

Downtown Modesto Partnership Board of Directors Meeting Minutes

Date of Meeting:	06/14/17	Time:	4:00 PM
Minutes Prepared By:	Susan Martin	Location:	1601 I Street 5 th Floor

1. Attendance

Present	Rose Louis, Barrett Lipomi, Craig Stott, Mike Goss, Patrick Burda, Ryan Swehla, Fred Silva, Sue Richardson, Dave Gianelli, Josh Bridegroom
Absent	Hank Barrett, Greg Reed, Lynn Dickerson, Neal Khatri, David Boring,
Others	Susan Martin, Dave Lyghtle, Nancy Young, Cecil Russel

2. Discussion

#	Topics	Presenter
1	<p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> - Fred opened the meeting at 4:04 p.m. - Fred asked for approval of minutes from the May 10, 2017 board meeting. <ul style="list-style-type: none"> o Board approved the minutes as presented (R. Louis/S. Richardson; unanimous) 	Fred S.
2	<p>Public Comments</p> <ul style="list-style-type: none"> - None 	Any
3	<p>Chamber of Commerce Presentation</p> <ul style="list-style-type: none"> - Cecil Russel presented information on the Modesto Chamber of Commerce. He discussed what their program was about and what they focus on. He discussed the need for downtown to be more vibrant and feels that it can get there with the help of lots of people being involved. He is supportive of what the Downtown Modesto Partnership is doing and anytime we need help he will be happy to step in and assist. 	Cecil R.
4	<p>Administrative Update (Recap of past month's activities and upcoming initiatives)</p> <ul style="list-style-type: none"> - Josh presented the updates from the Clean and Safe Staff for the month of May. - Josh reviewed the security report from Rank Security. - Josh presented and reviewed the Financial Statement of Activity for the Downtown Modesto Partnership. - Josh discussed the success of the initial First Friday Street Faire. He discussed how there were fewer vendors at this event, but the vendors will grow as we progress through the season. - Josh reviewed the Michelle Reeves presentation that took place at The State Theatre. The feedback that he has been receiving has been very positive. 	Josh B.
5	<p>Executive Team Update</p> <ul style="list-style-type: none"> - Fred discussed the assessment that has been put on the churches. He indicated that one church has asked if they could work off their assessment. He indicated 	Fred S.

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	that his staff had done some pro bono work to see if this would be a potential option. The results indicated that this was not legally possible.		
6	<p>Discuss Status of New Admin/Operations Lease Space</p> <ul style="list-style-type: none"> - Josh discussed that he received confirmation that DMP will need to be moved out of the Modesto Bee building by September 30, 2017. Josh indicated that he had taken a tour of two different space locations. He will be looking at some additional spaces soon. 	Josh B.	
7	<p>Discuss Status Trash Receptacle Installation</p> <ul style="list-style-type: none"> - Josh expressed that not all the trash receptacles have been installed. The installation should be completed by July. 	Josh B.	
8	<p>Action: Discuss Modifications to Downtown Parking Management Model</p> <ul style="list-style-type: none"> - Nancy Hormann presented information about her background and her experience with other parking management programs that she has been successful in improving. She discussed how parking is an economic development tool. She indicated that she had conducted an extensive survey of the way parking is utilized in downtown Modesto, met with City parking staff, conducted a parking survey that generated several hundred responses, and held two focus groups to receive more input from the local community. She found that parking is inconvenient for patrons, many of whom indicated that they are tired of having to circle blocks to find a space and also having to pay for parking tickets. Considering this, she recommended that we: <ol style="list-style-type: none"> 1) Install metered parking on the streets, with credit card, pay-by-phone and cash options available for payment. 2) Place angled parking on J, 11th, 12th and 13th Streets. 3) Provide first hour in parking garages free of charge, and then begin charging, but at a lower rate than on the street. - Fred asked for an approval of the Downtown Parking Management Model as presented by Nancy Hormann. <ul style="list-style-type: none"> o Board approved the Downtown Parking Management Model as presented by Nancy Hormann (S. Richardson/B. Lipomi; unanimous) - Nancy indicated that she wasn't hired for this purpose, but given her extensive experience, she couldn't help but say something about DMP's general lack of staff. She said that for an organization of our scale, we should have at least four full-time professional staff members. She indicated that a full-time, in-house marketing position for DMP is really the highest priority. She expounded by indicated there are many passionate and dedicated professionals who specialize in downtowns and would be an outstanding asset to our organization. - There was general agreement from board members that we should work on hiring a full-time, in-house marketing person and Josh was asked to begin working on this. 	Nancy H.	
9	<p>Board Members Forum</p> <ul style="list-style-type: none"> - There was a roundtable discussion on items of interest of the Board of Directors. 	Any	
10	<p>Adjourn</p> <ul style="list-style-type: none"> - Fred adjourned the meeting at 5:42 p.m. 	Fred S.	

3. Action Items		
Action	Owner	Due Date

Josh to look into hiring a full-time marketing assistant	Josh	ASAP
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4. Next Meeting (if applicable)					
Date: (MM/DD/YYYY)	07/24/17	Time:	4:00pm	Location:	1601 I Street Floor 5