

## Downtown Modesto Partnership Board of Directors Meeting Agenda

<b>Date of Meeting:</b>	7/21/2021	<b>Time:</b>	4:00PM
<b>Board Chair:</b>	Lynn Dickerson	<b>Location:</b>	1003 10 <sup>th</sup> 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: New Administrative Assistant, Experience Engineers, Downtown Mixed Use Project, Downtown Nightlife, RAD Card, Status of Downtown Businesses, Banners, Food Tour, Storefront Makeover, Public Art Parklet, First Fridays, DoMo Walls) (20 min)	Josh B.
4	Action: Discuss Financials (5 min)	Doris B.
5	Discuss New Downtown Ball Park (20 min)	Zach B.
6	Action: Executive Team Recommendation – Discuss Annual Assessment Increase (10 min)	Lynn D.
7	Board Member Forum (5 min)	Any
8	Adjourn Regular Meeting	Lynn D.

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

Description	Brought by
05/19/21 Board Meeting Minutes	Doris B.
DMP Financials through June 2021	Doris B.
RAD Card P&Ls through June 2021	Doris B.

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

<b>Date of Meeting:</b> (MM/DD/YYYY)	05/19/2021	<b>Time:</b>	4:00 p.m.
<b>Minutes Prepared By:</b>	Doris Daniel Brima	<b>Location:</b>	1003 10 <sup>th</sup> Street, Ste. A
<b>1. Attendance</b>			
Present	Lynn Dickerson, Barrett Lipomi, Ryan Swehla, Fred Silva, Kristy Rupp, Kirstie Boyett, David Darmstandler, Ann Endsley, Blake Humble, Kathryn Davis, Josh Bridegroom		
Absent	Saul Trujillo, David Boring, Erin Doran		
Others	Jaylen French, Heidi Savage, Stephanie Foster, Doris Daniel Brima		
<b>2. Discussion</b>			
<b>#</b>	<b>Topics</b>	<b>Presenter</b>	
1	Open Meeting and Approval of Minutes <ul style="list-style-type: none"> <li>- Lynn opened the meeting at 4:04 p.m., conducted role call, and called for approval of the minutes <ul style="list-style-type: none"> <li>o Board approved the minutes for the meetings of 03/17/2021 presented (B. Lipomi/K Boyett; Unanimous)</li> </ul> </li> </ul>	Lynn D.	
2	Public Comments <ul style="list-style-type: none"> <li>- No public comments were made</li> </ul>	Any	
3	Administrative Update <ul style="list-style-type: none"> <li>- Josh recapped recent activities and upcoming initiatives.</li> </ul>	Josh B.	
4	Action: Discuss Financials <ul style="list-style-type: none"> <li>- Financials presented by Doris B. <ul style="list-style-type: none"> <li>o Board approved financials for YTD 04/30/2021 as presented (L. Dickerson/R. Swehla; Unanimous)</li> </ul> </li> </ul>	Doris B.	
5	Action: Discuss Storefront Makeover <ul style="list-style-type: none"> <li>- Michele Reeves presented to the board Storefront Makeover <ul style="list-style-type: none"> <li>o Board did not vote on action and will schedule a special meeting once survey has been collected regarding the number of businesses that would be interested.</li> </ul> </li> </ul>	Michele R.	
6	Action: Discuss Public Art Project <ul style="list-style-type: none"> <li>- Josh presented allocating \$15,000 for commissioning a Public Art Project in partnership with the Modesto Downtown Improvement District in accordance with the board-adopted annual action plan. <ul style="list-style-type: none"> <li>o Board approved \$15,000 funding as presented (B. Lipomi/R. Swehla; Unanimous)</li> </ul> </li> </ul>	Josh B.	

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<b>Minutes Prepared By:</b>	Doris Daniel Brima	<b>Location:</b>	1003 10 <sup>th</sup> Street, Ste. A
7	Action: Discuss DMP/DID Collaboration <ul style="list-style-type: none"> <li>- Lynn presented to the board the recommendation that she be appointed to work out ongoing collaboration details with DID             <ul style="list-style-type: none"> <li>o Board approved appointing Lynn to this assignment, as presented (R. Swehla/F. Silva; Unanimous)</li> </ul> </li> </ul>		Lynn D.
8	Board Member Forum <ul style="list-style-type: none"> <li>- There was a roundtable discussion on items of interest to the Board of Directors.</li> </ul>		Any
9	Adjourn Regular Meeting <ul style="list-style-type: none"> <li>- Lynn adjourned the meeting at 5:58 p.m.</li> </ul>		Lynn D.
<b>4. Next Meeting (if applicable)</b>			
<b>Date:</b> (MM/DD/YYYY)	07/21/2021	<b>Time:</b>	4:00 p.m.
		<b>Location:</b>	1003 10 <sup>th</sup> Street, Ste. A

**Downtown Modesto Partnership**  
**Budget vs. Actuals**  
YTD June 30, 2021  
Modified Accrual

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
<b>Revenue</b>					
31020 Board Donations	1,300	1,200	100	1,200	108.33%
31030 CBD Income	681,839	468,634	213,205	700,000	97.41%
31040 Contracted Services	20,070	25,000	-4,930	50,000	40.14%
31060 Sublease	9,429	15,600	-6,171	31,200	30.22%
31070 Events/Activities Income	24,150	3,483	20,668	115,000	21.00%
31085 Sponsorship/Advertising	0	0	0	55,000	0.00%
31090 Misc. Donations	0	500	-500	1,000	0.00%
31015 Bank Interest	535	100	435	200	0.00%
<b>Total Revenue</b>	<b>737,323</b>	<b>514,516</b>	<b>222,807</b>	<b>953,600</b>	<b>77.32%</b>
<b>Expenditures</b>					
41000 Advertising/Marketing	7,881	11,000	-3,119	22,000	35.82%
41010 Benefits					
Health Insurance	21,503	23,000	-1,497	46,000	46.75%
Pension	6,453	7,000	-547	14,000	46.09%
41020 Board Meetings & Convenings	0	500	-500	1,000	0.00%
41040 Dues, Subscriptions & Licenses	1,858	1,522	335	3,435	54.08%
41041 Employee Parking	1,671	2,000	-330	4,000	41.76%
41050 Events/Activities	19,000	49,000	-30,000	98,000	19.39%
41070 Liability Insurance	1,629	2,550	-921	5,100	31.94%
41090 Office Improvements & Maint.	2,337	5,000	-2,663	10,000	23.37%
41100 Office Equipment & Supplies	4,058	4,500	-442	9,000	45.09%
41110 Outside Services					
Auditor/CPA	4,000	4,000	0	5,500	72.73%
Digital Marketing Assistant	10,000	13,000	-3,000	26,000	38.46%
Motion Loft (Eco Counter)	0	4,383	-4,383	8,765	0.00%
Parking Consultant	0	3,500	-3,500	7,000	0.00%
Rank Security	10,868	12,000	-1,132	24,000	45.28%
SinglePoint	3,099	3,750	-651	7,500	41.32%
StreetPlus	74,787	125,000	-50,213	250,000	29.91%
41120 Payroll	139,403	138,500	903	277,000	50.33%
41130 Payroll Tax Expense	11,634	13,850	-2,216	27,700	42.00%
41140 Postage & Delivery	0	300	-300	600	0.00%
41150 Professional Development	0	2,500	-2,500	5,000	0.00%
41155 Public Space Beautification	1,605	10,000	-8,395	20,000	8.03%
41160 Rent	23,664	23,500	164	47,000	50.35%
41170 Sponsorship	1,500	5,000	-3,500	10,000	15.00%
41170 Travel & Entertainment	2,970	4,500	-1,530	9,000	33.00%
41180 Utilities	5,715	5,000	715	10,000	57.15%
41190 Vehicle Expenses	974	2,000	-1,026	4,000	24.36%
41200 Workers Compensation	941	1,000	-59	2,000	47.05%
<b>Total Expenditures</b>	<b>\$ 357,549</b>	<b>\$ 477,855</b>	<b>\$ (120,306)</b>	<b>\$ 953,600</b>	<b>37.49%</b>
<b>Net Revenue</b>	<b>\$ 379,774</b>				
*Board approved (3/17/2021) - carry forward \$30,000 for parklet funding from 2020 to 2021	\$	11,749			
Valley First Credit Union	\$	630,527			
Oak Valley Savings	\$	358,077			
<b>Total DMP Cash On Hand</b>	<b>\$ 988,604</b>				

# RAD Card

## Statement of Activity

January 2020 - June 2021

	TOTAL
Revenue	
31070 Events Income	
RAD Income	286,290.00
<b>Total 31070 Events Income</b>	<b>286,290.00</b>
<b>Total Revenue</b>	<b>\$286,290.00</b>
<b>GROSS PROFIT</b>	<b>\$286,290.00</b>
Expenditures	
41005 Bank Fees	70.00
41055 RAD Gift Card	
Admin Assist	13,000.00
Amazon Web Services	975.55
App Development	127,306.79
Credit Card Fees	46,212.56
Insurance - Cyber Liability	2,632.88
Legal & Professional Fees	4,307.56
Marketing & Website	18,660.45
Staff - Labor	52,000.00
<b>Total 41055 RAD Gift Card</b>	<b>265,095.79</b>
41100 Office Supplies	20.00
41170 Travel & Entertainment	
Meals, Meetings & Travel Exp	900.58
<b>Total 41170 Travel &amp; Entertainment</b>	<b>900.58</b>
<b>Total Expenditures</b>	<b>\$266,086.37</b>
<b>NET OPERATING REVENUE</b>	<b>\$20,203.63</b>
Other Revenue	
32010 RAD Card Bank Interest	1,202.44
<b>Total Other Revenue</b>	<b>\$1,202.44</b>
<b>NET OTHER REVENUE</b>	<b>\$1,202.44</b>
<b>NET REVENUE</b>	<b>\$21,406.07</b>