

Board of Directors Meeting Minutes

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| Date of Meeting: | 05/18/2022 | Time: | 4:00PM |
| Minutes Prepared By: | Elizabeth Buenrostro | Location: | 1003 10 th Street, Ste. A |

Attendance

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| Present | DMP: Barrett Lipomi, Kirstie Boyett, Blake Humble, Fred Silva, Charles Doll, Ryan Swehla, Charles Doll (proxy for David Boring), Josh Bridegroom. DID: Charles Doll (proxy for David Boring), Thomas Lopes, Charles Doll, Lauren Trevino, Maria Apodaca, Amanda Heitlinger |
| Absent | DMP: Erin Doran, Ann Endsley, Kathryn Davis, David Darmstandler, David Boring DID: David Boring, Bart Barringer |
| Other | Heidi Savage, Stephanie Foster, Elizabeth Buenrostro, |

Discussion

| # | Topics | |
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| 1 | Open Meeting - Barrett opened the meeting at 4:14 p.m. | Barrett L. |
| 2 | DID Approval of Minutes - Charles Doll called for approval of the minutes for the meeting of 3/16/2022 o Board approved the minutes as presented (M. Apodaca/ T. Lopes; Unanimous) | David B. |
| 3 | DMP Approval of Minutes - Barrett called for approval of the minutes for the meeting of 3/16/2022 with the modification that he and Ryan Swehla were absent from the board meeting o Board approved the minutes as with the recommended modification (F. Silva/K. Boyett; 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. |
| 6 | DMP Action: Discuss Financials - Josh presented the financials to the board o Board approved financials for YTD 4/30//2022 as presented (Charles Doll/ Ryan Swehla; Unanimous) | Josh B. |
| 7 | DID Action: Discuss Financials - Heidi presented the financials to the board o Board approved financials for YTD 4/30/2022 as presented (Charles Doll/ T. Lopes; Unanimous)) | Heidi S. |

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| 8 | <p>DMP and DID Action: Discuss Downtown Mission and Vision</p> <ul style="list-style-type: none"> - Heidi and Josh presented a recommendation for a shared mission and vision for the organizations <ul style="list-style-type: none"> o DMP Board approved the shared mission statement (R. Swehla/ C. Doll; Unanimous) o DID Board approved the shared mission statement(C. Doll/ M. Apodaca; Unanimous) o DMP Board approved the shared vision statement (F. Silva/ R. Swehla; Unanimous) o DID Board approved the shared vision statement (C. Doll/ M. Apodaca; Unanimous) | Josh B./ Heidi S. |
| 9 | <p>DID & DMP Action: Discuss DID and DMP Roles (20 min)</p> <ul style="list-style-type: none"> - Josh and Heidi presented a recommendation for establishing complimentary roles for each organization. <ul style="list-style-type: none"> o DID Board approved roles, as presented (C. Doll/M. Apodaca; Unanimous) o DMP Board approved roles, as presented (F. Silva/R. Swehla; Unanimous) | Heidi S./ Josh B. |
| 10 | <p>DID Action: Discuss Contributing Funds toward Signage for Art Walk Participants</p> <ul style="list-style-type: none"> - Heidi made a recommendation to contribute funds for banners to help promote the monthly artwalks <ul style="list-style-type: none"> o DID Board approved the motion, as presented (A. Heitlinger/ C. Doll; Unanimous) | Heidi S. |
| 11 | <p>DMP Action: Executive Team Recommendation – Discuss Annual Assessment Rate Increase</p> <ul style="list-style-type: none"> - Ryan presented a recommendation that the board increase the annual assessment of downtown CBD properties by 5% for 2022/2023 FY and that the rate be increased by 5% annually through 2030 unless otherwise determined by the board <ul style="list-style-type: none"> o DMP Board approved the motion as presented (F. Silva/ R. Swehla; Unanimous) | Ryan S. |
| 12 | <p>DID Action: Discuss Signature Responsibility of Street Closure Permits for Independence Day and Graffiti Parades and Grandfathering them into the City Ordinance</p> <ul style="list-style-type: none"> - Heidi presented a recommendation that the DID request the City not require signatures from downtown businesses for any Independence Day and Graffiti Parades going forward <ul style="list-style-type: none"> o DID Board approved the motion, as presented (A. Heitlinger/ C. Doll; Unanimous) | Heidi S. |
| 13 | <p>DID Action: Discuss Street Closure Permits for Event Committees</p> <ul style="list-style-type: none"> - Heidi presented a recommendation that the DID no longer obtain signatures for street closures on behalf of event committees, transferring that responsibility to the committee <ul style="list-style-type: none"> o DID Board approved the motion, as presented (A. Heitlinger/ M. Apodaca; Unanimous) | Heidi S. |
| 14 | <p>DID Action: Discuss Business Notifications for City of Modesto’s Celebration of Lights Parade</p> <ul style="list-style-type: none"> - Heidi presented a recommendation to notify the City that DID will no longer send out notifications for Celebration of Lights parade <ul style="list-style-type: none"> o DID Board approved the motion, as presented (A. Heitlinger/ M. Apodaca; Unanimous) | Heidi S. |
| 15 | <p>DMP and DID Action: Discuss Contributing Funds toward Five Points Sign</p> <ul style="list-style-type: none"> - Josh and Heidi discussed contributing \$5,000 from both DMP and DID boards to change the sign at five points. After some discussion, Fred Silva made a recommendation that the organizations only contribute toward the sign if it is found to add value and will be an improvement over the current sign. | Josh B/ Heidi S. |

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- DMP Board approved Fred's recommendation(F. Silva/ R. Swehla; Unanimous)
- DID Board approved Fred's recommendation (C. Doll/ M. Apodaca; Unanimous)

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| 16 | Board Member Forum - No items were discussed this time around | Any |
| 17 | Adjourn Regular Meeting - Barrett adjourned meeting at 6:05pm | Barret L. |

Next Meeting (if applicable)

Date: 7/20/2022
Suite A

Time: 4:00 p.m.

Location: 1003 10th St.



Board of Directors Meeting Minutes

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| Date of Meeting: | Tuesday, 7/12/2022 | Time: | 8:00am |
| Minutes Prepared By: | Heidi Savage | Location: | Fuzio Universal Bistro |

Attendance

Present: Maria Apodaca, Bart Barringer, David Boring, Amanda Heitlinger, Thomas Lopes, Maria Apodaca

Absent: Charles Doll

Staff: Heidi Savage

Discussion

| # | Topics | |
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| 1 | Open Meeting and introductions - Bart called the meeting to order at 8:13am | Bart B. |
| 2 | DID approval of minutes – no minutes | Bart B. |
| 3 | Public Comments - There were no comments made | Any |
| 4 | Administrative Report - Heidi recapped recent activities | Heidi S. |
| 5 | DID Financials – no financials | Bart B. |
| 6 | Action: Discuss D.I.D. board member and officer nominations - Heidi presented the list of new board members and officer nominations. Approved as presented (B. Barringer/T. Lopes. Unanimous) | Heidi S. |
| 7 | Action: Discuss cash versus accrual accounting method. - Heidi presented two types of accounting methods the D.I.D. may use. Approved continuing with cash method (T. Lopes/M. Apodaca. Unanimous) | Heidi S. |
| 8 | Action: Discuss D.I.D. 2022-2023 proposed budget - Heidi presented the 2022-2023 proposed budget. Approved as presented. (T. Lopes/B. Barringer. Unanimous) | Heidi S. |
| 9 | Action: Discuss joint D.I.D./DMP project funding - Heidi inquired whether there was a need for a policy for how much funding the D.I.D. will contribute to joint projects. Funding joint activities will be decided on a case by case basis. Board members could vote by email, if necessary. No action taken. | Heidi S. |
| 10 | DID Action: Discuss D.I.D. and DMP roles in downtown - Heidi reviewed the action taken at the 5/17/22 joint meeting where DMP would focus on the public realm and D.I.D. on the four walls of the businesses. She presented the four assets the D.I.D. has in the public realm. The board decided (1) D.I.D. wayfinding signage should be replaced, with D.I.D. as part of whatever coalition is formed to put more wayfinding signage in downtown, providing input on their look and consistency. (2) Replacement of old D.I.D. trash receptacles would | Heidi S. |

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| | <p>be handled by DMP. (3) D.I.D. will retain flowerpots (4) D.I.D. will continue to manage the light pole banner program.</p> <ul style="list-style-type: none"> - No action taken. | |
| 11 | <p>DID Action: Discuss D.I.D. plan of work for 2022-23</p> <ul style="list-style-type: none"> - Heidi presented a proposed plan of work for the next year. She will report back to the board. No action taken. | Heidi S. |
| 12 | <p>DID Action: Discuss D.I.D. board/executive committee meeting schedule</p> <ul style="list-style-type: none"> - Heidi recommended that the D.I.D. board meet during the months where the joint boards do not meet. If a meeting isn't necessary, one will not be held. No action taken. | Heidi S. |
| 13 | <p>Adjourn Meeting</p> <ul style="list-style-type: none"> - Bart adjourned the meeting at 9:31 am. | Bart B. |