

# Downtown Modesto Partnership Board of Directors Meeting Minutes

<b>Date of Meeting:</b>	11/30/2016	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Susan Martin	<b>Location:</b>	1150 9th Street, Modesto

## 1. Attendance

Present	David Gianelli, Lynn Dickerson, Wayne Bridegroom, Rose Louis, Sue Richardson, Greg Reed, Kole Siefken, Josh Bridegroom, Chris Murphy, Barrett Lipomi, Neal Khatri, Bob Wirth, Mike Goss, Fred Silva, George Boodrookas, Hank Barrett, David Boring, Ryan Swehla,
Absent	Belinda Rolicheck, Niniv Tamimi, Jim Struck, Terry Withrow, Pat Burda, Elliot Begoun, Craig Stott, Bart Barringer, David White
Others	Susan Martin

## 2. Discussion

#	Topics	Presenter
1	<p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> <li>- Dave opened the meeting at 4:26 pm and asked for approval of minutes from the November 16, 2016 board meeting. <ul style="list-style-type: none"> <li>o Board approved the minutes as presented (L. Dickerson/C. Murphy; unanimous)</li> </ul> </li> </ul>	Dave G.
2	<p>Public Comments</p> <ul style="list-style-type: none"> <li>- Dave asked whether there were any comments from the public and none replied.</li> </ul>	Any
3	<p>Action: Holiday Event and Strategic Planning Session</p> <ul style="list-style-type: none"> <li>- George Boodrookas facilitated the final discussion on strategic planning for downtown. He identified that the discussions at previous meetings had culminated in two strategic directions being developed: Bridging Structural Gaps and Enhancing Marketing and Public Relations. For each strategic direction, he identified three broad outcomes developed in the previous strategic planning sessions that defined success. George asked what everybody's thoughts were, and there was some general dialogue on the matter. Ryan Swehla suggested changing the title "Enhancing Marketing and Public Relations" to "Enhancing our Image," to which there was general agreement.</li> </ul> <p>George asked whether the board thought these two strategic directions and the outcomes that demonstrate their success is an accurate reflection of the discussions that had been held during the multiple strategic planning sessions. He asked that everybody hold their thumbs up or down to show whether they agree or disagree, respectively. All those present in the room held their thumbs up.</p> <p>George then asked everyone to go to large memo-pads he had placed around the room, which reflected the agreed-upon outcomes that demonstrate success and list what we might do on a quarterly basis to realize these things. The board broke up into small groups and filled in action items for each of the outcomes under the strategic directions. Upon completion of this exercise, George</p>	George B.

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	recommended that Josh work on behalf of the group to compile all the information collected into a strategic action plan for 2017. Josh agreed to do so.		
4	Extra Items - There were no additional items discussed at the meeting.		Any
8	Adjourn - Dave Adjourned the meeting at 5:56 p.m.		Dave G.
<b>3. Action Items</b>			
<b>Action</b>		<b>Owner</b>	<b>Due Date</b>
Develop Strategic Action Plan for 2017		Josh B.	01/11/17
<b>4. Next Meeting (if applicable)</b>			
<b>Date: (MM/DD/YYYY)</b>	01/11/17	<b>Time:</b>	4:00pm
		<b>Location:</b>	1150 9 <sup>th</sup> Street, Modesto