

Board of Directors Joint Meeting Agenda

Date of Meeting:	5/18/2022	Time:	4:00PM
Board Chairs:	Barrett Lipomi/David Boring	Location:	953 10 th Street (Greens)
1. Discussion Items			
#	Topics	Presenter	
1	Open Meeting (2 min)	Barrett L.	
2	DID Approval of Minutes (2 min)	David B.	
3	DMP Approval of Minutes (2 min)	Barrett L.	
4	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	
5	Downtown Administrative Report (Recap of recent activities and upcoming initiatives: Experience Engineers, Food Tour, First Fridays, RAD Card, Parking Garage Management, Downtown Streetscape Improvements, DMP Annual Audit, DMP Bookkeeping) (15 Min)	Josh B./Heidi S.	
6	DMP Action: Discuss Financials (5 Min)	Josh B.	
7	DID Action: Discuss Financials (5 Min)	Heidi S.	
8	DMP & DID Action: Discuss Downtown Mission and Vision (20 min)	Josh B./Heidi S.	
9	DID & DMP Action: Discuss DID & DMP Roles (5 mins)	Heidi S./Josh B.	
9	DID Action: Discuss Contributing Funds toward Signage for Art Walk Participant (5 min)	Heidi S.	
10	DMP Action: Executive Team Recommendation – Discuss Annual Assessment Rate Increase (5 min)	Ryan S.	
11	DID Action: Discuss Signature Responsibility of Street Closure Permits for Independence Day and Graffiti Parades and Grandfathering them into the City Ordinance (5 mins)	Heidi S.	
12	DID Action: Discuss Street Closure Permits for Event Committees (5 min)	Heidi S.	
13	DID Action: Discuss Business Notifications for City of Modesto’s Celebration of Lights Parade (5 min)	Heidi S.	
14	DMP and DID Action: Discuss Contributing Funds toward Five Points Sign (10 min)	Josh B./Heidi S.	
15	Board Member Forum	Any	
16	Adjourn Regular Meeting	Barrett L.	

Description	Brought by
DMP Financials	Elizabeth Buenrostro
DID Financials	Elizabeth Buenrostro
Draft Downtown Mission	Elizabeth Buenrostro
Draft Downtown Vision	Elizabeth Buenrostro

Board of Directors Meeting Minutes

Date of Meeting:	03/16/2022	Time:	4:00PM
Minutes Prepared By:	Elizabeth Buenrostro	Location:	1003 10 th Street, Ste. A

Attendance

Present DMP: Barrett Lipomi, Kirstie Boyett, Blake Humble, Erin Doran, Kathryn Davis, Charles Doll, David Boring, David Darmstandler, Ann Endsley, Josh Bridegroom
 DID: David Boring, Charles Doll, Thomas Lopes, Lauren Trevino, Maria Apodaca

Absent DMP: Bart Barringer

Other Heidi Savage, Stephanie Foster, Elizabeth Buenrostro, Deepali Panchal

Discussion

#	Topics	
1	Open Meeting - Barrett opened the meeting at 4:10 p.m.	Barrett L.
2	DMP/DID Collaboration - Both Barrett L. and David B. discussed having the two organizations continue to tinker to find the best way of working together to making downtown Modesto a better place for all its patrons.	Barrett L./ David B.
3	DID Approval of Minutes - David called for approval of the minutes for the meeting of 1/19/2022 o Board approved the minutes as presented (C. Doll/ T. Lopes; Unanimous)	David B.
4	DMP Approval of Minutes - Barrett called for approval of the minutes for the meeting of 1/19/2022 o Board approved the minutes as presented (A. Endsley/D. Darmstandler; Unanimous)	Barrett L.
5	Public Comments - No public comments were made	Any
6	Downtown Administrative Report - Josh and Heidi recapped recent activities and upcoming initiatives.	Josh B./ Heidi S.
7	DMP Action: Discuss Financials - Josh presented the financials to the board o Board approved financials for YTD 1/19/2022 as presented (D. Boring/ D. Darmstandler; Unanimous)	Josh B.
8	DID Action: Discuss Financials - Heidi presented the financials to the board o Board approved financials for YTD 1/19/2022 as presented (D. Boring/ T. Lopes; Unanimous))	Heidi S.

9	<p>DMP and DID Action: Discuss Downtown Sponsorship Criteria</p> <ul style="list-style-type: none"> - Heidi and Josh presented the recommendation for event sponsorship criteria. Josh recommendation striking the requirement that events be produced by non-profits <ul style="list-style-type: none"> o DID Board approved the sponsorship criteria, with the recommended adjustment (D. Boring/ T. Lopes; Unanimous) o DMP Board approved the sponsorship criteria with the recommended adjustment (DMP – R. Swehla/ K. Davis; Unanimous) 	Josh B./ Heidi S.
10	<p>DMP Action: Executive Team Recommendation – Discuss Annual Report</p> <ul style="list-style-type: none"> - Stephanie presented the Annual Report to the board <ul style="list-style-type: none"> o DMP Board approved the annual report, as presented (K. Davis/ K. Boyett; Unanimous) 	Stephanie F.
11	<p>DID Action: Discuss Allocating up to \$3,000 for staffing for DID mapping project and summer parades</p> <ul style="list-style-type: none"> - Heidi presented a recommendation that the board allocate \$3,000 for staffing DID mapping project and summer parades <ul style="list-style-type: none"> o DID Board approved the proposal as presented (T. Lopes/ D. Boring; Unanimous) 	Heidi S.
12	Adjourn Regular Meeting	Barret L.





















Next Meeting (if applicable)

Date: 5/18/2022
Suite A

Time: 4:00 p.m.

Location: 1003 10th St.

By the Numbers -April

	April 2022	Month over Month March 2022 to April 2022	Year over Year April 2021 to March 2022
Pounds of Trash Collected	18,300	 +800	 + 1,000
Graffiti Spots Removed	322	 +02	 +192
Business Interactions	176	 +07	 +11
Calls for Service	52	 +07	 +22
Homeless Engagements	412	 +66	 +277
Homeless Referred to Services	86	 +06	 +77
Anti-Social Behavior Abated	62	 +21	 +57
Patron Interactions	672	 +04	 +173
Patrons Referred to Businesses/Services	228	 +09	 +127
Rank Security Calls Serviced	38	 +05	 +02

Downtown Modesto Partnership
 RAD Card Activity
 January 1, 2022 through April 30, 2022

**RAD Card
 Payable**

Beginning Balance		\$	3,878,346.92
County Deposits	\$	3,732,762.50	
Square Deposits		<u>2,915,658.20</u>	
 Total Deposits			 6,648,420.70
Processing Fees - Square		(516,767.52)	
Vendor Payments - Tipalti		<u>(2,800,362.70)</u>	
 Total Expenditures			 <u>(3,317,130.22)</u>
 Ending Balance		\$	 <u><u>7,209,637.40</u></u>

**RAD Card
 Administration**

Beginning Balance - Carryover from Prior Years		\$	153,321.88
 RAD Income - Admin Fees			 239,862.50
 RAD Expenses			
Administrative Assistant	\$	3,223.74	
Amazon Web Services		218.87	
App Development		104,390.00	
Credit Card Fees		44.00	
Insurance - Cyber Liability		5,563.23	
Other RAD Expenses		6,969.75	
Marketing & Website		8,970.00	
Tipalti Fees		<u>2,144.05</u>	
 Total RAD Expenses			 <u>131,523.64</u>
 Net RAD Admin Income			 <u>108,338.86</u>
 Total RAD Available Ending Balance			 <u><u>\$ 261,660.74</u></u>

**Downtown Modesto Partnership
Budget vs. Actuals
YTD April 30, 2022**

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
Revenue					
31020 Board Donations	-	-	-	1,200.00	0.00%
31030 CBD Income	485,466.12	485,466.12	-	700,000.00	69.35%
31040 Contracted Services	30,655.29	37,873.67	(7,218.38)	113,621.00	26.98%
31060 Sublease	6,000.00	5,200.00	800.00	15,600.00	38.46%
31070 Events/Activities Income	1,711.07	1,711.07	-	130,860.00	1.31%
31085 Sponsorship/Advertising	15,000.00	10,000.00	5,000.00	30,000.00	50.00%
31090 Misc. Donations	-	-	-	-	0.00%
31015 Bank Interest	137.63	250.00	(112.37)	750.00	18.35%
Total Revenue	538,970.11	540,500.86	(1,530.75)	992,031.00	54.33%
Expenditures					
41000 Advertising/Marketing	1,860.18	8,862.00	(7,001.82)	26,586.00	7.00%
41010 Benefits					
Health Insurance	20,367.24	18,133.33	2,233.91	54,400.00	37.44%
Pension	7,844.00	6,066.67	1,777.33	18,200.00	43.10%
41020 Board Meetings & Convenings	-	-	-	1,000.00	0.00%
41040 Dues, Subscriptions & Licenses	386.32	1,333.33	(947.01)	4,000.00	9.66%
41041 Employee Parking	1,624.50	1,333.33	291.17	4,000.00	40.61%
41050 Events/Activities	13,297.19	18,333.33	(5,036.14)	55,000.00	24.18%
41070 Liability Insurance	242.07	-	242.07	4,600.00	5.26%
41090 Office Improvements & Maint.	-	2,833.33	(2,833.33)	8,500.00	0.00%
41100 Office Equipment & Supplies	2,787.01	3,000.00	(212.99)	9,000.00	30.97%
41110 Outside Services					
Auditor/CPA	-	1,833.33	(1,833.33)	5,500.00	0.00%
Motion Loft (Eco Counter)	1,626.01	2,921.67	(1,295.66)	8,765.00	18.55%
Rank Security	6,878.00	8,000.00	(1,122.00)	24,000.00	28.66%
SinglePoint	1,475.96	2,500.00	(1,024.04)	7,500.00	19.68%
StreetPlus	38,228.56	83,333.33	(45,104.77)	250,000.00	15.29%
41120 Payroll	126,399.02	121,666.67	4,732.35	365,000.00	34.63%
41130 Payroll Tax Expense	11,119.06	10,950.00	169.06	32,850.00	33.85%
41140 Postage & Delivery	-	133.33	(133.33)	400.00	0.00%
41150 Professional Development	51.18	1,666.67	(1,615.49)	5,000.00	1.02%
41155 Public Space Beautification	333.88	6,666.67	(6,332.79)	20,000.00	1.67%
41160 Rent	16,160.00	16,160.00	-	48,480.00	33.33%
41170 Sponsorship	2,500.00	3,333.33	(833.33)	10,000.00	25.00%
41170 Travel & Entertainment	2,223.81	3,000.00	(776.19)	9,000.00	24.71%
41180 Utilities	2,386.95	4,333.33	(1,946.38)	13,000.00	18.36%
41190 Vehicle Expenses	662.67	1,333.33	(670.66)	4,000.00	16.57%
41200 Workers Compensation	271.53	833.33	(561.80)	2,500.00	10.86%
Total Expenditures	258,725.14	328,560.33	(69,835.19)	991,281.00	26.10%
Sponsorship - Children's Museum	<u>250,000.00</u>				
Net Revenue	<u><u>30,244.97</u></u>				
Valley First Credit Union	<u>399,023.17</u>				
Oak Valley Savings	<u>392,618.72</u>				
Total Cash On Hand	<u><u>791,641.89</u></u>				

Modesto Downtown Improvement District

YTD Statement of Activity

July 2021 - April 2022

	TOTAL
Revenue	
41000 Mill Tax DID	233,708.58
Total Revenue	\$233,708.58
GROSS PROFIT	\$233,708.58
Expenditures	
51000 Advertising & Marketing	
Branding	614.44
Social Media & Website	141.32
Total 51000 Advertising & Marketing	6,430.76
52000 Board Meetings	771.96
52025 Contractor Reimbursable - Field Services	25,000.00
52027 Contracted Service w/DMP	30,511.79
52050 Dues & Subscriptions	763.37
52075 Liability Insurance	3,657.10
52100 Office Lease	13,000.00
52150 Office Supplies & Misc.	1,650.35
52175 Payroll Expenses	
Company Contributions	
Retirement	3,800.19
Total Company Contributions	3,800.19
Salaries	4,583.33
Taxes	1,679.92
Taxes - Payroll	350.63
Wages	21,959.70
Total 52175 Payroll Expenses	32,373.77
52200 Postage & Shipping	25.80
52350 Professional Services	
Accounting	2,500.00
CPA	4,000.00
Total 52350 Professional Services	6,500.00
52400 Programs & Events	1,909.20
Art Installation	12,500.00
Banners	4,627.01
Beautification	692.28
Graffiti Parade	91.77
Parklets	1,674.24
Sponsorship	500.00
Window Improvement Program	16,526.32
Total 52400 Programs & Events	38,520.82
52500 Travel & Entertainment	
Meals	237.83
Parking	470.00
Total 52500 Travel & Entertainment	707.83
52700 Utilities & Telephone	795.95
Total Expenditures	\$160,709.50
NET OPERATING REVENUE	\$72,999.08
NET REVENUE	\$72,999.08

Modesto Downtown Improvement District

Statement of Financial Position

As of April 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
11000 Business Checking	270,697.07
12000 City of Modesto Account	0.00
Total Bank Accounts	\$270,697.07
Total Current Assets	\$270,697.07
TOTAL ASSETS	\$270,697.07
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Credit Cards	
13000 Card Services Center	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
14000 Payroll Liabilities	
American Funds	2,062.53
CA PIT / SDI	0.00
CA SUI / ETT	0.00
Federal Taxes (941/944)	0.00
TBD	410.49
Total 14000 Payroll Liabilities	2,473.02
14100 Loan Payable	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$2,473.02
Total Current Liabilities	\$2,473.02
Total Liabilities	\$2,473.02
Equity	
Retained Earnings	195,224.97
Net Revenue	72,999.08
Total Equity	\$268,224.05
TOTAL LIABILITIES AND EQUITY	\$270,697.07

Downtown Modesto Mission

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

DOWNTOWN MODESTO VISION

- 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, high quality urban living and innovative enterprise

DMP/DID Roles in Downtown Betterment

In order to reduce confusion from stakeholders and minimize duplication of services, it's necessary to distinguish what DID does from what DMP does. We have spent a great deal of time thinking about and developing roles that will allow each organization to function as distinct departments in the greater downtown management model. The plan is to have DID's role more closely reflect direct services to business owners and DMP's role to focus on placemaking and place management.

Practically speaking, DID will take the lead on all business promotions and activities that occur within the four walls of businesses and DMP will take the lead on all programming and activities in the public realm. Both organizations will support each other's efforts in facilitating measurable and complementary services that engender faith from stakeholders and the City of Modesto.

Examples of projects DID will take the lead on include:

- Creating a meaningful business cross promotional program for the first time in downtown's history
- Overseeing and orchestrating Small Business Saturday
- Continuing work with businesses on their merchandising and display to draw customers inside

Examples of project DMP will take the lead on include:

- Coordinating street improvements with the City
- Assisting with the installation of downtown parklets
- Programming activities and events in the public realm

Heidi Savage and Josh Bridegroom undertook this effort in recognition that DMP and DID only exist as vehicles to add value to the district they share. Anytime it is possible to increase efficiency in the spirit of supercharging those services, we will work together toward that end. Functioning in solidarity as a downtown bloc with two practical and distinguishable functioning parts will aid us in providing the best services possible to our collective stakeholders.