

Board of Directors Joint Meeting Agenda

Date of Meeting:	5/17/2023	Time:	4:00PM
Board Chairs:	Barrett Lipomi/David Boring	Location:	953 10 th Street
1. Discussion Items			
#	Topics	Presenter	
1	Open Meeting (2 min)	Barrett L.	
2	DID Approval of 03/15/2023 Joint Board Minutes (2 min)	David B.	
4	DMP Approval of 03/15/2023 Joint Board Minutes (2 min)	Barrett L.	
5	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 or DID 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 or DID 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	
6	Downtown Administrative Report (Recap of recent activities and upcoming initiatives: New Digital Marketing Manager, Experience Engineers, First Fridays, Downtown Music Series, RAD Card, 10 th and J Street Improvements, Downtown Parking, Mapping/Listing Project, Window Facade Program, Banner Management) (20 Min)	Josh B./Heidi S.	
7	DMP Action: Discuss Financials (5 Min)	Josh B.	
8	DID Action: Discuss Financials (5 Min)	Heidi S.	
9	DMP Action: Discuss Sponsorship of Gallo Center Brown Bag Series	Josh B.	
10	DMP Action: Executive Team Recommendation - Discuss Sponsorship Limits for CEO (5 min)	Barrett L.	
11	DID Action: Discuss Removing Bart Barringer and adding Charles Doll as a signer for all DID bank accounts.	Heidi S.	
12	DID Action: Discuss recommendation of 2023/24 budget.	Heidi S.	
13	DID Action: Discuss donation to Modesto Garden Club for 100 th Year Anniversary Celebration	Heidi S.	
14	Board Member Forum	Any	
15	Adjourn Regular Meeting	Barrett L.	

2. Closed Session - Government Code Section 54957(b)(1)

1. DID Action: Executive Team Recommendation – Discuss Executive Director Compensation, Bonus and Performance Criteria

3 Pework/Preparation (documents/handouts to bring, reading material, etc.)

Description	Brought by
03/15/23 Joint DMP/DID Board Meeting Minutes	Elizabeth B.
Experience Engineers Work YTD	Elizabeth B.
RAD Card P&Ls	Elizabeth B.
DMP Financials	Elizabeth B.
DID Financials	Elizabeth B.
DID Draft 2023/2024 Budget	Elizabeth B.

Board of Directors Meeting Minutes

Date of Meeting:	3/15/2023	Time:	4:00 PM
Minutes Prepared By:	Elizabeth Buenrostro	Location:	953 10 th Street (Greens)

Attendance

Present DMP: Barrett Lipomi, Ann Endsley, Kathryn Davis, Charles Doll, David Boring, Erin Doran, Sue Zwahlen, Blaine Cox, Josh Bridegroom

DID: Charles Doll, David Boring, Maria Apodaca, Paul Adams, Julie Betts-Albert, Esparanza Vargas

Absent DMP: Blake Humble, David Darmstandler
DID: Amanda Heitlinger

Others Heidi Savage, Stephanie Foster, Elizabeth Buenrostro, Sara Lowry

Discussion

#	Topics	
1	Open Meeting - Barrett opened the meeting at 4:17 p.m.	Barrett L.
2	DID Approval of 02/16/2023 Minutes - David called for approval of the minutes for the meeting of 02/16/2023 o DID Board approved the minutes as presented (C. Doll/ E. Vargas; Unanimous)	David B.
3	DMP Approval of 01/18/2023 Minutes - Barrett called for approval of the minutes for the meeting of 01/18/2023 o DMP Board approved the minutes as presented (K. Davis/ E. Doran; Unanimous)	Barrett L.
4	Public Comments No public comments were made	Any
5	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 2/28/2023 as presented (K. Davis/ C. Doll; Unanimous)	Josh B.
8	DID Action: Discuss Financials - Heidi presented the financials to the board o Board approved financials for YTD 2/28/2023 as presented (C. Doll/ E. Vargas; Unanimous)	Heidi S.

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| 9 | DMP Action: Executive Team Recommendation – Discuss Annual Report <ul style="list-style-type: none">- Stephanie presented the draft annual report to the board<ul style="list-style-type: none">o The board approved the annual report as presented (C. Doll/ B. Cox; Unanimous) | Josh B./
Steph. F. |
| 10 | Board Member Forum <ul style="list-style-type: none">- There was general discussion around the table. | Any |
| 11 | Adjourn Regular Meeting <ul style="list-style-type: none">- Barrett adjourned the meeting at 5:28 pm | Barrett L. |

NEXT MEETING (if applicable)

Date: 05/17/2023

Time: 4:00 p.m.

Location: 1003 10th St.

STREET REPORT

Downtown Modesto Partnership

**DOWNTOWN MODESTO PARTNERSHIP
DOWNTOWN EXPERIENCE ENGINEER PROGRAM | APRIL 2023**

The following data and information is provided to the downtown Modesto community on a monthly basis. The information is obtained from Downtown Experience Engineers who enter data while conducting patrols.



STREET REPORT

DOWNTOWN MODESTO PARTNERSHIP

DOWNTOWN EXPERIENCE ENGINEER PROGRAM | APRIL 2023

WHO WE ARE AND WHAT WE DO:

Our Downtown Experience Engineers have been keeping downtown Modesto safe and clean for the past three years. Our services include cleaning gutters, curbs and sidewalks. When aggressive weather hits, storm drains are cleared to let the water flow so there are no puddles around downtown intersections. These services help alleviate stress placed on the district by human use and weather. However, we also aim to facilitate a more comfortable downtown by creating environments that are positive and encourage quality human

exchange. For example, when our clean and safety schedule permits, we will coordinate a staff member to create a pop-up fun zone, setting up street games and placing them near high-use areas for kids of all ages. Downtown patrons are surprised by games like giant Jenga, Connect 4, giant chess and cornhole. Through activities like these, the Downtown Experience Engineers encourage patrons to take a moment to stop and have a little fun! We know that the key to downtown's success is patrons having positive, memorable, comfortable and safe experiences in the DoMo district.



*Address: 953 10th St Modesto Ca 95354
Business: Greens on Tenth
Graffiti Removed*

STREET REPORT

**DOWNTOWN MODESTO PARTNERSHIP
DOWNTOWN EXPERIENCE ENGINEER PROGRAM | APRIL 2023**



*Address: 900 9th St Modesto Ca 95354
Business: McDonalds
Loitering: Redirected Unhoused Person*



*Address: 1100 J St Modesto Ca 95354
Business: Tagre Law Office
Loitering: Redirected Unhoused Person*

STREET REPORT

8
Downtown
Modesto
Partnership

DOWNTOWN MODESTO PARTNERSHIP
DOWNTOWN EXPERIENCE ENGINEER PROGRAM | APRIL 2023



Address: 953 10th St Modesto Ca 95354
Business: Greens on Tenth
Loitering: Redirected Unhoused Person

STREET REPORT

DOWNTOWN MODESTO PARTNERSHIP
DOWNTOWN EXPERIENCE ENGINEER PROGRAM | APRIL 2023

BY THE NUMBERS

POUNDS OF TRASH COLLECTED	16,918
GRAFFITI SPOTS REMOVED	136
BUSINESS INTERACTIONS	58
CALLS FOR SERVICE	22
HOMELESS ENGAGEMENTS	291
HOMELESS REFERRED TO SERVICES	66
ANTI-SOCIAL BEHAVIOR ABATED	7
PATRON INTERACTIONS	1,148
PATRON REFERRED TO BUSINESS/SERVICES	5
RANK SECURITY CALLS	0
TREE WELLS CLEANED	908
POWER WASHED BLOCKS	56

Downtown Modesto Partnership
 RAD Card Activity
 January 1, 2023 through April 30, 2023

RAD Card Payable	
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Beginning Balance	\$ 3,138,059.53
County Deposits	\$ -
Merchant Deposits	-
Chargeback Recovery	231,509.46
Bank Interest	<u>141.06</u>
 Total Deposits	 231,650.52
Processing Fees - Merchant	(139,987.43)
Chargebacks - Merchant	(244,382.79)
Vendor Payments - Tipalti	<u>(1,710,090.35)</u>
 Total Expenditures	 <u>(2,094,460.57)</u>
Ending Balance (Liabilities)	<u>\$ 1,275,249.48</u>
 Cash - OVCB	 \$ 1,448,375.43
Less: Indicated Cash Bal (Admin)	(278,822.06)
Cash - Tipalti	127,661.76
Other	<u>-</u>
 Ending Balance (Assets)	 <u>\$ 1,297,215.13</u>

RAD Card Administration	
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Beginning Balance - Carryover from Prior Years	\$ 349,463.02
RAD Income - Admin Fees	-
RAD Expenses	
Customer Service	\$ 4,970.00
Amazon Web Services	-
App Development	35,545.00
Credit Card Fees	139.80
Bank Fees	150.00
Subscriptions	-
DoMo Admin Realloc	-
Insurance - Cyber Liability	15,926.18
Payroll (Liz & Sara)	9,909.98
Marketing & Website	<u>4,000.00</u>
 Total RAD Expenses	 <u>70,640.96</u>
 Net RAD Admin Income	 <u>(70,640.96)</u>
Total RAD Available Ending Balance	278,822.06
 Less: Fraud Contingency	 <u>(50,000.00)</u>
Available after Contingency	<u>\$ 228,822.06</u>
 Posted Receivables	 \$ -
Indicated Cash Balance - RAD Admin	<u>278,822.06</u>
	<u>\$ 278,822.06</u>

**Downtown Modesto Partnership
Budget v Actual 4/30/23
General Administration**

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
Revenue					
31020 Board Donations	-	-	-	1,200.00	0.00%
31030 CBD Income	443,560.90	443,560.90	-	750,000.00	59.14%
31040 Contracted Services	15,400.00	16,666.67	(1,266.67)	50,000.00	30.80%
Events & Activities	6,816.40	6,816.40	-	35,200.00	19.36%
Micro-Enterprises Net (detail)***	-	-	-	5,360.50	0.00%
RAD Admin Reallocation	-	-	-	50,000.00	0.00%
31015 Bank Interest	172.10	250.00	(77.90)	750.00	22.95%
Total Revenue	465,949.40	467,293.97	(1,344.57)	892,510.50	52.21%
Expenditures					
Bank Fees	-	-	-	-	0.00%
41010 Benefits					
Health Insurance	13,867.77	14,000.00	(132.23)	42,000.00	33.02%
Pension	5,250.58	5,348.33	(97.75)	16,045.00	32.72%
41020 Board Meetings & Convenings	-	333.33	(333.33)	1,000.00	0.00%
41040 Dues, Subscriptions & Licenses	2,261.87	1,666.67	595.20	5,000.00	45.24%
41041 Employee Parking	4,400.00	4,400.00	-	4,800.00	91.67%
41050 Events/Activities	6,474.39	6,474.39	-	30,396.00	21.30%
41070 Liability Insurance	663.48	1,533.33	(869.85)	4,600.00	14.42%
41090 Office Improvements & Maint.	513.96	1,666.67	(1,152.71)	5,000.00	10.28%
41100 Office Equipment & Supplies	3,691.11	3,000.00	691.11	9,000.00	41.01%
41110 Outside Services					
Auditor/CPA	-	-	-	5,500.00	0.00%
Accounting	10,700.00	10,000.00	700.00	30,000.00	0.00%
Advertising/Marketing	5,850.34	5,850.34	-	17,064.90	34.28%
Eco Counter	-	2,921.67	(2,921.67)	8,765.00	0.00%
Rank Security	6,004.00	8,000.00	(1,996.00)	24,000.00	25.02%
SinglePoint	3,509.85	2,833.33	676.52	8,500.00	41.29%
StreetPlus	86,747.68	75,000.00	11,747.68	225,000.00	38.55%
41120 Payroll	102,746.29	106,966.67	(4,220.38)	320,900.00	32.02%
41130 Payroll Tax Expense	10,658.88	10,696.67	(37.79)	32,090.00	33.22%
41140 Postage & Delivery	-	133.33	(133.33)	400.00	0.00%
41150 Professional Development	-	-	-	5,000.00	0.00%
41155 Public Space Beautification	-	-	-	10,000.00	0.00%
41160 Rent	16,256.00	16,483.20	(227.20)	49,449.60	32.87%
41170 Sponsorship	1,500.00	-	1,500.00	10,000.00	15.00%
41170 Travel & Entertainment	3,172.78	3,000.00	172.78	9,000.00	35.25%
41180 Utilities	4,799.23	4,333.33	465.90	13,000.00	36.92%
41190 Vehicle Expenses	518.58	1,000.00	(481.42)	3,000.00	17.29%
41200 Workers Compensation	647.14	1,000.00	(352.86)	3,000.00	21.57%
Total Expenditures	290,233.93	286,641.26	3,592.67	892,510.50	32.52%
Accounting Services	-				
Sponsorship - Children's Museum	-				
Net Revenue	175,715.47				
Valley First Credit Union	233,657.39				
Oak Valley Savings	393,011.53				
Total Cash On Hand	626,668.92				

*** Activity contained to sub-schedules until events seasons are completed

Modesto Downtown Improvement District
Budget vs. Actuals: FY23 P&L
July 2022 - April 2023

Total

	Actual	Budget	Variance	% of Budget
Revenue				
41000 Mill Tax DID	258,044.34	\$ 235,000.00	\$23,044.34	109.81%
City DID Administration Fee		-\$6,392.22	\$6,392.00	0.00%
Total Revenue	\$258,044.34	\$ 228,608.00	\$29,436.34	112.88%
Gross Profit	\$258,044.34	\$ 228,608.00	\$29,436.34	112.88%
Expenditures				
51000 Marketing Expense			\$0.00	
Advertisement and Sponsorship	\$ 2,439.39	\$ 23,000.00	-\$20,560.61	10.61%
Branding	\$ 50.00		\$50.00	
Social Media	\$ 7,295.00	\$ 9,000.00	-\$1,705.00	81.06%
Website Development	\$ 300.00	\$ 8,000.00	-\$7,700.00	3.75%
Total 51000 Marketing Expense	\$ 10,084.39	\$ 40,000.00	-\$29,915.61	25.21%
52000 Board Meetings	\$ 876.70	\$ 1,500.00	-\$623.30	58.45%
52025 Contractor Field Services	\$ 25,000.00	\$ 31,500.00	-\$6,500.00	79.37%
52050 Dues & Subscriptions	\$ 1,229.58	\$ 4,000.00	-\$2,770.42	30.74%
52075 Insurance	\$ 2,573.31	\$ 3,300.00	-\$726.69	77.98%
52100 Office Lease	\$ 8,543.97	\$ 10,300.00	-\$1,756.03	82.95%
52150 Office Supplies & Misc.	\$ 726.90	\$ 8,000.00	\$7,273.10	9.09%
52175 Payroll Expenses	\$ 50,999.17	\$ 68,199.00	-\$17,199.83	74.78%
52200 Postage & Shipping	\$ 24.00	\$ 100.00	-\$76.00	24.00%
52300 Professional Development	\$ 1,146.54	\$ 1,500.00	-\$353.46	76.44%
52325 Board Member Development		\$ 1,500.00	-\$1,500.00	0.00%
52350 Professional Services	\$ 330.00	\$ 1,500.00	\$170.00	22.00%
Accounting Services	\$ 3,525.00	\$ 1,500.00	\$2,025.00	235.00%
CPA Services	\$ 650.00	\$ 750.00	-\$100.00	86.67%
Misc. Professional Services		\$ 825.00	-\$825.00	0.00%
Total 52350 Professional Services	\$ 4,505.00	\$ 4,575.00	-\$70.00	98.47%
52400 Programs & Events	\$ 229.30		\$229.30	
Beautification/Area Enhancement	\$ 1,521.92	\$ 12,000.00	-\$10,478.08	12.68%
Promotions/Events	\$ 1,571.26	\$ 28,609.00	-\$27,037.74	5.49%
Window Improvement Program	\$ 4,239.86		\$4,239.86	
Total 52400 Programs & Events	\$ 7,562.34	\$ 40,609.00	\$33,046.66	18.62%
52500 Travel & Entertainment	\$ 2,564.82	\$ 50.00	-\$2,435.18	51.30%
52700 Utilities & Telephone	\$ 866.29	\$ 1,500.00	-\$633.71	57.75%
59050 Bank Charges & Fees	\$ 59.50	\$ 125.00	-\$65.50	47.60%
Contingency Reserves		\$ 6,900.00	-\$6,900.00	0.00%
Total Expenditures	\$116,762.51	\$ 228,608.00	-\$111,845.49	51.08%
Net Operating Revenue	\$141,281.83	\$ -	\$ 141,281.83	
Net Revenue	\$141,281.83	\$ -	\$ 141,281.83	

Modesto Downtown Improvement District

Proposed 2022/2023 FY Budget

	Anticipated Budget
Revenue	
41000 Mill Tax DID	\$ 209,000.00
City DID Administration Fee	\$ (6,392.00)
Total Revenue	\$ 202,608.00
Expenditures	
51000 Advertising & Marketing	
Social Media	\$ 7,200.00
Website, Maintenance	\$ 1,400.00
PR, Advertising, Sponsorships	\$ 4,900.00
52400 Programs & Events	
Beautification/Area Enhancement	\$ 6,800.00
Promotions/Events	\$ 8,000.00
52010 Contractor Reimb. - Field Services	\$ 31,500.00
52000 Board Meetings	\$ 1,500.00
52050 Dues and Subscriptions	\$ 2,000.00
52075 Insurance	\$ 3,500.00
52100 Office Lease	\$ 10,300.00
52150 Office Supplies & Misc.	\$ 2,000.00
52175 Payroll Expenses	\$ 107,300.00
52200 Postage & Shipping	\$ 100.00
52300 Professional Development	\$ 2,500.00
52350 Professional Services	\$ 7,425.00
52500 Travel & Entertainment	\$ 2,500.00
52700 Utilities & Telephone	\$ 1,500.00
59050 Bank charges/fees	\$ 125.00
Contingency Reserve	\$ 2,058.00
Total Expenditures	\$ 202,608.00
 Net Revenue	 \$ -