

## Board of Directors Joint Meeting Agenda

Date of Meeting:	01/18/2023	Time:	4:00 PM
Board Chairs:	Barrett Lipomi/David Boring	Location:	953 10 <sup>th</sup> Street

### 1. Discussion Items

#	Topics	Presenter
1	Open Meeting and Introductions (10 min)	Barrett L.
2	DMP Approval of Minutes (2 min)	Barrett L.
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)	Any
4	Downtown Administrative Report (Recap of recent activities and upcoming initiatives: Experience Engineers, RAD Card, DMP Annual Report and Annual Audit, Window Improvements, Pink Friday and ModShop Surveys) (15 Min)	Josh B./ Heidi S
5	DMP Action: Discuss Financials (10 Min)	Josh B.
6	Discus Downtown Mission, Vision and Strategic Direction	Josh B./ Heidi S.
7	Board Member Forum (15 min)	Any
8	Adjourn Regular Meeting	Barrett L.

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

1.	DMP Action: Executive Team Recommendation – Discuss CEO Compensation, Bonus and 2023 Performance Criteria	Barrett L
----	-----------------------------------------------------------------------------------------------------------	-----------

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

Description	Brought by
11/30/22 DMP Board Meeting Minutes	Richelle H.
Admin Report Materials	Richelle H.
DMP Financials through 12/31/2022	Richelle H.
Downtown Mission, Vision and Strategic Direction	Richelle H.



## Board of Directors Meeting Minutes

Date of Meeting:	11/30/2022	Time:	4:00 PM
Minutes Prepared By:	Richelle Hartsock	Location:	953 10 <sup>th</sup> Street (Greens)

### Attendance

**Present** DMP: Barrett Lipomi, Kirstie Zacharias, Ann Endsley, Kathryn Davis, Charles Doll, David Boring, Josh Bridegroom, Erin Doran, David Darmstandler, Fred Silva

DID: Charles Doll, Lauren Trevino (by proxy vote), David Boring, Maria Apodaca, Amanda Heitlinger

**Absent** DMP: Blake Humble, Ryan Swehla

**Others** Heidi Savage, Stephanie Foster, Elizabeth Buenrostro, Richelle Hartsock, Sara Lowry

### Discussion

#	Topics	
1	Open Meeting - Barrett opened the meeting at 4:21 p.m.	Barrett L.
2	DID Approval of 09/21/2022 Minutes - David called for approval of the minutes for the meeting of 09/21/2022 o Board approved the minutes as presented (C. Doll/ L. Trevino; Unanimous)	David B.
3	DMP Approval of 09/21/2022 Minutes - Barrett called for approval of the minutes for the meeting of 09/21/2022 o Board approved the minutes as presented (B. Lipomi/ K. Davis; Unanimous)	David B.
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.
6	DMP Action: Discuss Financials - Josh presented the financials to the board and recommended approval o Board approved financials for YTD 11/30/2022 (K. Zacharias/ F. Silva; Unanimous)	Josh B.
7	DID Action: Discuss Financials - Heidi presented the financials to the board o Board approved financials for YTD 11/30/2022 as presented (A. Heitlinger/ M. Apodaca; Unanimous)	Heidi S.

8	<p>DMP and DID Action: Joint Executive Teams Recommendation- Discuss RAD card funding event.</p> <ul style="list-style-type: none"> <li>- The DMP and DID executive teams recommended the organizations each contribute \$25,000 toward a downtown Modesto RAD card funding event and direct staff to work with other organizations to increase the donor pool and look into the possibility of of a 50% match for users to stretch the dollars further.</li> <li>- DMP Board approved the RAD card funding event, as proposed (K. Davis/ K. Zacharias; Unanimous)</li> <li>- DID Board approved the RAD card funding event, as proposed (D. Boring/ C. Doll; Unanimous)</li> </ul>	Josh B.
9	<p>DID Action: Discuss setting aside unrestricted funds from normal operating funds by creating a reserve savings account.</p> <ul style="list-style-type: none"> <li>- David proposed moving 100,000 from one account to the new reserve savings account. <ul style="list-style-type: none"> <li>o The board approved this action (A. Heitlinger/ M. Apodaca; Unanimous)</li> </ul> </li> </ul>	Hedi S./ David B.
10	<p>DMP and DID Action: Joint Executive Teams Recommendation- Discuss strategic direction and 2023 Annual Action Plan.</p> <ul style="list-style-type: none"> <li>- The Joint Executive team recommended that the board approve the Strategic direction and Annual action plan. <ul style="list-style-type: none"> <li>o DMP Board approved the strategic direction and action plan for 2023, as presented (B. Lipomi/ K. Zacharias; Unanimous)</li> <li>o DID Board approved the strategic direction and action plan for 2023, as presented (C. Doll/ A. Heitlinger; Unanimous)</li> </ul> </li> </ul>	Any
11	<p>DMP Action: Executive Team Recommendation- Discuss FY 2023 operating budget.</p> <ul style="list-style-type: none"> <li>- The Executive team recommended that the board approve the 2023 operating budget. <ul style="list-style-type: none"> <li>o Board approved the 2023 operating budget, as presented (F. Silva/ K. Davis; Unanimous)</li> </ul> </li> </ul>	
12	<p>DMP Action: Executive Team Recommendation- Discuss 2023 Board member and office nominations.</p> <ul style="list-style-type: none"> <li>- The Executive team presented the nominations for 2023 Board member and officers <ul style="list-style-type: none"> <li>o Board approved the board of director and officer nominations, as presented. (C. Doll/ K. Zacharias; Unanimous)</li> </ul> </li> </ul>	
13	<p>Board Member Forum</p> <ul style="list-style-type: none"> <li>- There was general discussion around the table.</li> </ul>	Any
14	<p>Adjourn Regular Meeting</p> <ul style="list-style-type: none"> <li>- Barrett adjourned the meeting at 5:45 pm</li> </ul>	Barrett L.

NEXT MEETING ( if applicable )





















Date: 01/18/2023

Time: 4:00 p.m.

Location:1003 10<sup>th</sup> St.



### By the Numbers -December

	December 2022	Month over Month November 2022 to December 2022	Year over Year December 2021 to December 2022
<b>Pounds of Trash Collected</b>	20,659	 +07	 + 12
<b>Graffiti Spots Removed</b>	349	 +13	 +15
<b>Business Interactions</b>	249	 +06	 +16
<b>Calls for Service</b>	89	 +04	 +11
<b>Homeless Engagements</b>	438	 +11	 +03
<b>Homeless Referred to Services</b>	164	 +05	 +07
<b>Anti-Social Behavior Abated</b>	96	 +03	 +16
<b>Patron Interactions</b>	793	 +06	 +33
<b>Patrons Referred to Businesses/Services</b>	264	 +14	 +29
<b>Rank Security Calls Serviced</b>	41	 +02	 +15

Downtown Modesto Partnership  
 Budget v Actual 12/31/22  
 Rad Administration

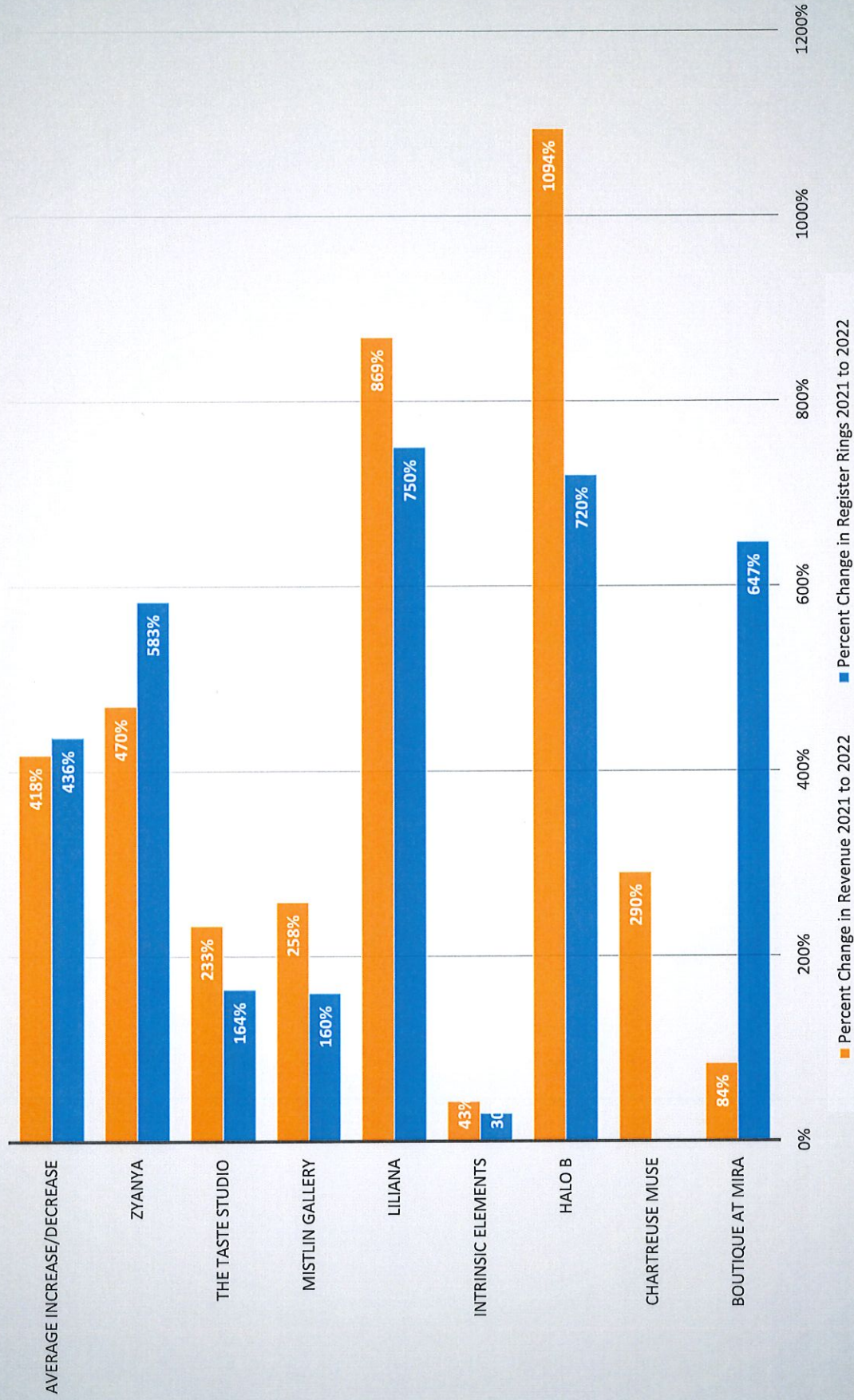
	YTD Actual (12/31/22)	% of Annual Budget
<b>Revenue</b>		
Carryover Balance	-	0.00%
RAD Income - Admin Fees	523,125.00	0.00%
<b>Total Revenue</b>	<b>523,125.00</b>	<b>0.00%</b>
<b>Expenditures</b>		
Customer Service	7,589.07	0.00%
Amazon Web Services	218.87	0.00%
App Development	157,762.00	0.00%
Credit Card Fees	263.71	0.00%
Bank Fees	401.00	0.00%
Subscriptions	1,235.41	0.00%
Insurance - Cyber Liability	5,563.23	0.00%
<b>RAD Management</b>	<b>12,668.30</b>	<b>0.00%</b>
Revenue Reallocation	-	0.00%
DoMo Admin Realloc	50,000.00	0.00%
Marketing & Website	51,282.27	0.00%
<b>Total Expenditures</b>	<b>286,983.86</b>	<b>0.00%</b>
<b>Net Revenue</b>	<b>236,141.14</b>	<b>Remaining Balance - no current year effect</b>

Per Josh - \$50K to be allocated to DoMo from this profit for 2022 and 2023

**Modesto Downtown Improvement District**  
**Budget vs. Actuals: FY23 P&L**  
 July - December, 2022

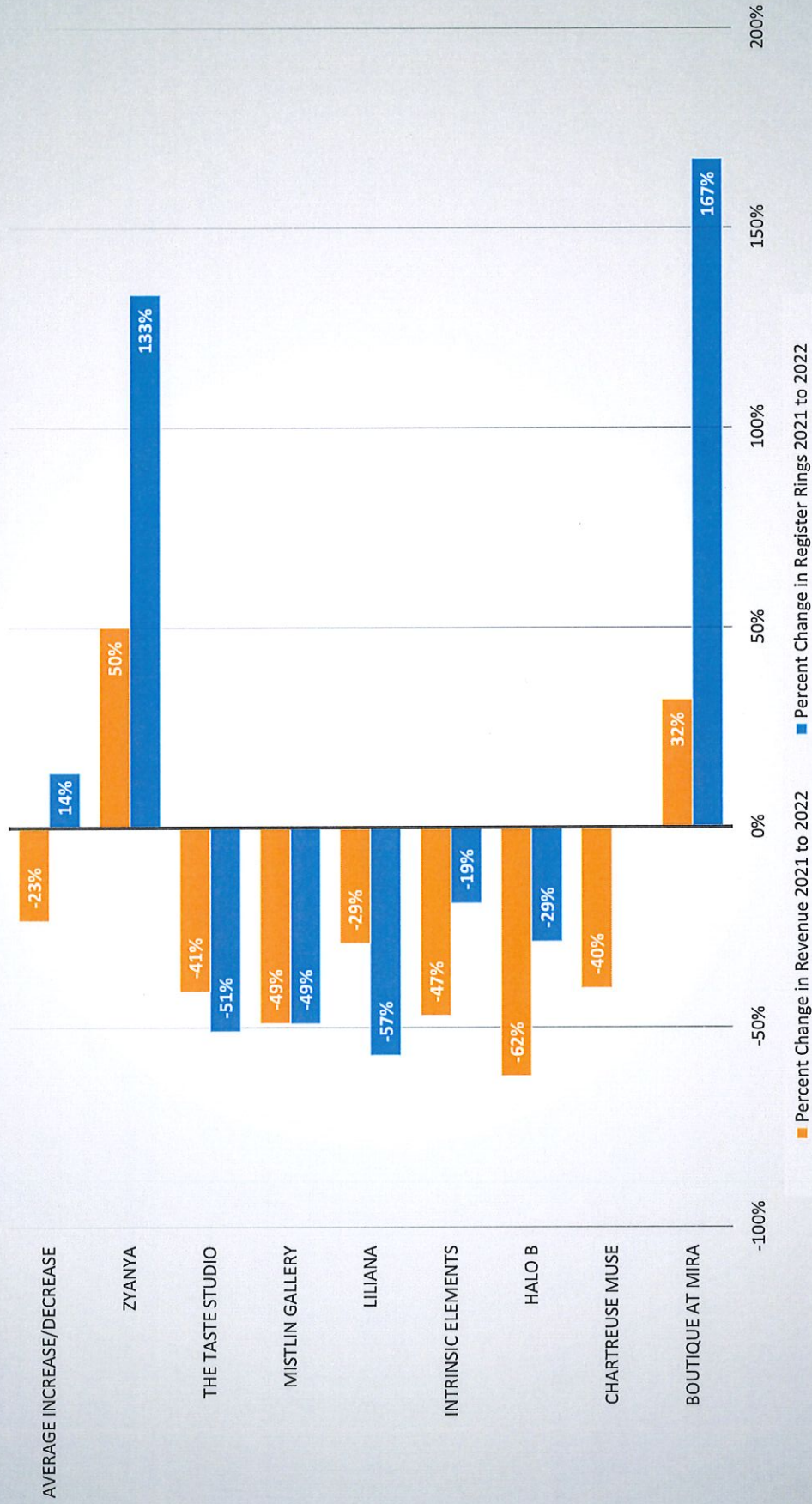
	Total			
	Actual	Budget	over Budget	% of Budget
<b>Revenue</b>				
41000 Mill Tax DID	199,294.34	235,000.00	-35,705.66	84.81%
City DID Administration Fee		-6,392.00	6,392.00	0.00%
<b>Total Revenue</b>	\$ 199,294.34	\$ 228,608.00	-\$ 29,313.66	87.18%
<b>Gross Profit</b>	\$ 199,294.34	\$ 228,608.00	-\$ 29,313.66	87.18%
<b>Expenditures</b>				
51000 Marketing Expense				
Advertisement and Sponsorship	2,439.39	23,000.00	-20,560.61	10.61%
Branding	50.00		50.00	
Social Media	4,896.75	9,000.00	-4,103.25	54.41%
Website Development		8,000.00	-8,000.00	0.00%
<b>Total 51000 Marketing Expense</b>	\$ 7,386.14	\$ 40,000.00	-\$ 32,613.86	18.47%
52000 Board Meetings	876.70	1,500.00	-623.30	58.45%
52025 Contractor Reimbursable - Field Services	15,000.00	31,500.00	-16,500.00	47.62%
52050 Dues & Subscriptions	864.58	4,000.00	-3,135.42	21.61%
52075 Liability Insurance	-229.11	3,300.00	-3,529.11	-6.94%
52100 Office Lease	5,116.70	10,300.00	-5,183.30	49.68%
52150 Office Supplies & Misc.	561.65	8,000.00	-7,438.35	7.02%
52175 Payroll Expenses	\$ 29,909.72	\$ 68,199.00	-\$ 38,289.28	43.88%
52200 Postage & Shipping	24.00	100.00	-76.00	24.00%
52300 Professional Development		1,500.00	-1,500.00	0.00%
52325 Board Member Development		1,500.00	-1,500.00	0.00%
52350 Professional Services	330.00	1,500.00	-1,170.00	22.00%
Accounting Services	2,075.00	1,500.00	575.00	138.33%
CPA Services		750.00	-750.00	0.00%
Misc. Professional Services		825.00	-825.00	0.00%
<b>Total 52350 Professional Services</b>	\$ 2,405.00	\$ 4,575.00	-\$ 2,170.00	52.57%
52400 Programs & Events	512.06		512.06	
Beautification/Area Enhancement	1,521.92	12,000.00	-10,478.08	12.68%
Promotions/Events	1,188.50	28,609.00	-27,420.50	4.15%
Window Improvement Program	675.95		675.95	
<b>Total 52400 Programs &amp; Events</b>	\$ 3,898.43	\$ 40,609.00	-\$ 36,710.57	9.60%
52500 Travel & Entertainment	72.36	5,000.00	-4,927.64	1.45%
52700 Utilities & Telephone	544.71	1,500.00	-955.29	36.31%
59050 Bank Charges & Fees	33.25	125.00	-91.75	26.60%
Contingency Reserves		6,900.00	-6,900.00	0.00%
<b>Total Expenditures</b>	\$ 66,464.13	\$ 228,608.00	-\$ 162,143.87	29.07%
<b>Net Operating Revenue</b>	\$ 132,830.21	\$ 0.00	\$ 132,830.21	
<b>Net Revenue</b>	\$ 132,830.21	\$ 0.00	\$ 132,830.21	

# Pink Friday by the Numbers





# Mod Shop by the Numbers





**Downtown Modesto Partnership  
Budget v Actual 12/31/22  
General Administration**

	YTD Actual (12/31/22)	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
<b>Revenue</b>					
31020 Board Donations	1,000.00	1,200.00	(200.00)	1,200.00	83.33%
31030 CBD Income	731,349.24	700,000.00	31,349.24	700,000.00	104.48%
31040 Contracted Services	58,100.06	113,621.00	(55,520.94)	113,621.00	51.13%
Grants	-	-	-	-	0.00%
31060 Sublease	7,428.73	15,600.00	(8,171.27)	15,600.00	47.62%
Events & Activities	88,626.38	130,860.00	(42,233.62)	130,860.00	67.73%
31085 Sponsorship/Advertising	24,500.00	30,000.00	(5,500.00)	30,000.00	81.67%
31015 Bank Interest	783.44	750.00	33.44	750.00	104.46%
<b>Total Revenue</b>	<b>911,787.85</b>	<b>992,031.00</b>	<b>(80,243.15)</b>	<b>992,031.00</b>	<b>91.91%</b>
<b>Expenditures</b>					
Bank Fees	-	-	-	-	0.00%
41010 Benefits					
Health Insurance	55,015.28	54,400.00	615.28	54,400.00	101.13%
Pension	16,370.87	18,200.00	(1,829.13)	18,200.00	89.95%
41020 Board Meetings & Convenings	1,089.54	1,000.00	89.54	1,000.00	108.95%
41040 Dues, Subscriptions & Licenses	5,945.53	4,000.00	1,945.53	4,000.00	148.64%
41041 Employee Parking	3,247.50	4,000.00	(752.50)	4,000.00	81.19%
41050 Events/Activities	37,244.22	55,000.00	(17,755.78)	55,000.00	67.72%
41070 Liability Insurance	2,018.39	4,600.00	(2,581.61)	4,600.00	43.88%
41090 Office Improvements & Maint.	622.61	8,500.00	(7,877.39)	8,500.00	7.32%
41100 Office Equipment & Supplies	9,011.98	9,000.00	11.98	9,000.00	100.13%
41110 Outside Services					
Auditor/CPA	4,250.00	5,500.00	(1,250.00)	5,500.00	77.27%
Accounting	-	-	-	-	0.00%
41000 Advertising/Marketing	28,018.20	26,586.00	1,432.20	26,586.00	105.39%
Eco Counter	-	8,765.00	(8,765.00)	8,765.00	0.00%
Rank Security	23,066.00	24,000.00	(934.00)	24,000.00	96.11%
SinglePoint	10,948.46	7,500.00	3,448.46	7,500.00	145.98%
StreetPlus	192,888.65	250,000.00	(57,111.35)	250,000.00	77.16%
41120 Payroll	314,520.66	365,000.00	(50,479.34)	365,000.00	86.17%
41130 Payroll Tax Expense	26,059.68	32,850.00	(6,790.32)	32,850.00	79.33%
41140 Postage & Delivery	432.83	400.00	32.83	400.00	108.21%
41150 Professional Development	3,356.14	5,000.00	(1,643.86)	5,000.00	67.12%
41155 Public Space Beautification	333.88	20,000.00	(19,666.12)	20,000.00	1.67%
41160 Rent	48,585.00	48,480.00	105.00	48,480.00	100.22%
41170 Sponsorship	8,300.00	10,000.00	(1,700.00)	10,000.00	83.00%
41170 Travel & Entertainment	7,887.02	9,000.00	(1,112.98)	9,000.00	87.63%
41180 Utilities	13,684.59	13,000.00	684.59	13,000.00	105.27%
41190 Vehicle Expenses	3,623.67	4,000.00	(376.33)	4,000.00	90.59%
41200 Workers Compensation	1,676.84	2,500.00	(823.16)	2,500.00	67.07%
<b>Total Expenditures</b>	<b>818,197.54</b>	<b>991,281.00</b>	<b>(173,083.46)</b>	<b>991,281.00</b>	<b>82.54%</b>
Accounting Services	24,166.01				
Sponsorship - Children's Museum	250,000.00				
<b>Net Revenue</b>	<b>(180,575.70)</b>				
Valley First Credit Union	122,523.33				
Oak Valley Savings	392,882.35				
<b>Total Cash On Hand</b>	<b>515,405.68</b>				

## **Downtown Modesto**

### **Mission, Vision and Strategic Direction**

#### Mission:

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

#### Three Part Vision Statement:

- *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*

#### Strategic Direction:

- *Building our Consortium*
  - *Partner with the City to develop a downtown operations document*
  - *Memorialize our role with the City of Modesto*
- *Amplifying Use of Downtown Spaces*
  - *Develop and maintain a database of vacant and potential tenants*
  - *Develop annual business promotion program and implement at least one new promotion*
  - *Add three additional days per week to the Back of House Food Tour*
- *Expanding our Influence*
  - *Host at least three community conversations on urbanism*
  - *Launch downtown music series with at least six shows*