and safety. **(Done)**

- e. Implement improvements to the parking management model to improve convenience for downtown patrons and visitors (20 Points) **(This was put on hold in order for us to work with the City on the Downtown Vision Document)**
 - i. Work with City to test multi-space meters in downtown core
 - ii. Work with City to create parking ordinance that establishes a dynamic parking management model
 - iii. Purchase equipment and hire staff to manage parking, as prescribed by the board-adopted implementation plane
 - iv. Establish parking management committee among City and Downtown Partnership to determine downtown improvements

- f. Implement community beautification initiatives to make downtown Modesto more attractive to patrons and guests (20 points) **(Holiday Decorations, 10th Street Landscape Enhancements, International Mural Festival)**
 - i. Work with City to implement improvements to J Street **(This was put on hold in order for us to work with the City on the Downtown Vision Document)**
 - ii. Design and oversee installation of holiday decorations in downtown core **(Done)**
 - iii. Implement enhancements to downtown landscaping **(Done along 10th Street)**
 - iv. Facilitate downtown art installations **(Done with International Mural Festival)**

- g. Create two new events or activities that enhance downtown experiences and are cash-flow positive (20 Points) **(Created International Mural Festival, Discover DoMo Promo, Pilates on the Gallo Green and Pop-Up Fun Zones)**
 - i. Develop and market-test interest in concept experiences or activities **(Done)**
 - ii. Develop business and revenue model **(Not done)**
 - iii. Market activities and events through electronic and hard copy media **(Done)**
 - iv. Implement events and/or activities **(Done)**