

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

Date of Meeting:	5/19/2021	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: Experince Engineers, Parklets, J Street, Transit Center, Banners, RAD Card, DMP/DID Collaboration, Status of Downtown Businesses) (15 min)	Josh B.
4	Action: Discuss Financials (5 min)	Doris B.
5	Action: Discuss Storefront Makeover Project (20 min.)	Michele R.
6	Action: Discuss Public Art Project (10 min)	Josh B.
7	Action: Discuss DMP/DID Collaboration (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
03/17/21 Board Meeting Minutes	Doris B.
DMP Financials through April 2021	Doris B.
RAD Card P&Ls through April 2021	Doris B.

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

Date of Meeting: (MM/DD/YYYY)	03/17/2021	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, 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 role call, and called for approval of the minutes <ul style="list-style-type: none"> o Board approved the minutes for the meetings of 01/20/2021 presented (D. Darmstandler/F. Silva; Unanimous) 	Lynn D.	
2	Public Comments <ul style="list-style-type: none"> - No public comments were made 	Any	
3	Administrative Update <ul style="list-style-type: none"> - Josh recapped recent activities and upcoming initiatives. 	Josh B.	
4	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 02/28/2021 as presented (K. Davis/R. Swehla; Unanimous) 	Doris B.	
5	Action: Executive Team Recommendation <ul style="list-style-type: none"> - Barrett presented Project Sponsorship Policy <ul style="list-style-type: none"> o Board approved Project Sponsorship Policy as presented (B. Lipomi/F. Silva; Unanimous) 	Barrett L.	
6	Action: Executive Team Recommendation <ul style="list-style-type: none"> - Ryan presented carrying \$30,000 in parklet funding forward from 2020 FY budget to 2021 FY budget. <ul style="list-style-type: none"> o Board approved \$30,000 parklet funding as presented (R. Swehla/K. Boyett; Unanimous) 	Ryan S.	
7	Action: Executive Team Recommendation <ul style="list-style-type: none"> - Discuss 2020 Annual Report <ul style="list-style-type: none"> o Board approved 2020 Annual Report as presented (L. Dickerson/B. Lipomi; Unanimous) 	Lynn D.	

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Minutes Prepared By:	Doris Daniel Brima	Location:	1003 10 th Street, Ste. A
8	Board Member Forum - There was a roundtable discussion on items of interest to the Board of Directors.		Any
10	Adjourn Regular Meeting - Lynn adjourned the meeting at 5:25 p.m.		Lynn D.
4. Next Meeting (if applicable)			
Date: (MM/DD/YYYY)	05/19/2021	Time:	4:00 p.m.
		Location:	1003 10 th Street, Ste. A

By the Numbers -April

	April 2021	Month over Month March 2021 to April 2021	Year over Year April 2020 to April 2021
Pounds of Trash Collected	19,400	 +5,675	 +7,850
Graffiti Spots Removed	130	 +16	 +114
Business Interactions	465	 +363	 +352
Calls for Service	35	 -07	 +22
Homeless Engagements	135	 +06	 +112
Homeless Referred to Services	09	 +04	 +07
Anti-Social Behavior Abated	05	 -02	 +04
Patron Interactions	499	 -02	 +320
Patrons Referred to Businesses/Services	101	 +31	 +86
Rank Security Calls Serviced	47	 +05	 +13

RAD Card

Statement of Activity January 2020 - April 2021

	TOTAL
Revenue	
31070 Events Income	
RAD Income	200,290.00
Total 31070 Events Income	200,290.00
Total Revenue	\$200,290.00
GROSS PROFIT	\$200,290.00
Expenditures	
41005 Bank Fees	60.00
41055 RAD Gift Card	
Admin Assist	9,400.00
Amazon Web Services	556.12
App Development	102,026.79
Credit Card Fees	41,473.93
Insurance - Cyber Liability	2,632.88
Legal & Professional Fees	4,132.56
Marketing & Website	14,335.45
Staff - Labor	52,000.00
Total 41055 RAD Gift Card	226,557.73
41100 Office Supplies	20.00
41170 Travel & Entertainment	
Meals, Meetings & Travel Exp	900.58
Total 41170 Travel & Entertainment	900.58
Total Expenditures	\$227,538.31
NET OPERATING REVENUE	\$ -27,248.31
Other Revenue	
32010 RAD Card Bank Interest	827.96
Total Other Revenue	\$827.96
NET OTHER REVENUE	\$827.96
NET REVENUE	\$ -26,420.35

Downtown Modesto Partnership
Budget vs. Actuals
YTD April 30, 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	13,320	13,500	-180	50,000	26.64%
31060 Sublease	6,429	10,400	-3,971	31,200	20.61%
31070 Events/Activities Income	24,150	38,333	-14,183	115,000	21.00%
31085 Sponsorship/Advertising	0	0	0	55,000	0.00%
31090 Misc. Donations	0	333	-333	1,000	0.00%
21020 SBA 2 nd PPP Loan	52,770	0	52,770	0	0.00%
31015 Bank Interest	209	67	142	200	0.00%
Total Revenue	566,812	532,467	34,345	953,600	59.44%
Expenditures					
41000 Advertising/Marketing	1,500	7,333	-5,833	22,000	6.82%
41010 Benefits					
Health Insurance	14,295	15,333	-1,039	46,000	31.08%
Pension	4,438	4,667	-229	14,000	31.70%
41020 Board Meetings & Convenings	0	333	-333	1,000	0.00%
41040 Dues, Subscriptions & Licenses	487	1,145	-658	3,435	14.17%
41041 Employee Parking	1,078	1,333	-256	4,000	26.94%
41050 Events/Activities	27,653	32,667	-5,014	98,000	28.22%
41070 Liability Insurance	1,086	1,700	-614	5,100	21.29%
41090 Office Improvements & Maint.	1,941	3,333	-1,392	10,000	19.41%
41100 Office Equipment & Supplies	2,626	3,000	-374	9,000	29.17%
41110 Outside Services					
Auditor/CPA	4,000	4,000	0	5,500	72.73%
Digital Marketing Assistant	8,000	8,667	-667	26,000	30.77%
Motion Loft (Eco Counter)	0	2,922	-2,922	8,765	0.00%
Parking Consultant	0	2,333	-2,333	7,000	0.00%
Rank Security	7,828	8,000	-172	24,000	32.62%
SinglePoint	2,145	2,500	-355	7,500	28.61%
StreetPlus	57,815	83,333	-25,518	250,000	23.13%
41120 Payroll	99,097	92,333	6,764	277,000	35.78%
41130 Payroll Tax Expense	8,549	9,233	-684	27,700	30.86%
41140 Postage & Delivery	0	200	-200	600	0.00%
41150 Professional Development	0	1,667	-1,667	5,000	0.00%
41155 Public Space Beautification	1,639	6,667	-5,028	20,000	8.19%
41160 Rent	15,776	15,667	109	47,000	33.57%
41170 Sponsorship	0	3,333	-3,333	10,000	0.00%
41170 Travel & Entertainment	1,703	3,000	-1,297	9,000	18.92%
41180 Utilities	4,116	3,333	783	10,000	41.16%
41190 Vehicle Expenses	626	1,333	-707	4,000	15.66%
41200 Workers Compensation	673	667	6	2,000	33.64%
Total Expenditures	\$ 267,071	\$ 320,033	\$ (52,963)	\$ 953,600	28.01%
Net Revenue	\$ 299,741				
Valley First Credit Union	\$ 525,549				
Oak Valley Savings	\$ 358,017				
Total Cash On Hand	\$ 883,566				