

## Downtown Modesto Partnership Board of Directors Meeting Agenda

<b>Date of Meeting:</b>	01/15/2020	<b>Time:</b>	4:00PM
<b>Board Chair:</b>	Lynn Dickerson	<b>Location:</b>	1003 10 <sup>th</sup> Street

### 1. Discussion Items

#	Topics	Presenter
1	Open Meeting and Introductions (10 mins)	Lynn D.
2	Approval of Minutes (2 min)	Lynn D.
3	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)	
4	Downtown Modesto Partnership Mission, Vision and Strategic Direction (15 mins)	Josh B.
5	Administrative Update (Recap of recent activities and upcoming initiatives: (Downtown Experience Engineers, Starling Abatement, Electrical Box Covers, Discover DoMo Program, Downtown Scavenger Hunt, DID/DMP Collaboration, Digital Marketing Coordinator Position, Modesto Children's Museum, 10 <sup>th</sup> Street Planters, Master Lease, Culinary Arts Tour, MotionLoft Replacement, Annual Report, Audit, Financials) (25 min)	Josh B.
6	Report from CED Director on Downtown Vision Document (15 min)	Jaylen F.
7	Report from DID Chair on DID/DMP Collaboration (10 min)	David B.
8	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
9	Adjourn Regular Meeting	Lynn D..

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

Description	Brought by
11/20/19 Board Meeting Minutes	Shy L.
Administrative Update Summary	Shy L.
DMP Mission, Vision and Strategic Direction	Shy L.



## Downtown Modesto Partnership Board of Directors Meeting Minutes

<b>Date of Meeting:</b>	11/20/2019	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Shy Lloyd	<b>Location:</b>	1003 10 <sup>th</sup> Street Suite A
<b>1. Attendance</b>			
Present	Fred Silva, Barrett Lipomi, Kristy Rupp, Ann Endsley, Josh Bridegroom, Ryan Swehla, Mike Moradian, Lynn Dickerson, Saul Trujillo, Jennifer Jackson Romero, David Boring		
Absent	Ted Brandvold		
Others	Birgit Fladager, John Goold, Galen Carroll, Brandon Gillespie, Jaylen French, Reggie Rucker, Stephanie Foster, Shy Lloyd		
<b>2. Discussion</b>			
#	Topics	Presenter	
1	<p>Open Meeting and Approval of Minutes</p> <ul style="list-style-type: none"> <li>- Fred called the meeting to order at 4:04pm and asked for approval of minutes from the 10/9/19 board meeting. <ul style="list-style-type: none"> <li>o Board approved minutes after adjusting the time the meeting was called to order to 11:43am (B. Lipomi /L. Dickerson; unanimous)</li> </ul> </li> </ul>	Fred S.	
2	<p>Public Comments</p> <ul style="list-style-type: none"> <li>- No public comments</li> </ul>	Any	
3	<p>Report from Modesto Police Department on Nuisance Behavior Management</p> <ul style="list-style-type: none"> <li>- Galen Carroll presented a plan from the Modesto Police Department regarding Nuisance Behavior Management. He identified that his officers would be heavily enforcing illegal nuisance behaviors downtown and along south McHenry Avenue. He emphasized the need to have County Behavioral Health and the District Attorney's Office partner, so that there is a place to send offenders who are breaking nuisance laws.</li> </ul>	Modesto PD	
4	<p>Report from District Attorney on Nuisance Behavior Management</p> <ul style="list-style-type: none"> <li>- Birgit Fladager and John Goold presented a plan from the Stanislaus County's District Attorney's office regarding Nuisance Behavior Management. They referenced the trip to Sacramento coordinated by DMP and identified that they will be prosecuting serial nuisance offenders. They also identified that coming out of that trip, the Sheriff set aside 70+ beds for chronic nuisance offenders. Birgit further explained that it is important to get the presiding judge on board with convicting those who are prosecuted, as prosecutions won't hold up without the support of local judges.</li> </ul>	County DA	
5	<p>Administrative Update</p> <ul style="list-style-type: none"> <li>- Josh provided an update on the previous month's activities. <ul style="list-style-type: none"> <li>o Board approved the Proposed 2020 Fiscal Year Budget, as presented (L. Dickerson /M. Moradian; unanimous)</li> </ul> </li> </ul>	Josh B.	

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6	<p>Executive Team Update</p> <ul style="list-style-type: none"> <li>- Fred provided an update on the Executive Team meeting from the previous month</li> </ul>	Fred S.	
7	<p>Action: Executive Team Recommendation – Discuss Board Officers and Nominations</p> <ul style="list-style-type: none"> <li>- Fred identified that the Executive Team had received five nominations to the board. Kirstie Boyett was recommended as a new board member. David Boring, Fred Silva, Barrett Lipomi, and Ryan Swehla were recommended for renewal as board members. <ul style="list-style-type: none"> <li>o Board approved recommendations, as presented (S. Trujillo/A. Endsley; unanimous)</li> </ul> </li> <li>- Fred reviewed the Executive Team’s recommendations for officers. The Executive Team recommended Lynn Dickerson as Chair, Barrett Lipomi as Vice President, Michael Moradian as Treasurer and Ryan <ul style="list-style-type: none"> <li>o Board approved recommendations, as presented (A. Endsley /D. Boring; unanimous)</li> </ul> </li> </ul>	Fred S.	
8	<p>Action: Executive Team Recommendation – Discuss December 2019 Budget</p> <ul style="list-style-type: none"> <li>- Josh presented to the Board the proposed December 2019 budget to align with the newly adopted January-December 2020 budget-cycle. <ul style="list-style-type: none"> <li>o Board approved December 2019 budget, as presented (L. Dickerson / B. Lipomi; Unanimous)</li> </ul> </li> </ul>	Josh B.	
9	<p>Action: Discuss Creation of Digital Marketing Position</p> <ul style="list-style-type: none"> <li>- Josh presented a plan for a Digital Marketing position be added to the Downtown Modesto Partnership staff <ul style="list-style-type: none"> <li>o Board approved plan, as presented (M. Moradian /J. Jackson-Romero; unanimous.)</li> </ul> </li> </ul>	Josh B.	
10	<p>Action: Executive Team Recommendation - Discuss FY 2020 Budget</p> <ul style="list-style-type: none"> <li>- Josh presented to the Board the proposal for the upcoming year’s 2020 Fiscal Year Budget. <ul style="list-style-type: none"> <li>o Board approved the 2020 Fiscal Year budget, as proposed (M. Moradian / D. Boring; Unanimous)</li> </ul> </li> </ul>	Josh B.	
11	<p>Action: Discuss Increase in Annual Assessment</p> <ul style="list-style-type: none"> <li>- Fred opened up discussion regarding the Annual Assessment. Josh reminded the board that this item had been discussed during the strategic planning process and that the board had asked that it be placed on the agenda for consideration. There was general agreement around the table that with costs continuing to increase with inflation, either services would be substantially affected or there would need to be a series of very large increases in assessments to catch up. Consequently, it was held that it is better to implement incremental increases in assessments each year. Lynn Dickerson suggested increasing the assessment by 2% in FY 2020. <ul style="list-style-type: none"> <li>o Board approved increase of 2% to the annual assessments (K. Rupp /M. Moradian; unanimous.)</li> </ul> </li> </ul>	Fred S.	

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12	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.) <ul style="list-style-type: none"> <li>- There was general conversation around the table by members of the board.</li> </ul>		Any
13	Adjourn Regular Meeting <ul style="list-style-type: none"> <li>- Fred adjourned the meeting adjourned at 5:55pm.</li> </ul>		Fred S.

#### 4. Next Meeting (if applicable)

<b>Date:</b> (MM/DD/YYYY)	01/15/2020	<b>Time:</b>	4:00pm	<b>Location:</b>	1003 10 <sup>th</sup> Street Suite A
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# Downtown Modesto Partnership

## **Our Mission:**

*“To create a vibrant community through activities and partnerships designed to improve the quantity and quality of experiences in downtown Modesto.”*

## **Our Vision:**

The Downtown Modesto Partnership settled on a vision that provides a sense of purpose and direction, while providing flexibility in how it is implemented to ensure the organization stays focused, but nimble. The three-part vision is as follows:

- Downtown Modesto is a safe, inviting and beautiful place that inspires a powerful sense of community pride
- Downtown Modesto is a vibrant destination for community connection, with world-class cuisine, arts and entertainment – indisputably the place to be
- Downtown Modesto is bursting with business growth and new development; the place for shopping, upscale urban living and innovative enterprise

## **Our Strategic Direction:**

### 1) Building our Consortium

- Partner with DID to create shared goals
- Contract with City to manage downtown operations
- Complete vision document with City and begin implementation

### 2) Expanding our Influence

- Master lease and re-tenant downtown property
- Create DMP trash receptacles sponsorship program

### 3) Growing our Revenue

- Develop culinary arts tour
- Increase our grants/sponsorships





# **Downtown Modesto Partnership**

## **By the Numbers – December 2019**

**Pounds of Trash Collected: 45,990**

**Graffiti Spots Removed: 13**

**Business Interactions: 578**

**Calls for Service: 41**

**Homeless Engagements: 272**

**Homeless Referred to Services: 141**

**Anti-Social Behavior Abated: 47**

**Patron Interactions: 447**

**Patrons Referred to Businesses/Services: 82**

**Rank Security Calls: 578**





# **Rank Investigation and Protection, INC.**

## **Statistics For Downtown Modesto Month Of December**

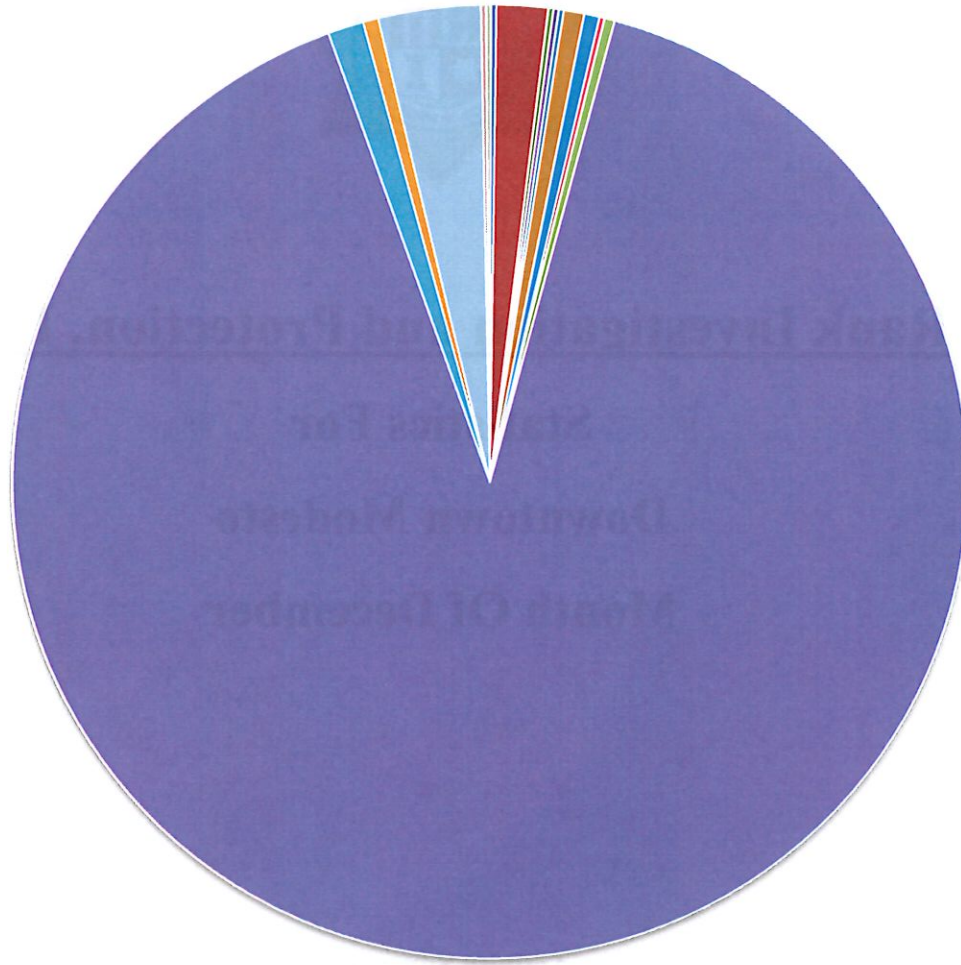
### **Activity Summary:**

578 Calls for service

1 Incident reports were completed

1 Arrests made

## Calls for Service



Abandon Property (1)  
Surveillance (1)  
Drug Possession (1)  
Illegal Lodging (3)  
Municipal Code (2)  
Suspicious Person (7)  
Trespassing (20)  
Welfare Check (1)

Alarm (10)  
Disturbance - Verbal (1)  
Extra Patrol Checks (4)  
Informational (1)  
Security Checks (522)  
Suspicious Vehicle (3)  
Under The Influence (1)

**Downtown Modesto Partnership  
Dec. 2019 Budget**

	Dec 2019 Actuals	Dec 2019 Budget	Variance
<b>Revenue</b>			
31020 Board Donations	0	0	0
31030 CBD Income	0	0	0
31040 Contracted Services	600	600	0
31060 Sublease	2,000	3,300	1,300
31070 Events Income	1,600	1,600	0
31085 Sponsorship/Advertising	0	0	0
31090 Misc. Donations	0	0	0
<b>Total Revenue</b>	<b>4,200</b>	<b>5,500</b>	<b>1,300</b>
<b>Expenditures</b>			
41000 Advertising/Marketing	1,171	1,500	329
41010 Benefits			0
Health Insurance	3,780	3,899	118
Pension	944	937	-7
41020 Board Meetings & Convening	0	0	0
41031 Cell Phones	187	183	-4
41040 Dues, Subscriptions & Licenses	0	0	0
41041 Employee Parking	240	0	-240
41050 Events/Activities	201	1,000	799
41070 Liability Insurance	0	0	0
41080 Miscellaneous	0	0	0
41090 Office Improvements & Maintenance	0	1,000	1,000
41100 Office Supplies	74	400	326
41110 Outside Services			0
Admin Assist	400	400	0
Auditor/CPA	100	0	-100
Motion Loft	0	0	0
Parking Consultant	0	0	0
Rank Security	1,976	2,000	24
SinglePoint	482	570	88
StreetPlus	18,026	19,835	1,809
41120 Payroll	18,889	18,740	-149
41130 Payroll Tax Expense	1,445	1,541	96
41140 Postage & Delivery	0	0	0
41150 Professional Development	0	600	600
41155 Public Space Beautification	0	0	0
41160 Rent	3,658	3,658	0
41170 Sponsorship	0	0	0
41170 Travel & Entertainment	212	900	688
41180 Utilities	563	596	33
41190 Vehicle Expenses	451	95	-356
41200 Workers Compensation	123	122	-1
<b>Total Expenditures</b>	<b>\$ 52,923</b>	<b>\$ 57,976</b>	<b>\$ 5,052</b>
<b>Net Revenue</b>	<b><u>\$ (48,723)</u></b>		

Board Approved Expenses Outside of General Operating Budget:

Electrical Outlet Covers \$4,037.50 in month of Dec

AirStrike Bird Control \$6,000 in month of Dec



# DOWNTOWN VACANCY RATE

DMP Incorporated

