

**Downtown Modesto Partnership
Board of Directors
Meeting Agenda**

Date of Meeting:	11/18/2020	Time:	4:00PM
Board Chair:	Lynn Dickerson	Location:	1003 10 th Street, Ste. A
1. Discussion Items			
#	Topics	Presenter	
1	Open Meeting and Approval of Minutes (2 mins)	Lynn D.	
2	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	
3	Administrative Update (Recap of recent activities and upcoming initiatives: Environmental Management, Parklets and Outdoor Dining, J Street Donation, Commemorative Wine Bottles, RAD Card Program, Banners and Trash Receptacles, Holiday Décor/Event) (15 min)	Josh B.	
4	Action: Discuss Financials (10 min)	Doris B.	
5	Action: Executive Team Recommendation – Discuss 2021 Annual Action Plan (15 min)	Barrett L.	
6	Action: Executive Team Recommendation – Discuss FY 2021 Operating Budget (15 min)	Lynn D.	
7	Action: Executive Team Recommendation – Discuss 2021 Board Member and Officer Nominations (10 min)	Ryan S.	
8	Action: Discuss Funding for Parklets (10 min)	Josh B.	
9	Board Member Forum (15 min)	Any	
10	Adjourn Regular Meeting	Lynn D.	

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

Description	Brought by
9/16/20 Board Meeting Minutes	Doris B.
Budget Versus Actuals through October 31, 2020	Doris B.
Proposed 2021 Annual Action Plan	Doris B.
Proposed 2021 Operating Budget	Doris B.
Proposed Board Member and Officer Nominations	Doris B.

**Downtown Modesto Partnership
Board of Directors
Meeting Minutes**

Date of Meeting: (MM/DD/YYYY)	09/16/2020	Time:	4:00 p.m.
Minutes Prepared By:	Doris Daniel Brima	Location:	1003 10 th Street, Ste. A
1. Attendance			
Present	Lynn Dickerson, Barrett Lipomi, Ryan Swehla, Fred Silva, Kristy Rupp, Saul Trujillo, Josh Bridegroom		
Absent	Michael Moridian, Jennifer Jackson-Romero, Ann Endsley, Ted Brandvold, David Boring, Kirstie Boyett		
Others	Stephanie Foster, Jaylen French, Heidi Savage, Doris Daniel Brima		
2. Discussion			
#	Topics	Presenter	
1	Open Meeting and Approval of Minutes <ul style="list-style-type: none"> - Lynn opened the meeting at 4:01 p.m., conducted role call, and called for approval of the minutes <ul style="list-style-type: none"> o Board approved the minutes for the meetings of 07/15/2020 as presented (S. Trujillo / B. Lipomi; Unanimous). 	Lynn D.	
2	Public Comments <ul style="list-style-type: none"> - No public comments were made 	Any	
3	Discuss Downtown Parking Management <ul style="list-style-type: none"> - Scotty Douglass presented the City's plan to manage parking enforcement and improve parking management. 	Jaylen F.	
4	Administrative Update <ul style="list-style-type: none"> - Recap of recent activities and upcoming initiatives: Experience Engineers and Security Patrol, Downtown Master Plan, Open Air Program, DMP/DID Strategic Planning, RAD Card and Love Modesto 	Josh B.	
5	Action: Discuss Financials <ul style="list-style-type: none"> - Financials presented by Doris B. <ul style="list-style-type: none"> o Board approved financials for YTD 08/31/2020 as presented (R. Swehla / B. Lipomi; Unanimous). 	Doris B	
6	Discuss Future RAD Gift Card <ul style="list-style-type: none"> - Josh presented potential future benefits of RAD Gift Card to DoMo District and how they might be realized. 	Josh B.	
7	Board Member Forum <ul style="list-style-type: none"> - There was a roundtable discussion on items of interest to the Board of Directors. 	Any	
8	Adjourn Regular Meeting <ul style="list-style-type: none"> - Lynn adjourned the meeting at 5:24 p.m. 	Lynn D.	

Date of Meeting: (MM/DD/YYYY)	09/16/2020	Time:	4:00 p.m.
Minutes Prepared By:	Doris Daniel Brima	Location:	1003 10 th Street, Ste. A
4. Next Meeting (if applicable)			
Date: (MM/DD/YYYY)	11/18/2020	Time:	4 p.m.
		Location:	1003 10 th Street, Ste. A

Downtown Modesto Partnership
Budget vs. Actuals
YTD October 31, 2020
Modified Accrual

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget	Anticipated Budget Shortfalls	Internal Operating Budget
Revenue							
31020 Board Donations	1,200	1,200	0	1,200	100.00%	0	1,200
31030 CBD Income	675,592	659,116	16,476	695,000	97.21%	0	695,000
31040 Contracted Services	37,243	58,333	-21,091	70,000	53.20%	-30,000	40,000
31060 Sublease	20,300	33,333	-13,033	40,000	50.75%	-14,100	25,900
31070 Events Income	10,209	30,500	-20,291	122,000	8.37%	-107,000	15,000
31085 Sponsorship/Advertising	0	20,000	-20,000	65,000	0.00%	-65,000	0
31090 Misc. Donations	8,081	10,000	-1,919	0	0.00%	0	500
21020 SBA PPP	54,910	54,910	0	0	0.00%	0	54,910
31015 Bank Interest	198	46	152	0	0.00%	200	200
Total Revenue	807,733	867,439	-59,706	993,200	81.33%	-215,900	832,710
Expenditures							
41000 Advertising/Marketing	8,615	33,333	-24,719	40,000	21.54%	-25,000	15,000
41010 Benefits							0
Health Insurance	36,115	39,375	-3,260	47,250	76.43%	-3,500	43,750
Pension	10,598	10,833	-235	13,000	81.52%	0	13,000
41020 Board Mtgs & Convenings	0	583	-583	700	0.00%	0	700
41040 Dues, Subs & Lic.	2,531	2,917	-386	3,500	72.31%	0	3,500
41041 Employee Parking	3,760	4,800	-1,040	4,800	78.33%	-1,000	3,800
41050 Events/Activities	8,159	12,844	-4,685	95,000	8.59%	-76,200	18,800
41070 Liability Insurance	1,480	2,193	-713	2,500	59.20%	0	2,500
41080 Miscellaneous	0	0	0	0	0.00%	0	0
41090 Office Imp. & Maint.	2,027	8,333	-6,306	10,000	20.27%	-4,000	6,000
41100 Office Equip & Supplies	6,878	7,500	-622	9,000	76.42%	0	9,000
41110 Outside Services							
Admin Assist	2,460	5,000	-2,540	6,000	41.00%	-3,540	2,460
Auditor/CPA	3,860	3,860	0	6,500	59.38%	-2,700	3,800
Motion Loft (Eco Counter)	8,765	8,765	0	7,119	123.12%	1,561	8,680
Parking Consultant	0	5,833	-5,833	7,000	0.00%	-7,000	0
Rank Security	19,684	19,750	-66	23,700	83.05%	0	23,700
SinglePoint	6,458	6,250	208	7,500	86.11%	0	7,500
StreetPlus	137,517	229,167	-91,650	275,000	50.01%	-34,000	241,000
41120 Payroll	221,917	250,833	-28,916	301,000	73.73%	0	301,000
41130 Payroll Tax Expense	19,329	22,575	-3,246	27,090	71.35%	0	27,090
41140 Postage & Delivery	550	500	50	600	91.67%	0	600
41150 Professional Development	4,155	4,167	-12	5,000	83.10%	0	5,000
41155 Public Space Beautification	874	4,386	-3,512	15,000	5.83%	0	15,000
41160 Rent	38,000	37,500	500	45,000	84.44%	0	45,000
41170 Sponsorship	2,500	8,333	-5,833	10,000	25.00%	0	10,000
41170 Travel & Entertainment	4,830	7,083	-2,254	8,500	56.82%	0	8,500
41180 Utilities	7,609	8,333	-724	10,000	76.09%	0	10,000
41190 Vehicle Expenses	1,259	5,000	-3,741	6,000	20.99%	-1,170	4,830
41200 Workers Compensation	1,467	2,083	-616	2,500	58.69%	0	2,500
41210 Reserves	0	0	0	4,441	0.00%	-4,441	0
Total Expenditures	\$ 561,398	\$ 752,131	\$ (190,734)	\$ 993,700	56.50%	\$ (160,990)	\$ 832,710
Net Revenue	\$ 246,335						
VFCU Checking & Savings	\$ 382,075						
VFCU RAD Card Accounts	\$ 101,918						
OV Savings Account	\$ 305,084						
Total Cash	\$ 789,078						

Downtown Modesto Partnership

2021 Annual Action Plan

1. Building Our Consortium
 - a. Partner with DID on two new downtown projects
 - b. Partner with City to implement one project identified in Downtown Master Plan
2. Expanding our Influence
 - a. Grow RAD Card to 30,000+ users
3. Growing Our Revenue
 - a. Develop culinary arts tour
 - b. Increase grants/sponsorship revenue by 400% over 2019 (last normal operating year).

Downtown Modesto Partnership
2021 Proposed Budget

	Oct 2020 YTD Actual	2020 Annual Budget	2019 Actual	Anticipated 2021 Budget	Budget Variance 2020 vs 2021
Revenue					
31020 Board Donations	1,200	1,200	1,200	1,200	0
31030 CBD Income	675,592	695,000	710,277	700,000	5,000
31040 Contracted Services	37,243	70,000	6,800	50,000	-20,000
31060 Sublease	20,300	40,000	18,000	31,200	-8,800
31070 Events/Activities Income	10,209	122,000	19,490	115,000	-7,000
31085 Sponsorship/Advertising	0	65,000	13,639	55,000	-10,000
31090 Misc. Donations	8,081	0	0	1,000	1,000
21020 SBA PPP	54,910	0	0	0	0
31015 Bank Interest	198	0	0	200	200
Total Revenue	807,733	993,200	769,406	953,600	-39,600
Expenditures					
41000 Advertising/Marketing	8,615	40,000	19,945	22,000	-18,000
41010 Benefits					0
Health Insurance	36,115	47,250	32,666	46,000	-1,250
Pension	10,598	13,000	11,117	14,000	1,000
41020 Board Mtgs & Convenings	0	700	1,665	1,000	300
41040 Dues, Subs & Lic.	2,531	3,500	3,741	3,435	-65
41041 Employee Parking	3,760	4,800	3,520	4,000	-800
41050 Events/Activities	8,159	95,000	24,050	98,000	3,000
41070 Liability Insurance	1,480	2,500	2,157	5,100	2,600
41080 Miscellaneous	0	0	3,619	0	0
41090 Office Imp. & Maint.	2,027	10,000	443	10,000	0
41100 Office Equip & Supplies	6,878	9,000	7,141	9,000	0
41110 Outside Services					
Admin Assist	2,460	6,000	4,800	0	-6,000
Auditor/CPA	3,860	6,500	5,425	5,500	-1,000
Digital Marketing Assistant	8,765	0	0	26,000	26,000
Motion Loft (Eco Counter)	0	7,119	7,369	8,765	1,646
Parking Consultant	19,684	7,000	0	7,000	0
Rank Security	6,458	23,700	23,788	24,000	300
SinglePoint	137,517	7,500	6,930	7,500	0
StreetPlus	221,917	275,000	204,635	250,000	-25,000
41120 Payroll	19,329	301,000	241,003	277,000	-24,000
41130 Payroll Tax Expense	550	27,090	19,901	27,700	610
41140 Postage & Delivery	4,155	600	402	600	0
41150 Professional Development	874	5,000	4,123	5,000	0
41155 Public Space Beautification	38,000	15,000	37,837	20,000	5,000
41160 Rent	2,500	45,000	43,746	47,000	2,000
41170 Sponsorship	4,830	10,000	8,500	10,000	0
41170 Travel & Entertainment	7,609	8,500	8,911	9,000	500
41180 Utilities	1,259	10,000	8,601	10,000	0
41190 Vehicle Expenses	1,467	6,000	5,534	4,000	-2,000
41200 Workers Compensation	0	2,500	1,366	2,000	-500
Total Expenditures	\$ 561,398	\$ 989,259	\$ 742,936	\$ 953,600	\$ (35,659)
Net Revenue	\$ 246,335			\$ -	

Downtown Modesto Partnership

Board of Directors Nominees for Year 2021

- Kathryn Davis – Valley First Credit Union
- David Darmstandler – Data Path
- Saul Trujillo – Brenden Theaters
- Black Humble – Commonwealth and Churchkey
- Ann Endsley – Greens on Tenth
- Erin Doran – The Farmacy

Board Officers Nominees for Year 2021

- Chair: Lynn Dickerson – Gallo Center for the Arts
 - Vice-President: Barrett Lipomi – RED INC Architects
 - Treasurer: Ryan Swehla – Graceada Partners
 - Secretary: Saul Trujillo – Brenden Theaters
-

Downtown Modesto Partnership

Board/Committee Member Nomination Form

Candidate Information

Name: Kathryn Davis

Home address: 1005 W. Orangeburg, Modesto, CA

Home phone number: 323.356.8449

E-mail address: kdavis@valleyfirstcu.org

Work phone number: 209.549.8500, ext. 3000

Employment/Position: Valley First Credit Union, President & CEO

Education: Bachelor of Arts, UC Riverside; Master of Arts, Chapman University

Previous experience (if any) with (name or org)

Board Member, Opportunity Stanislaus (current)

Board Member, Central Catholic Foundation (current)

Board Member, Homeownership SF (2014-2019)

Board Member, Credit Union National Association, Marketing & Business Development Council (2009-2014)

Board Member, California Youth Involvement Network (1997-1999)

Please circle any of the following skills or experience that the candidate possesses.

<input checked="" type="checkbox"/> Finance, accounting	<input checked="" type="checkbox"/> Management, administration
<input checked="" type="checkbox"/> Grant writing	<input checked="" type="checkbox"/> Nonprofit experience
<input checked="" type="checkbox"/> Fundraising and special events	<input checked="" type="checkbox"/> Teaching experience, curriculum development
<input checked="" type="checkbox"/> Public relations, communications	<input checked="" type="checkbox"/> Contacts, networking
Other _____	Other _____

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).

Modesto Rotary Club

Submitted by

Name _____ Date _____

Phone _____ E-mail _____

Has this person been contacted to determine their interest in being nominated?

___ Yes ___ No

Thank you for your nomination

**Downtown
Modesto
Partnership**

Board/Committee Member Nomination Form

Candidate Information

Name Saul Trujillo
Home address 2725 E. Hawkeye ave Turlock, CA 95380
Home phone number 209-495-0745
E-mail address Strujillo@brendencorp.com
Work phone number 209-491-7910
Employment/Position Brenden Theatres - General Manager
Education _____

Previous experience (if any) with (name or org)

Please circle any of the following skills or experience that the candidate possesses.

- | | |
|----------------------------------|---|
| Finance, accounting | Management, administration |
| Grant writing | Nonprofit experience |
| Fundraising and special events | Teaching experience, curriculum development |
| Public relations, communications | Contacts, networking |
| Other _____ | Other _____ |

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).

Submitted by

Name Saul Trujillo Date 10/20/2020
Phone 209-495-0745 E-mail Strujillo@brendencorp.com

Has this person been contacted to determine their interest in being nominated?
 Yes No

**Downtown
Modesto
Partnership**

Board/Committee Member Nomination Form

Candidate Information

Name Blake Humble

Home address _____

Home phone number Mobile 209-247-8039

E-mail address bhumble@gmail.com

Work phone number _____

Employment/Position Commonwealth & Churchill Owner

Education highly educated!

Previous experience (if any) with (name or org)
owner of multiple businesses incl. conference organizing

Please circle any of the following skills or experience that the candidate possesses.

- Finance, accounting
- Grant writing
- Fundraising and special events
- Public relations, communications
- Other Marketing
- Management, administration
- Nonprofit experience
- Teaching experience, curriculum development
- Contacts, networking
- Other _____

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).
Not sure

Submitted by

Name Ryan Swelha Date 9/23
Phone 204-380-4475 E-mail _____

Has this person been contacted to determine their interest in being nominated?
No → sending him this nomination form

Downtown Modesto Partnership

Board/Committee Member Nomination Form

Candidate Information

Name Ann Endsley

Home address 1121 K Street - Modesto - 95354

Home phone number 209.527.5800

E-mail address ann@greensontenth.com

Work phone number 209.602.9099

Employment/Position Owner

Education U.C. Berkeley BA Cambridge University - graduate work

Previous experience (if any) with (name or org)

Boards: Hospice, Central West Ballet, American Heart Assoc., Opportunity Stanislaus, Gallo Center, Medical Alliance, Elderwood Center

Please circle any of the following skills or experience that the candidate possesses.

- Finance, accounting
Grant writing
Fundraising and special events

- Management, administration
Nonprofit experience - Development
Teaching experience, curriculum development

Public relations, communications

Contacts, networking

Other

Other

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).

Above

Submitted by

Name Ann Endsley

Date 11.18.20

Phone 209.602.9099

E-mail ann@greensontenth.com

Has this person been contacted to determine their interest in being nominated?

Yes No

**Downtown
Modesto
Partnership**

Board/Committee Member Nomination Form

Candidate Information

Name Erin Doran
Home address 901 Brady Ave Modesto, CA 95350
Home phone number 209-605-2955
E-mail address erin@doranindustriesLLC.com
Work phone number 209-360-2631
Employment/Position CEO/president
Education Bachelor of Science Degree
Previous experience (if any) with (name or org)

Please circle any of the following skills or experience that the candidate possesses.

Finance, accounting	Management, administration
Grant writing	Nonprofit experience
Fundraising and <u>special events</u>	Teaching experience, curriculum development
Public relations, communications	Contacts, networking
Other _____	Other _____

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).

Chamber of Commerce

Submitted by

Name _____ Date _____
Phone _____ E-mail _____