

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

<b>Date of Meeting:</b>	5/9/18	<b>Time:</b>	4:00PM
<b>Board Chair:</b>	Fred Silva	<b>Location:</b>	1625 I Street

**1. Discussion Items**

#	Topics	Presenter
1	Welcome and Approval of Minutes (2 min)	Fred S.
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 past month's activities and upcoming initiatives: Downtown Experience Engineers; Love Modesto; First Friday; J Street Project; Letter to Owners of Unkempt Properties; Letter to City; Financials) (5 min)	Josh B.
4	Executive Team Update (Recap of April Executive Team Meeting: Mid Year Budget Adjustments; Meeting with Coucil Members; City Liaison; Parking Garage Security) (5 min)	Fred S.
5	Action: Executive Team Recommendation – Discuss Mid-Year Budget Adjustments (5 min)	Fred S..
6	Recap Promotions Team Meeting (10 min)	Lynn D..
7	Recap Urban Design Team Meeting (10 min)	Barrett L.
8	Board Members Forum (This is a time for board members to raise items of concern or make announcements. Per the Brown act, no discussion or action can take place on any issues raised.) (5 mins)	Any
9	Adjourn Regular Meeting	Fred S.

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

Action: Executive Team Recommendation - Discuss CEO Performance Evaluation (15 min)	Fred S.
---	---------

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

<b>Description</b>	<b>Brought by</b>
4/11/18 Board Meeting Minutes	Susan M.
Administrative Update Summary	Susan M..
Mid Year Budget Adjustment	Susan M.
CEO Performance Evaluation	Fred S.

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

<b>Date of Meeting:</b>	04/11/18	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Susan Martin	<b>Location:</b>	1625 I Street Modesto
<b>1. Attendance</b>			
Present	Rose Louis, Josh Bridegroom, Ryan Swehla, Fred Silva, Barrett Lipomi, Greg Reed, Ted Brandvold, Lynn Dickerson, David Boring, Mike Moradian, Ann Endsley		
Absent	Mike Goss, Saul Trujillo,		
Others	Stephanie Burtch, Susan Martin, Denise Crosby		
<b>2. Discussion</b>			
<b>#</b>	<b>Topics</b>	<b>Presenter</b>	
1	<p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> <li>- Fred opened the meeting at 4:16 p.m.</li> <li>- Fred asked for approval of minutes from the 03/14/18 board meeting. <ul style="list-style-type: none"> <li>o Board approved the minutes as presented (L. Dickerson/B. Lipomi; unanimous)</li> </ul> </li> </ul>	Fred S.	
2	<p>Public Comments</p> <ul style="list-style-type: none"> <li>- None</li> </ul>	Any	
3	<p>Administrative Update (Recap of past month's activities and upcoming initiatives)</p> <ul style="list-style-type: none"> <li>- Josh presented the updates from the Experience Engineer Staff for the month of March. He informed the board that we are currently at full staff with five Experience Engineers.</li> <li>- Josh recapped the public space activation activities that staff has been coordinating during lunch hours. They have been very well received.</li> <li>- First Friday planning is ahead of schedule after having to cancel the first one due to weather. He said that we would be combining our event with the activities that will be going on with May the Fourth, and Concert in the Plaza. We will be extending the vendors down to the block of 10<sup>th</sup> Street between J Street and I Street due to the amount of people anticipated to attend the event.</li> <li>- Josh and Susan discussed the upcoming project for Love Modesto. We have had support from local businesses with donated supplies for the event. We will have three main projects that day; landscaping, painting, and cleaning.</li> <li>- Josh confirmed that the Action Committees have been put together and are in the process of setting up their first meetings. We are hoping to have the meetings at the end of April or early May.</li> <li>- Josh said that the J Street project is supposed to go to the Economic Development Committee on May 9, 2018. More will come after that meeting.</li> <li>- Josh identified that meetings are being set up between the City and the County to discuss Downtown Housing. There will be meetings held next month.</li> </ul>	Josh B.	

<b>Date of Meeting:</b>	04/11/18	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Susan Martin	<b>Location:</b>	1625 I Street Modesto
	<ul style="list-style-type: none"> <li>- The current financials were provided and there was a discussion that there will be some mid-year adjustments to the budget. These will be discussed with the Executive Team and then brought to the Board in May for approval.</li> </ul>		
4	<p>Executive Team Update</p> <ul style="list-style-type: none"> <li>- Lynn brought the board up to speed on the discussion from the previous Executive Team meeting, including: review of the audit; improving communications with the City; discussion over noise abatement for the trains that come through downtown; reaching out to property owners of unkempt properties regarding maintenance and sponsoring Love Modesto.</li> </ul>	Lynn D.	
5	<p>Video Recap of Peter Kageyama Presentation</p> <ul style="list-style-type: none"> <li>- Stephanie presented a short video of Peter's presentation from the State of the Downtown</li> </ul>	Stephanie B.	
6	<p>Discuss Downtown Activates</p> <ul style="list-style-type: none"> <li>- Stephanie discussed the recent pop-up activity zones that the Downtown Experience Engineers have been doing. They did one on March 23<sup>rd</sup> and March 30<sup>th</sup>. They were a great hit. We have had a huge surge in social media views and likes connected with these activities. Stephanie engaged the group to get some additional ideas on other Pop-Up ideas that we can start working on. A list of ideas was compiled and will be reviewed.</li> </ul>	Stephanie B.	
7	<p>Action: Audit Committee Recommendation – Accept Final Audit Report</p> <ul style="list-style-type: none"> <li>- Barrett presented the final audit report. He informed the board that the audit was clean. He said that the auditor made a few recommendations in the meeting with the Audit Committee to improve policies and procedures, and that these are being implemented. He stated that the Audit Committee will continue with annual audits at this time. <ul style="list-style-type: none"> <li>o Board approved to accept the final audit report as presented (R Swehla/R. Louis; unanimous)</li> </ul> </li> </ul>	Barrett L.	
8	<p>Action: Executive Team Meeting Recommendation – Discuss sending letter to downtown property owners regarding maintenance of unkempt properties.</p> <ul style="list-style-type: none"> <li>- There was a discussion about creating a letter to send to the Property Owners of businesses that had unkempt properties. Josh will work to create this letter. <ul style="list-style-type: none"> <li>o Board approved to create and send letter to the property owners (L. Dickerson/M. Moradian; unanimous)</li> </ul> </li> </ul>	Lynn D.	
9	<p>Board Member Forum</p> <ul style="list-style-type: none"> <li>- There was general discussion around the table. Greg Reed conveyed concern regarding the security of the parking garage on 11<sup>th</sup> Street, between J and I Streets.</li> </ul>	F. Silva	
10	<p>Adjourn Regular Meeting</p> <ul style="list-style-type: none"> <li>- Fred adjourned the regular meeting at 5:27 p.m.</li> </ul>	Fred S.	

### 3. Closed Session

Discuss Interim Marketing and Events Manager Performance  
- No reportable action taken.

Josh B.

### 4. Action Items

Action	Owner	Due Date
Create a letter to send to owners of unkempt properties.	Josh	5/9/18

### 5. Next Meeting (if applicable)

<b>Date:</b> (MM/DD/YYYY)	05/09/18	<b>Time:</b>	4:00pm	<b>Location:</b>	1625 I Street Modesto
------------------------------	----------	--------------	--------	------------------	-----------------------



## By The Numbers – April 2018

**Pounds of Trash Collected: 28,146**

**Graffiti Spots Removed: 84**

**Business Interactions: 558**

**Calls for Service: 25**

**Homeless Engagements: 112**

**Homeless Referred to Services: 16**

**Anti-Social Behavior Abated: 32**

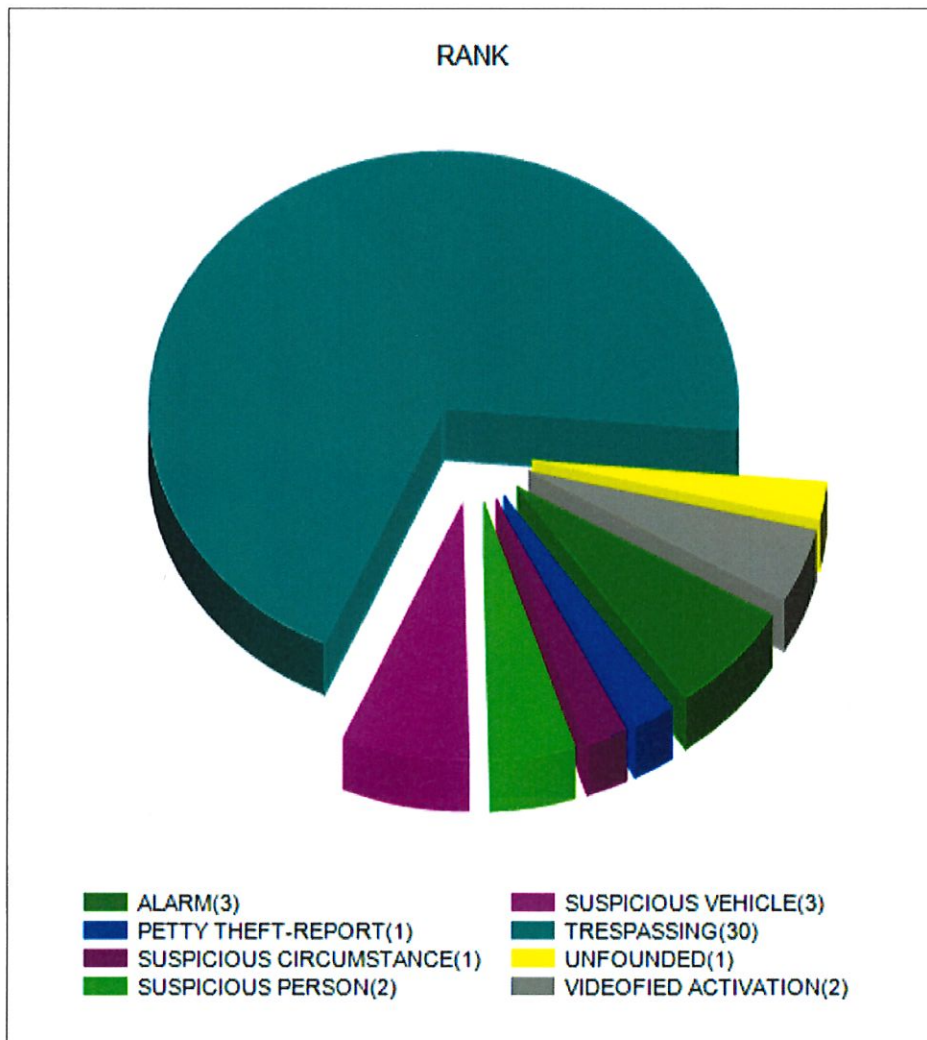
**Patron Interactions: 429**

**Patrons Referred to Businesses/Services: 88**

**Rank Security Calls Serviced: 43**

# April By the Numbers – Rank Security

Group	Security Call Type	Totals
RANK	ALARM	3
	PETTY THEFT-REPORT	1
	SUSPICIOUS CIRCUMSTANCE	1
	SUSPICIOUS PERSON	2
	SUSPICIOUS VEHICLE	3
	TRESPASSING	30
	UNFOUNDED	1
	VIDEOFIED ACTIVATION	2
	Total	43
	Total	



**Downtown Modesto Partnership**  
**Budget vs. Actuals: FY 2017-2018**  
YTD April 30, 2018

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
<b>Revenue</b>					
31020 Board Donations	1,200	1,500	-300	1,500	80.00%
31030 CBD Income	436,486	436,486	0	680,000	64.19%
31070 Events Income	4,398	3,532	866	15,000	29.32%
31085 Sponsorship/Advertising		1,180	-1,180	5,000	0.00%
31090 Misc. Donations	131	417	-286	1,000	13.10%
<b>Total Revenue</b>	<b>442,215</b>	<b>443,115</b>	<b>-900</b>	<b>702,500</b>	<b>99.80%</b>
<b>Expenditures</b>					
41000 Advertising	2,852	2,500	352	6,000	47.53%
41010 Benefits					
Health Insurance	14,877	16,017	-1,140	38,440	38.70%
Pension	4,523	5,833	-1,311	14,000	32.30%
41020 Board Meetings & Convening	50	417	-367	1,000	5.02%
41031 Cell Phones	552	2,000	-1,448	4,800	11.50%
41040 Dues, Subscriptions & Licenses	386	1,667	-1,281	4,000	9.65%
41050 Events/Activities	12,472	8,333	4,139	20,000	62.36%
41060 Field Equipment & Supplies	5,858	6,250	-392	15,000	39.05%
41070 Liability Insurance	2,411	2,700	-289	2,700	89.30%
41080 Miscellaneous	59	1,979	-1,920	4,750	1.24%
41090 Office Improvements & Maintenance	432	1,042	-610	2,500	17.28%
41100 Office Supplies	1,433	2,500	-1,067	6,000	23.89%
41110 Outside Services					
Admin Assist	1,600	2,083	-483	5,000	32.00%
Auditor/CPA	5,307	5,307	0	0	0.00%
Marketing Firm	16,500	10,000	6,500	24,000	68.75%
Motion Loft	0	4,167	-4,167	10,000	0.00%
Parking Consultant	6,000	6,000	0	0	0.00%
Rank Security	10,032	9,880	152	23,712	42.31%
SinglePoint	4,705	417	4,289	1,000	470.52%
41120 Payroll	113,044	152,817	-39,773	366,760	30.82%
41130 Payroll Tax Expense	11,465	15,282	-3,817	36,676	31.26%
41140 Postage & Delivery	191	208	-18	500	38.16%
41150 Professional Development	1,390	833	557	2,000	69.50%
41155 Public Space Beautification	1,354	6,355	-5,002	15,253	8.87%
41160 Rent	10,300	10,000	300	24,000	42.92%
41170 Sponsorship	2,650	4,167	-1,517	10,000	26.50%
41170 Travel & Entertainment	1,742	2,083	-341	5,000	34.85%
41190 Vehicle Expenses	0	3,750	-3,750	9,000	0.00%
41200 Workers Compensation	3,956	6,368	-2,413	15,284	25.88%
<b>Total Expenditures</b>	<b>\$ 236,141</b>	<b>\$ 290,955</b>	<b>\$ (54,815)</b>	<b>\$ 667,375</b>	<b>35.38%</b>

Net Revenue \$ 206,074

Business Checking Balance As of 4/30/2018 \$ 633,428



# Downtown Modesto Partnership

## Adjusted Budget Projection

Dec 2017 - Nov 2018

Revenue/Income	Adopted	Adjustment	Proposed
Board Donations	1,500	0	1,500
CBD Income	680,000	0	680,000
Events/Activities	15,000	0	15,000
Sponsorships/Advertising	5,000	0	5,000
Misc. Donations	1,000	0	1,000
<b>Total Revenue</b>	<b>702,500</b>	<b>0</b>	<b>702,500</b>

Expenses/Cost	Adopted	Adjustment	Proposed
Advertising	6,000	2,000	8,000
Benefits			
Health Insurance	38,440	(2,000)	36,440
Retirement	14,000	0	14,000
Board Meetings & Convening	1,000	0	1,000
Cell Phones	4,800	0	4,800
Dues, Subscriptions & Licenses	4,000	0	4,000
Events/Activities	20,000	2,000	22,000
Field Equipment & Supplies	15,000	0	15,000
Liability Insurance (Andreini)	2,700	0	2,700
Miscellaneous	4,750	0	4,750
Office Improvements & Maintenance	2,500	0	2,500
Office Supplies	6,000	0	6,000
Outside Services -		0	0
Admin Assist	5,000	0	5,000
Marketing Firm	24,000	0	24,000
Motion Loft	10,000	0	10,000
Rank Security	23,712	0	23,712
SinglePoint	1,000	10,000	11,000
Nancy Hormann	0	13,000	13,000
Auditor	0	5,250	5,250
Payroll	366,760	(30,000)	336,760
Payroll Taxes	36,676	(2,000)	34,676
Postage & Delivery	500	0	500
Professional Development	2,000	3,000	5,000
Public Space Beautification	15,253	1,034	16,287
Rent	24,000	0	24,000
Sponsorships	10,000	0	10,000
Travel & Entertainment	5,000	2,000	7,000
Vehicle(s) Expenses	9,000	(3,000)	6,000
Workers Compensation	15,284	(1,284)	14,000
<b>Total Expenses</b>	<b>667,375</b>	<b>0</b>	<b>667,375</b>
5% Reserves	35,125	35,125	35,125
<b>Remaining Balance</b>	<b>(0)</b>	<b>(0)</b>	<b>(0)</b>