

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

<b>Date of Meeting:</b>	04/12/17	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Susan Martin	<b>Location:</b>	1601 I Street 5 <sup>th</sup> Floor
<b>1. Attendance</b>			
Present	Rose Louis, Sue Richardson, Barrett Lipomi, Craig Stott, Hank Barrett, Josh Bridegroom, Greg Reed, Lynn Dickerson, Mike Goss, Dave Gianelli, Neal Khatri, Patrick Burda, Ryan Swehla		
Absent	Kole Siefken, Fred Silva, David Boring		
Others	Susan Martin, Dave Lyghtle, Doug Ridenour		
<b>2. Discussion</b>			
<b>#</b>	<b>Topics</b>	<b>Presenter</b>	
1	Welcome and Arriving Exercise - Lynn opened the meeting at 4:02 p.m.	Lynn D. Josh B.	
2	Approval of Minutes - Lynn asked for approval of minutes from the March 8, 2017 board meeting. o Board approved the minutes as presented (P. Burda/D. Gianelli; unanimous)	Lynn D.	
3	Public Comments - No Public Comments	Any	
4	Administrative Update (Recap of past month's activities and upcoming initiatives) - Josh discussed MHD Group assisting in the promotion of the Downtown Modesto Partnership. - Presented the updates from the Clean and Safe Staff for the month of March. Lynn suggested that this report be sent out to the Property Owners regularly. Dave G. identified that we might be able to promote the accomplishments on the sign on his building. - Identified that he had received positive feedback from the Annual Report. - Reviewed the security report from Rank Security. - Presented the Financial Statement of Activity for the Downtown Modesto Partnership. - Recapped the Love Modesto Event from April 8 <sup>th</sup> . He confirmed we had over one hundred volunteers sign up. - Confirmed that the new trash receptacles had begun to be installed. - Reviewed the program for the State of the Downtown event that was occurring on Friday April 14, 2017. He also identified that over two hundred fifty people had RSVP'd.	Josh B.	

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5	<p>Executive team Update (Recap of Executive Team Meeting)</p> <ul style="list-style-type: none"> <li>- Lynn mentioned that Fred scheduled Ruben Imperial with Focus on Prevention to present at the meeting in May. Fred's goal is to get more people familiar with the Downtown Modesto Partnership, as well as let the members of the Board know what is happening with downtown community partners.</li> <li>- Discussed getting the Hispanic Chamber of Commerce involved. She will be meeting with them.</li> <li>- The Executive Committee discussed meeting with Property Owners that have had vacant and unkempt property to discuss what can remedy those issues.</li> <li>- The Executive team reviewed the Annual Report and made a few minor changes.</li> <li>- The Executive Team discussed criteria for sponsorships, including a set annual amount to be set aside for sponsorships.</li> <li>- The Executive Team also discussed criteria for participating on the Board of Directors.</li> </ul>	Lynn D.	
6	<p>Hospitality Team Update</p> <ul style="list-style-type: none"> <li>- Rose provided updates on the status of the various projects that the Hospitality Team is working on. She discussed that the team is working on finding out all the items that the City does for us. The team also reviewed a previous lighting study that had been presented, and they provided a map showing all the streetlight locations for downtown.</li> </ul>	Rose L.	
7	<p>Promotions Team Update</p> <ul style="list-style-type: none"> <li>- Dave L discussed the media strategy that MHD will be contributing. He discussed sending out a survey to get a better understanding as to why people are not coming to the downtown area. There will be heavy promotions of events utilizing social media.</li> </ul>	Dave L.	
8	<p>Urban Design Team Update</p> <ul style="list-style-type: none"> <li>- Barrett L. discussed that the team will be sending out a survey to various Property/Business Owners to receive feedback on what their overall vision is for downtown, as well as aspects of environmental and urban design. Michelle Reeves will be presenting at the State Theatre on May 22, 2017 to kick off a community visioning series, and will focus on the topic of leveraging downtown for economic success.</li> </ul>	Barrett L.	
9	<p>Economic Restructuring Team Update</p> <ul style="list-style-type: none"> <li>- Pat B. discussed that he and the team would be sending out a survey to the Property and Business Owners. His survey will be approximately ten questions and cover the strengths/weaknesses/opportunities and threats that are affect the Business/Property Owners. Team members were also working on Development Project Performa's. Josh confirmed that Michelle Reeves will be presenting to the Economic Restructuring Team on May 23, 2017.</li> </ul>	Patrick B.	
10	<p>Downtown Flower Pots</p> <ul style="list-style-type: none"> <li>- Lynn discussed the agreement that the City had to water the flower pots two times per week. They are not able to keep up with this and discussed removing 100 flower pots between H Street and K Street. Discussion was had about having the Downtown Modesto Partnership take over the watering of the flower pots. It was agreed that the Executive Team should explore this.</li> </ul>	Lynn D.	

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11	Adjourn - Lynn adjourned the meeting at 4:56 p.m.			Lynn D.
<b>3. Action Items</b>				
<b>Action</b>		<b>Owner</b>	<b>Due Date</b>	
Explore DMP watering of the flower pots		Executive Team	ASAP	
<b>4. Next Meeting (if applicable)</b>				
<b>Date: (MM/DD/YYYY)</b>	05/10/17	<b>Time:</b>	4:00pm	<b>Location:</b> 1601 I Street Floor 5