

# Downtown Modesto Partnership Board of Directors Meeting Minutes

<b>Date of Meeting:</b>	11/16/2016	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Susan Martin	<b>Location:</b>	1325 H Street, Suite D

## 1. Attendance

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

## 2. Discussion

#	Topics	Presenter
1	<p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> <li>- Dave opened the meeting at 4:06pm and asked for approval of minutes from the October 12, 2016 board meeting. <ul style="list-style-type: none"> <li>o Board approved the minutes as presented (W. Bridegroom/C. Stott; 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>Administrative Report</p> <ul style="list-style-type: none"> <li>- Josh confirmed that Rank Security had been hired to begin patrolling the downtown area 6 nights a week.</li> <li>- Josh confirmed that pressure washing was continuing downtown.</li> <li>- Josh presented photos from the Community Clean-Up day that was held on November 12, 2016. He identified that about 45 volunteers came out for the day. Overall the event was a success. Chris M. indicated that there were many positive comments on social media posts.</li> <li>- Josh presented the Downtown Modesto Partnership flyer that was created by Olive PR Solutions. Josh reviewed the information on the flyer such as the total amount of trash picked up between August – October, total interactions with homeless, property/business owners and downtown patrons. Josh indicated that this flyer would be going out to all of the property owners within the next week. <ul style="list-style-type: none"> <li>• It was suggested to add the hiring of Rank Security to the flyer.</li> <li>• Sue Richardson asked if members of Promotions Team can provide input on the PR items provided by Olive. Josh indicated that he would prefer to have one/two point of contacts from the Promotions Team so that the response time would be faster.</li> </ul> </li> </ul>	Josh B.

<b>Date of Meeting:</b>	11/16/2016	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Susan Martin	<b>Location:</b>	1325 H Street, Suite D
	<p>Sue Richardson and Chris Murphy volunteered to be a point of contact.</p> <ul style="list-style-type: none"> <li>- Courtney Rose from Olive PR Solutions presented the Public Relations and Marketing Campaign for Downtown Modesto Partnership via phone. <ul style="list-style-type: none"> <li>• Courtney reviewed the media agenda that was provided for all board members. She confirmed that a new logo was being worked on for the DMP. Courtney indicated that she had secured promotion of the Community Clean-Up Day with the Modesto Bee for print and online. Courtney covered the social media statistics on Facebook, Twitter and Instagram. Chris Murphy indicated that he would help promote the DMP through Modesto View as well as provide additional media contacts that are local to the area such as CentralValley TV and Contentment Health Magazine. Chris Murphy requested to be added to the PR-List. Elliott Begoun requested that all members of the board be added to all press releases.</li> </ul> </li> <li>- Josh stated that he had spoken with Ruben Imperial regarding the homelessness issues downtown. He indicated that two meetings have been held with people from Focus on Prevention Program, Behavioral Health Department and Modesto Police Department. The goal is to come to a common understanding regarding homeless issues. Josh will be working on a messaging campaign with input from the members of the team. Lynn requested that Josh invite Ruben Imperial to attend an upcoming board meeting to give an update on the homelessness situation.</li> <li>- Josh confirmed that Modesto on Ice is opening on 11/19/16. He discussed the Domo Discount Day that is occurring on Tuesday nights. Numerous downtown businesses and restaurants will be providing 20% of meals/services to help bring additional business to the downtown on Tuesday nights. Tuesday is typically one of the slowest nights of the week. Olive is currently getting ready to do a social media push for this promotion.</li> <li>- Josh confirmed that 72 new trash receptacles had been ordered. They will be here in January. There will be three cans per block face. Josh indicated that the City will assist with the installation and possibly help servicing them.</li> </ul>		
4	<p>Action: Consider Approving FY 2016-2017 annual operating budget</p> <ul style="list-style-type: none"> <li>- Josh presented a revised FY 2016-2017 budget. Josh confirmed that he went back and reviewed the amount that was originally slated for benefits, and was able to decrease the total from that line item. <ul style="list-style-type: none"> <li>○ Board voted to approve the budget as presented (L. Dickerson/C. Murphy; unanimous)</li> </ul> </li> </ul>		Josh B.
5	<p>Action: Consider establishing two boards, an advisory board and a governing board (Executive Committee)</p> <ul style="list-style-type: none"> <li>- Dave discussed establishing an advisory board and a governing board. Dave indicated that the governing board should primarily consist of property owners who are currently paying into the district. The governing board would be smaller than the current interim board; approx. 14 members. The advisory board would meet one to two times a year and would provide the opportunity for greater feedback and input from the larger community. The members of the advisory board would also be great candidates to be on the governing board down the road. Property owners will be contacted regarding the nomination process. People that are interested in the governing board will be signing up for one, two or three year terms. The potential board members will be presented at the</li> </ul>		Dave G.

<b>Date of Meeting:</b>	11/16/2016	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Susan Martin	<b>Location:</b>	1325 H Street, Suite D
	January board meeting and voted on at that time.		
	<ul style="list-style-type: none"> <li>o Board voted to establish an advisory board and a governing board (R. Louis/F. Silva; unanimous)</li> </ul>		
6	Downtown Visioning Discussion <ul style="list-style-type: none"> <li>- Josh facilitated a discussion over downtown visioning. The board reviewed Modesto's socio-economic trajectory, migration trends, and potential opportunities fostered by a collective impact model in preparation for final stage of strategic visioning session with George Boodrookas.</li> </ul>	Josh	
7	Extra Items <ul style="list-style-type: none"> <li>- None</li> </ul>	Any	
8	Adjourn <ul style="list-style-type: none"> <li>- Dave Adjourned the meeting at 6:02 p.m.</li> </ul>	Dave G	

### 3. Action Items

Action	Owner	Due Date
Josh to make sure that Olive PR Solutions adds Board Members to all press releases.	Josh	ASAP
Josh to invite Ruben Imperial to future Board Meeting.	Josh	01/01/17
Dave and Josh to send out information to the eligible candidates regarding the nomination process for the Board of Directors.	Josh/Dave G.	ASAP
Finalize strategic visioning exercise with board.	George/All	11/30/16

### 4. Next Meeting (if applicable)

<b>Date:</b> (MM/DD/YYYY)	11/30/16	<b>Time:</b>	4:00pm	<b>Location:</b>	1150 9 <sup>th</sup> Street, Modesto
------------------------------	----------	--------------	--------	------------------	--------------------------------------