

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

<b>Date of Meeting:</b>	1/20/2021	<b>Time:</b>	4:00PM
<b>Board Chair:</b>	Lynn Dickerson	<b>Location:</b>	1003 10 <sup>th</sup> Street, Ste. A

**1. Discussion Items**

#	Topics	Presenter
1	Open Meeting and Introductions (10 mins)	Lynn D.
2	Action: Approval of Minutes (2 mins)	Lynn D.
3	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
4	Discuss DMP Mission, Vision and Strategic Direction (10 mins)	Josh B.
5	Discuss Modesto Childrens Museum (20 mins)	Jake B. & Ryan F.
6	Administrative Update (Recap of recent activities and upcoming initiatives: Environmental Management, RAD Card, J Street Beautification, Parklets, Downtown Parking Program, Status of Downtown Businesses, Winterization Program, Annual Report and Annual Audit) (15 min)	Josh B.
7	Action: Discuss Financials (10 min)	Doris B.
8	Action: Discuss minimum wage increase and effect on cost of Experience Engineers Program (5 min)	Josh B.
9	Board Member Forum (15 min)	Any
10	Adjourn Regular Meeting	Lynn D.

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

1	Action: Executive Team Recommendation – Discuss CEO Compensation, Bonus and 2021 Performance Criteria (15 mins)	Lynn D.
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### 3. Discussion Items

1	Open Meeting (2 mins)	Lynn D.
2	Action: Discuss CEO Compensation, Bonus and 2021 Performance Criteria (2 mins)	Lynn D.
3	Adjourn Meeting	Lynn D.

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

Description	Brought by
11/18/20 Board Meeting Minutes	Doris B.
DMP Mission, Vision and Strategic Direction	Doris B.
Downtown Winterization Program Performance	Doris B.
Budget Versus Actuals through December 31, 2020	Doris B.
RAD Card P&Ls	Doris B.

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

<b>Date of Meeting:</b> (MM/DD/YYYY)	11/18/2020	<b>Time:</b>	4 p.m.
<b>Minutes Prepared By:</b>	Doris Daniel Brima	<b>Location:</b>	1003 10 <sup>th</sup> Street, Ste. A
<b>1. Attendance</b>			
Present	Lynn Dickerson, Barrett Lipomi, Ryan Swehla, Kristy Rupp, Kirstie Boyett, David Boring, Saul Trujillo, Josh Bridegroom		
Absent	Michael Moridian, Fred Silva, Jennifer Jackson-Romero, Ann Endsley, Ted Brandvold		
Others	Stephanie Foster, Heidi Savage, Doris Daniel Brima		
<b>2. Discussion</b>			
<b>#</b>	<b>Topics</b>	<b>Presenter</b>	
1	Open Meeting and Approval of Minutes <ul style="list-style-type: none"> <li>- 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"> <li>o Board approved the minutes for the meetings of 09/16/2020 as presented (B. Lipomi/R. Swehla; Unanimous).</li> </ul> </li> </ul>	Lynn D.	
2	Public Comments <ul style="list-style-type: none"> <li>- No public comments were made</li> </ul>	Any	
3	Administrative Update <ul style="list-style-type: none"> <li>- Josh presented to the board recap of recent activities and upcoming initiatives: Environmental Management, Parklets and Outdoor Dining</li> </ul>	Josh B.	
4	Action: Discuss Financials <ul style="list-style-type: none"> <li>- Financials presented by Doris B. <ul style="list-style-type: none"> <li>o Board approved financials for YTD 10/31/2020 as presented (R. Swehla / K. Boyett; Unanimous).</li> </ul> </li> </ul>	Doris B	
5	Action: Executive Team Recommendations – Discuss 2021 Annual Action Plan <ul style="list-style-type: none"> <li>- Barrett presented the 2021 annual action plan recommendation of the Executive Team, which included: partnering with DID on two new downtown projects; partner with City to implement one project identified in Downtown Master Plan; growing RAD Card to 30,000+ users; develop a culinary arts tour and Increasing grants/sponsorship revenue by 400% over 2019 <ul style="list-style-type: none"> <li>o Board approved 2021 Annual Action Plan as presented (B. Lipomi / D. Boring; Unanimous).</li> </ul> </li> </ul>	Barrett L.	
6	Action: Executive Team Recommendation – Discuss FY 2021 Operating Budget <ul style="list-style-type: none"> <li>- Lynn presented FY 2021 Operating Budget <ul style="list-style-type: none"> <li>o Board approved FY 2021 Operating Budget as presented (R. Swehla / K. Boyett; Unanimous).</li> </ul> </li> </ul>	Lynn D.	



<b>Date of Meeting:</b> (MM/DD/YYYY)	11/18/2020	<b>Time:</b>	4 p.m.
<b>Minutes Prepared By:</b>	Doris Daniel Brima	<b>Location:</b>	1003 10 <sup>th</sup> Street, Ste. A
7	<p>Action: Executive Team Recommendation – Discuss 2021 Board Member and Officer Nominations</p> <ul style="list-style-type: none"> <li>- Ryan presented the Executive Team had received nominations of new Board Members as follows: Kathryn Davis, David Darmstandler, Erin Doran, Blake Humble. Saul Trujillo and Ann Endsley were recommended for renewal. <ul style="list-style-type: none"> <li>o Board approved recommendations as presented (K. Boyett/D. Boring; Unanimous).</li> </ul> </li> <li>- Ryan presented Officer nominations to the board: Lynn Dickerson to continue as Chair, Barrett Lipomi as Vice President, Ryan Swehla as Treasurer and Saul Trujillo as Secretary. <ul style="list-style-type: none"> <li>o Board approved recommendations as presented (K. Boyett/D. Boring; Unanimous).</li> </ul> </li> </ul>		Ryan S.
8	<p>Action: Discuss Funding for Parklets</p> <ul style="list-style-type: none"> <li>- Josh recommended the board approve \$80,000 in funding for parklets, J Street beautification and business winterization activities. <ul style="list-style-type: none"> <li>o Board approved funding for various activities as requested (K. Boyett/R. Swehla; Unanimous).</li> </ul> </li> </ul>		Josh B.
9	<p>Board Member Forum</p> <ul style="list-style-type: none"> <li>- There was a roundtable discussion on items of interest to the Board of Directors.</li> </ul>		Any
10	<p>Adjourn Regular Meeting</p> <ul style="list-style-type: none"> <li>- Lynn adjourned the meeting at 5:00 p.m.</li> </ul>		Lynn D.
<b>4. Next Meeting (if applicable)</b>			
<b>Date:</b> (MM/DD/YYYY)	01/20/2021	<b>Time:</b>	4 p.m.
		<b>Location:</b>	1003 10 <sup>th</sup> Street, Ste. A

# Downtown Modesto Partnership

## Our Mission:

*"To create a vibrant community through activities and partnerships designed to improve the quantity and quality of experiences in downtown Modesto."*

## Our Vision:





















The Downtown Modesto Partnership settled on a vision that provides a sense of purpose and direction, while providing flexibility in how it is implemented to ensure the organization stays focused, but nimble. The three-part vision is as follows:

- Downtown Modesto is a safe, inviting and beautiful place that inspires a powerful sense of community pride
- Downtown Modesto is a vibrant destination for community connection, with world-class cuisine, arts and entertainment – indisputably the place to be
- Downtown Modesto is bursting with business growth and new development; the place for shopping, upscale urban living and innovative enterprise

## Our Strategic Direction:

- 1) Building our Consortium
- 2) Expanding our Influence
- 3) Growing our Revenue

### By the Numbers - December

	December 2020	Month over Month November 2020 to December 2020	Year over Year December 2019 to December 2020
Pounds of Trash Collected	27,375	 +225	 -225
Graffiti Spots Removed	157	 +24	 -18
Business Interactions	49	 +06	 -196
Calls for Service	18	 +01	 -35
Homeless Engagements	389	 +48	 +117
Homeless Referred to Services	02	 -02	 -73
Anti-Social Behavior Abated	11	 +02	 +11
Patron Interactions	986	 +28	 -136
Patrons Referred to Businesses/Services	31	 +02	 -56
Rank Security Calls Serviced	45	 +06	 +23

## **January 2021 Business Update:**

### **Permanently Closed:**

- Denn Pilates
- Stuarts Pizza
- Monsoon
- Ralston's Goat

### **Transitioned:**

- Bayou Bar & Grill rebranded as Midtown Bistro (same owners, new partner/GM/chef)

### **New Businesses:**

- Starbucks
- Hamburger Shop & Pizza Shop, Rancho Fresco owner (old Monsoon location)
- Beyond & Co
- Rosé Flower Bouquet
- Farmacy
- Tru Fitness gym

### **Businesses Temporarily Closed, Limited Hours or Appt Only:**

- Razor's Edge Barbershop/Salon
- Lo-Fi lounge: temporarily closed, planning parklet
- Beads of Contentment: limited hours and by appt/delivery
- Crow Trading: temporarily transitioned to appt only and online sales
- Most personal care services are temporarily closed

**Downtown Modesto Partnership**  
**Statement of Activity**  
**Winterization (Blankets)**

	Cash Basis	Accrual Basis
<b>Revenue</b>		
<b>Blankets Delivered/Sold</b>	2,789.00	10,925.00
<b>Expenditures</b>		
<b>Blankets</b>	8,813.26	8,813.26
<b>Supplies</b>	600.59	600.59
<b>Total Expenditures</b>	\$ 9,413.85	\$ 9,413.85
 <b>Net Revenue</b>	 \$ (6,624.85)	 \$ 1,511.15

876 blankets delivered & comped  
124 blankets in inventory

**Winterization (Heat Lamps & Canopies)**

<b>Dedicated Funds</b>	\$	20,000.00
<b>Reimbursements</b>	\$	8,098.77



## Downtown Modesto Partnership

### Budget vs. Actuals

YTD December 31, 2020

Modified Accrual

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
<b>Revenue</b>					
31020 Board Donations	1,200	1,200	0	1,200	100.00%
31030 CBD Income	675,592	675,592	0	695,000	97.21%
31040 Contracted Services	43,443	70,000	-26,558	70,000	62.06%
31060 Sublease	25,500	40,000	-14,500	40,000	63.75%
31070 Events Income	50,771	30,500	20,271	122,000	41.62%
31085 Sponsorship/Advertising	0	20,000	-20,000	65,000	0.00%
31090 Misc. Donations/Income	9,521	10,000	-479	0	0.00%
<b>21020 SBA PPP</b>	<b>54,910</b>	<b>54,910</b>	<b>0</b>	<b>0</b>	<b>0.00%</b>
31015 Bank Interest	353	46	307	0	0.00%
<b>Total Revenue</b>	<b>861,290</b>	<b>902,248</b>	<b>-40,958</b>	<b>993,200</b>	<b>86.72%</b>
<b>Expenditures</b>					
41000 Advertising/Marketing	14,240	40,000	-25,760	40,000	35.60%
<b>41010 Benefits</b>					
Health Insurance	44,867	47,250	-2,383	47,250	94.96%
Pension	12,984	13,000	-16	13,000	99.88%
41020 Board Mtgs & Convenings	0	700	-700	700	0.00%
41040 Dues, Subs & Lic.	2,674	3,500	-826	3,500	76.41%
41041 Employee Parking	3,812	4,800	-988	4,800	79.42%
41050 Events/Activities	25,990	95,000	-69,010	95,000	27.36%
41070 Liability Insurance	1,480	2,500	-1,020	2,500	59.20%
41080 Miscellaneous	0	0	0	0	0.00%
41090 Office Imp. & Maint.	6,765	10,000	-3,235	10,000	67.65%
41100 Office Equip & Supplies	8,898	9,000	-102	9,000	98.86%
<b>41110 Outside Services</b>					
Admin Assist	2,460	6,000	-3,540	6,000	41.00%
Auditor/CPA	3,970	6,500	-2,530	6,500	61.08%
Motion Loft (Eco Counter)	8,765	8,765	0	7,119	123.12%
Parking Consultant	0	7,000	-7,000	7,000	0.00%
Rank Security	24,624	23,700	924	23,700	103.90%
SinglePoint	7,439	7,500	-61	7,500	99.19%
StreetPlus	185,053	275,000	-89,947	275,000	67.29%
41120 Payroll	272,635	301,000	-28,365	301,000	90.58%
41130 Payroll Tax Expense	23,210	27,090	-3,880	27,090	85.68%
41140 Postage & Delivery	550	600	-50	600	91.67%
41150 Professional Development	4,155	5,000	-845	5,000	83.10%
41155 Public Space Beautification	874	15,000	-14,126	15,000	5.83%
41160 Rent	45,700	45,000	700	45,000	101.56%
41170 Sponsorship	2,500	10,000	-7,500	10,000	25.00%
41170 Travel & Entertainment	5,388	8,500	-3,112	8,500	63.39%
41180 Utilities	9,775	10,000	-225	10,000	97.75%
41190 Vehicle Expenses	1,712	6,000	-4,288	6,000	28.54%
41200 Workers Compensation	1,742	2,500	-758	2,500	69.70%
41210 Reserves	0	0	0	4,441	0.00%
<b>Total Expenditures</b>	<b>\$ 722,262</b>	<b>\$ 990,905</b>	<b>\$ (268,643)</b>	<b>\$ 993,700</b>	<b>72.68%</b>
<b>Net Revenue</b>	<b>\$ 139,028</b>				
VFCU Checking & Savings	\$ 245,545				
VFCU RAD Card Accounts	\$ 2,139,098				
OV Savings Account	\$ 305,135				
<b>Total Cash</b>	<b>\$ 2,689,778</b>				

# RAD Card

## STATEMENT OF ACTIVITY

June - December, 2020

	TOTAL
Revenue	
31070 Events Income	
RAD Income	185,290.00
<b>Total 31070 Events Income</b>	<b>185,290.00</b>
<b>Total Revenue</b>	<b>\$185,290.00</b>
<b>GROSS PROFIT</b>	<b>\$185,290.00</b>
Expenditures	
41005 Bank Fees	60.00
41055 RAD Gift Card	
Admin Assist	2,600.00
App Development	52,250.00
Credit Card Fees	33,691.59
Insurance - Cyber Liability	2,632.88
Legal & Professional Fees	2,952.56
Marketing & Website	9,430.45
Staff - Labor	32,000.00
Web Services	128.38
<b>Total 41055 RAD Gift Card</b>	<b>135,685.86</b>
41100 Office Supplies	20.00
41170 Travel & Entertainment	
Meals, Meetings & Travel Exp	125.58
<b>Total 41170 Travel &amp; Entertainment</b>	<b>125.58</b>
<b>Total Expenditures</b>	<b>\$135,891.44</b>
<b>NET OPERATING REVENUE</b>	<b>\$49,398.56</b>
Other Revenue	
32010 RAD Card Bank Interest	14.07
<b>Total Other Revenue</b>	<b>\$14.07</b>
<b>NET OTHER REVENUE</b>	<b>\$14.07</b>
<b>NET REVENUE</b>	<b>\$49,412.63</b>