

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

Date of Meeting:	3/17/2020	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, RAD Card, Parklets, DMP/DID Shared Projects, Annual Audit, Downtown Streets Team, Modesto Children's Museum, Status of Downtown Businesses) (15 min)	Josh B.	
4	Action: Discuss Financials (5 min)	Doris B.	
5	Action: Executive Team Recommendation – Discuss Project Sponsorship Policy (10 min.)	Barrett L.	
6	Action: Executive Team Recommendation – Discuss carrying \$30,000 in parklet funding forward from 2020 FY budget. (10 min)	Ryan S.	
7	Action: Executive Team Recommendation – Discuss 2020 Annual Report (15 min)	Lynn D.	
8	Board Member Forum (5 min)	Any	
9	Adjourn Regular Meeting	Lynn D.	

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

Description	Brought by
01/20/20 Board Meeting Minutes	Doris B.
DMP Financials through February , 2021	Doris B.
RAD Card P&Ls through February, 2021	Doris B.
Draft Project Sponsorship Policy	Doris B.
Draft Annual Report	Doris B.

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

Date of Meeting: (MM/DD/YYYY)	01/20/2021	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, Saul Trujillo, Fred Silva, Kristy Rupp, Kirstie Boyett, David Boring, David Darmstandler, Ann Endsley, Blake Humble, Erin Doran, Kathryn Davis, Josh Bridegroom
Absent	None
Others	Jaylen French, Jake Barber, Ryan Foy, Heidi Savage, Stephanie Foster, 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 roll call, and called for approval of the minutes <ul style="list-style-type: none"> o Board approved the minutes for the meetings of 11/18/2020 as presented (S Trujillo/R. Swehla; Unanimous) 	Lynn D.
2	Open Meeting and Introductions <ul style="list-style-type: none"> - General introductions were made around the table 	Lynn D.
3	Public Comments <ul style="list-style-type: none"> - No public comments were made 	Any
4	Discuss DMP Mission, Vision and Strategic Direction <ul style="list-style-type: none"> - Josh presented to the board DMP Mission, Vision and Strategic Direction 	Josh B.
5	Discuss Modesto Children's Museum <ul style="list-style-type: none"> - Jake and Ryan presented the business, operational and financial plans for the Modesto Children's Museum. There was much discussion over the proposal and a general show of support amongst board members. 	Jake B. & Ryan F.
6	Administrative Update (Recap of recent activities and upcoming initiatives: Environmental Management, RAD Card, J Street Beautification, Parklets, Downtown Parking Program, Status of Downtown Businesses, Winterization Program, Annual Report and Annual Audit). <ul style="list-style-type: none"> - Josh recapped recent activities and upcoming initiatives. 	Josh B.
7	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 year-end 12/31/2020 as presented (K. Boyett/R. Swehla; Unanimous) 	Doris B.

Date of Meeting: (MM/DD/YYYY)	01/20/2021	Time:	4:00 p.m.
Minutes Prepared By:	Doris Daniel Brima	Location:	1003 10 th Street, Ste. A
8	<p>Action: Discuss minimum wage increase and effect on cost of Experience Engineers Program</p> <ul style="list-style-type: none"> - Josh presented the minimum wage increase and conveyed that it would cost more to run the Experience Engineer Program than had been contracted for three years earlier. He indicated that the total expense could be up to \$17,000 more annually or approximately \$1,400 more per month. However, with the normal rate of attrition, he did not expect the organization would incur this full expense. <ul style="list-style-type: none"> o Board approved minimum wage and the effect on potential increase in cost of Experience Engineer program, as presented (L.Dickerson/R. Swehla; Unanimous) 		Josh B.
9	<p>Board Member Forum</p> <ul style="list-style-type: none"> - There was a roundtable discussion on items of interest to the Board of Directors. 		Any
10	<p>Adjourn Regular Meeting</p> <ul style="list-style-type: none"> - Lynn adjourned the meeting at 5:45 p.m. 		Lynn D.





















3. Closed Session – Government Code Section 54957(b)(1)

1	<p>Action: Executive Team Recommendation – Discuss CEO Compensation, Bonus and 2021 Performance Criteria</p> <ul style="list-style-type: none"> - Lynn Reopened the Meeting at 5:55pm and presented the Executive Team’s recommendation for CEO Compensation, Bonus and 2021 Performance Criteria <ul style="list-style-type: none"> o Board approved a salary increase to \$115,000 and a \$10,000 merit bonus for work performed in FY 2020, as well as 2021 performance criteria and an increase in future merit bonus earning potential to \$17,500, as recommended. 		Lynn D.
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4. Next Meeting (if applicable)

Date: (MM/DD/YYYY)	03/17/2021	Time:	4 p.m.	Location:	1003 10 th Street, Ste. A
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By the Numbers - February

	February 2021	Month over Month January 2021 to February 2021	Year over Year February 2020 to February 2021
Pounds of Trash Collected	1,525	 -75	 -308
Graffiti Spots Removed	128	 -40	 +50
Business Interactions	110	 +40	 +08
Calls for Service	34	 -20	 +31
Homeless Engagements	141	 -115	 +108
Homeless Referred to Services	06	 +4	 +09
Anti-Social Behavior Abated	09	 -05	 -06
Patron Interactions	605	 +30	 -141
Patrons Referred to Businesses/Services	140	 +10	 +81
Rank Security Calls Serviced	36	 +06	 +05

RAD Card

Statement of Activity

May 2020 - February 2021

	TOTAL
Revenue	
31070 Events Income	
RAD Income	185,290.00
Total 31070 Events Income	185,290.00
Total Revenue	\$185,290.00
GROSS PROFIT	\$185,290.00
Expenditures	
41005 Bank Fees	60.00
41055 RAD Gift Card	
Admin Assist	5,800.00
App Development	61,746.79
Credit Card Fees	39,116.29
Insurance - Cyber Liability	2,632.88
Legal & Professional Fees	3,802.56
Marketing & Website	10,430.45
Staff - Labor	47,000.00
Web Services	1,215.24
Total 41055 RAD Gift Card	171,744.21
41100 Office Supplies	20.00
41170 Travel & Entertainment	
Meals, Meetings & Travel Exp	125.58
Total 41170 Travel & Entertainment	125.58
Total Expenditures	\$171,949.79
NET OPERATING REVENUE	\$13,340.21
Other Revenue	
32010 RAD Card Bank Interest	137.78
Total Other Revenue	\$137.78
NET OTHER REVENUE	\$137.78
NET REVENUE	\$13,477.99

Downtown Modesto Partnership

Budget vs. Actuals

YTD Feb 28, 2021

Modified Accrual

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
Revenue					
31020 Board Donations	1,300	1,200	100	1,200	108.33%
31030 CBD Income	468,634	468,634	0	700,000	66.95%
31040 Contracted Services	6,700	7,700	-1,000	50,000	13.40%
31060 Sublease	3,429	5,200	-1,771	31,200	10.99%
31070 Events/Activities Income	18,483	3,483	15,000	115,000	16.07%
31085 Sponsorship/Advertising	0	0	0	55,000	0.00%
31090 Misc. Donations	0	167	-167	1,000	0.00%
31015 Bank Interest	96	33	62	200	0.00%
Total Revenue	498,641	486,416	12,225	953,600	52.29%
Expenditures					
41000 Advertising/Marketing	750	3,667	-2,917	22,000	3.41%
41010 Benefits					
Health Insurance	7,145	7,667	-522	46,000	15.53%
Pension	1,948	2,333	-386	14,000	13.91%
41020 Board Meetings & Convenings	0	167	-167	1,000	0.00%
41040 Dues, Subscriptions & Licenses	143	573	-429	3,435	4.18%
41041 Employee Parking	541	667	-126	4,000	13.52%
41050 Events/Activities	16,046	16,333	-287	98,000	16.37%
41070 Liability Insurance	543	850	-307	5,100	10.65%
41090 Office Improvements & Maint.	1,786	1,786	0	10,000	17.86%
41100 Office Equipment & Supplies	1,499	1,500	-1	9,000	16.65%
41110 Outside Services					
Auditor/CPA	1,700	1,700	0	5,500	30.91%
Digital Marketing Assistant	4,000	4,333	-333	26,000	15.38%
Motion Loft (Eco Counter)	0	1,461	-1,461	8,765	0.00%
Parking Consultant	0	1,167	-1,167	7,000	0.00%
Rank Security	3,876	4,000	-124	24,000	16.15%
SinglePoint	954	1,250	-296	7,500	12.71%
StreetPlus	25,628	41,667	-16,039	250,000	10.25%
41120 Payroll	49,176	46,167	3,009	277,000	17.75%
41130 Payroll Tax Expense	4,729	4,617	112	27,700	17.07%
41140 Postage & Delivery	0	100	-100	600	0.00%
41150 Professional Development	0	833	-833	5,000	0.00%
41155 Public Space Beautification	139	3,333	-3,195	20,000	0.69%
41160 Rent	7,888	7,888	0	47,000	16.78%
41170 Sponsorship	0	1,667	-1,667	10,000	0.00%
41170 Travel & Entertainment	842	1,500	-658	9,000	9.36%
41180 Utilities	2,587	1,667	921	10,000	25.87%
41190 Vehicle Expenses	288	667	-379	4,000	7.20%
41200 Workers Compensation	340	333	7	2,000	17.01%
Total Expenditures	\$ 132,548	\$ 159,891	\$ (27,343)	\$ 953,600	13.90%
Net Revenue	\$ 366,093				
Valley First Credit Union	\$ 648,730				
Oak Valley Savings	\$ 357,957				
Total Cash On Hand	\$ 1,006,687				

Project Sponsorship Policy

The Downtown Modesto Partnership's mission is to create a vibrant community through activities and partnerships designed to improve the quantity and quality of experiences in downtown Modesto. Understanding that an increase in positive experiences generally translates to more business activity, thereby augmenting lease rates and property values, the Partnership's board of directors may consider sponsoring projects that strongly support its mission. These sponsorships will be the exception rather than the rule and will likely rely on funds outside the annual operating budget. Only projects meeting the following criteria qualify for a Project Sponsorship from the Downtown Modesto Partnership:

- 1) The project is a unique resource or cultural amenity, the nature and classification of which is not found anywhere else in Stanislaus County and is therefore likely to attract new patrons to the downtown market.
- 2) The project will be produced and managed in a manner that demonstrates excellence and even world-class quality.
- 3) The project is projected to attract at least 50,000 patrons to downtown annually.
- 4) The project will maintain regular operations throughout the year, ensuring a constant flow of patrons into the downtown area.
- 5) The project will, at a minimum, provide commensurate value to the Downtown Modesto Partnership sponsorship through in-kind goods and services.
- 6) The board of directors finds the project's financial and business plan to be thorough and sound.