

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

Date of Meeting:	01/17/19	Time:	4:00PM
Board Chair:	Fred Silva	Location:	1601 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: Move into New Office Space, Downtown Experience Engineers, Downtown Property Owner Survey, Holiday Decorations, Discover DoMo Promo, C3 Brochure/Webpage, Office Sublease, Installation of New Trash Receptacles, 10 th Street Landscaping Project, Annual Report, Financials) (20 min)	Josh B.
4	Executive Team Update (Recap of previous month's Executive Committee Meeting: Board Member Nominations, Employee Parking, Rockin' Holidays Sponsorship) (10 min)	Fred S.
5	Action: Executive Team Recommendation – Discuss Board Member Nominations (10 min)	Fred S.
6	Action: Executive Team Recommendation - Discuss Modifications to 2018/2019 Operating Budget (10 min)	Barrett L.
7	Action: Executive Team Recommendation - Discuss Board Meeting Schedule (10 min)	Rose L.
8	Action: Executive Team Recommendation - Discuss Annual Audit Committee (5 min)	Lynn D.
9	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
10	Adjourn Regular Meeting	Fred S.

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

Description	Brought by
11/14/18 Board Meeting Minutes	Susan M.
Administrative Update Summary	Susan M..
Board Nominations	Susan M.
Revised 2018/2019 Operating Budget	Susan M.
Board Meeting Schedule	Susan M.

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Downtown Modesto Partnership Board of Directors Meeting Minutes

Date of Meeting:	11/14/18	Time:	4:00 PM
Minutes Prepared By:	Susan Martin	Location:	1625 I Street Modesto

1. Attendance

Present	Rose Louis, Josh Bridegroom, Lynn Dickerson, Ann Endsley, Mike Goss, Saul Trujillo (Phoned In), Ted Brandvold, Fred Silva, David Boring, Ryan Swehla, Mike Moradian
Absent	Greg Reed, Barrett Lipomi
Others	Stephanie Burtch, Susan Martin, Steve Hillard (By Phone)

2. Discussion

#	Topics	Presenter
1	Welcome and Approval of Minutes <ul style="list-style-type: none"> - Fred opened the meeting at 4:07 p.m. - Fred asked for approval of minutes from the 10/10/18 board meeting. <ul style="list-style-type: none"> o Board approved the minutes as presented (L Dickerson/R. Louis; unanimous) 	Fred S.
2	Public Comments <ul style="list-style-type: none"> - None 	Any
3	Administrative Update (Recap of past month's activities and upcoming initiatives) <ul style="list-style-type: none"> - Josh reviewed the current stats and incated that he would be presenting the information in this format moving forward. - Josh discussed the status of the Property Owner survey. The survery had been mailed out and everyone should have already received it or would be receiving it shortly. - Lynn and Stephanie discussed the Pilates on the Green event. The October event was slower than the previous month. The last event of the series would be occurring this upcoming weekend. - Lynn recapped that the Rotary Club along with the City had worked to replant trees in the empty treewells downtown. - Josh relayed that eight new trash receptacles had been ordered. The estimated arrival will be mid-December. - Josh indicated we will be coordinating with the City to make sure that the newly acquired holiday decorations are installed. The goal is to have the decorations installed by the first week of December. - Josh discussed the upcoming Discover DoMo Promo. Josh indicated that Modesto On Ice is going to have an all-day-skate program this season. Business and restaurants will be providing discounts and specials for program participants. The goal of this program is to incentivize downtown guests to linger longer and discover all the good things DoMo has to offer. 	Josh B.

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Minutes Prepared By:	Susan Martin	Location:	1625 I Street Modesto
	<ul style="list-style-type: none"> - Josh, Ann Endsley and other members of the community are continuing their efforts to redo the landscaping on the 10th Street planter boxes. The group will be coordinating with the City to make sure that the irrigation systems are working correctly. - The current financials were provided and reviewed. 		
4	<p>Executive Team Update</p> <ul style="list-style-type: none"> - Fred recapped the Executive Team Meeting. Fred discussed that the Executive Team would be reviewing all Board Member nominations at the next meeting in December. They will bring their recommendations to the January Board Meeting. Fred indicated that we had received a request for a sponsorship from the Modesto Marathon for \$1500. Fred reminded the board that we had provided this some sponsorship last year. 		Fred S.
5	<p>Action: Executive Team Recommendation – Discuss Office Relocation</p> <ul style="list-style-type: none"> - Ryan discussed having the company move to a second-floor location in the core (10th and J). This is the same location that had come up last year, but ended up not working out at that time. Although there would be an overall increase in cost including rent, and utilities, it would be a good move for the company. This would put the administrative staff in the same location as the field crew. It would also put the organization closer to the events that we participate in. Josh looked at other locations with various property owners, and none of the spaces were going to be workable for our needs. The Executive Team recommended that the board approve a seven-year term with a proposed 2.5% increase per year with the potential of early possession of the space in December depending on if the other tenants vacate before the end of the year. <ul style="list-style-type: none"> o The Board approved the Executive Team recommendation as presented (R. Louis/M Moradian; unanimous) 		Ryan S.
6	<p>Action: Executive Recommendation – Discuss Contract for field services</p> <ul style="list-style-type: none"> - Rose discussed contracting to have our current field crew managed by Street Plus. Street Plus has a long history and good experience in managing downtown field crews. Steve Hillard from Street Plus joined in via conference call to discuss what Street Plus does and how they can assist in managing the field crew. He discussed the overall program and the technology that they have. Susan expanded on the technology, indicating that it will save time reporting the stats each month, and that we can look at things happening live any time during the day. Steve identified that if things were not working out, cancellation can occur anytime with a sixty-day notice. <ul style="list-style-type: none"> o The Board approved the Executive Team recommendation, as well as allowing Josh and Fred to work together to finalize the contract details with Street Plus. (L. Dickerson/M Moradian; unanimous) 		Rose L.
7	<p>Action: Executive Recommendation – Discuss 2018/2019 Operating Budget</p> <ul style="list-style-type: none"> - Lynn presented the 2018/2019 Operating Budget. She covered the updates including the potential increase in revenue with the sublease option in the new office space, as well as an increase in sponsorship revenue. There would be obvious increases in rent due to an office move, and a decrease in payroll numbers due to the field crew moving to Street Plus. 		Lynn D.

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	<ul style="list-style-type: none"> o The Board approved the Executive Team recommendation to accept the 2018/2019 Operating Budget (M. Moradian/R. Louis; unanimous) 		
8	Action: Executive Team Recommendation – Discuss Changes to Bylaws <ul style="list-style-type: none"> - Fred presented the changes that were recommended to the bylaws. <ul style="list-style-type: none"> o The Board approved Executive Team Recommendation as presented (L. Dickerson/R. Swehla; unanimous) 		Fred S.
7	Board Member Forum <ul style="list-style-type: none"> - There was general discussion around the table. 		Any
8	Adjourn Regular Meeting <ul style="list-style-type: none"> - Fred adjourned the regular meeting at 5:42 p.m. 		Fred S.

3. Action Items			
Action	Owner	Due Date	
Work with City on the Downtown Vision Document	Josh	Ongoing	
Josh and Fred to finalize the Street Plus Contract	Josh/Fred	12/15/18	
5. Next Meeting (if applicable)			
Date: (MM/DD/YYYY)	01/17/2019	Time:	4:00pm
		Location:	1601 I Street Modesto



By the Numbers – December

Pounds of Trash Collected: 24,828

Graffiti Spots Removed: 32

Business Interactions: 438

Calls for Service: 75

Homeless Engagements: 224

Homeless Referred to Services: 80

Anti-Social Behavior Abated: 118

Patron Interactions: 403

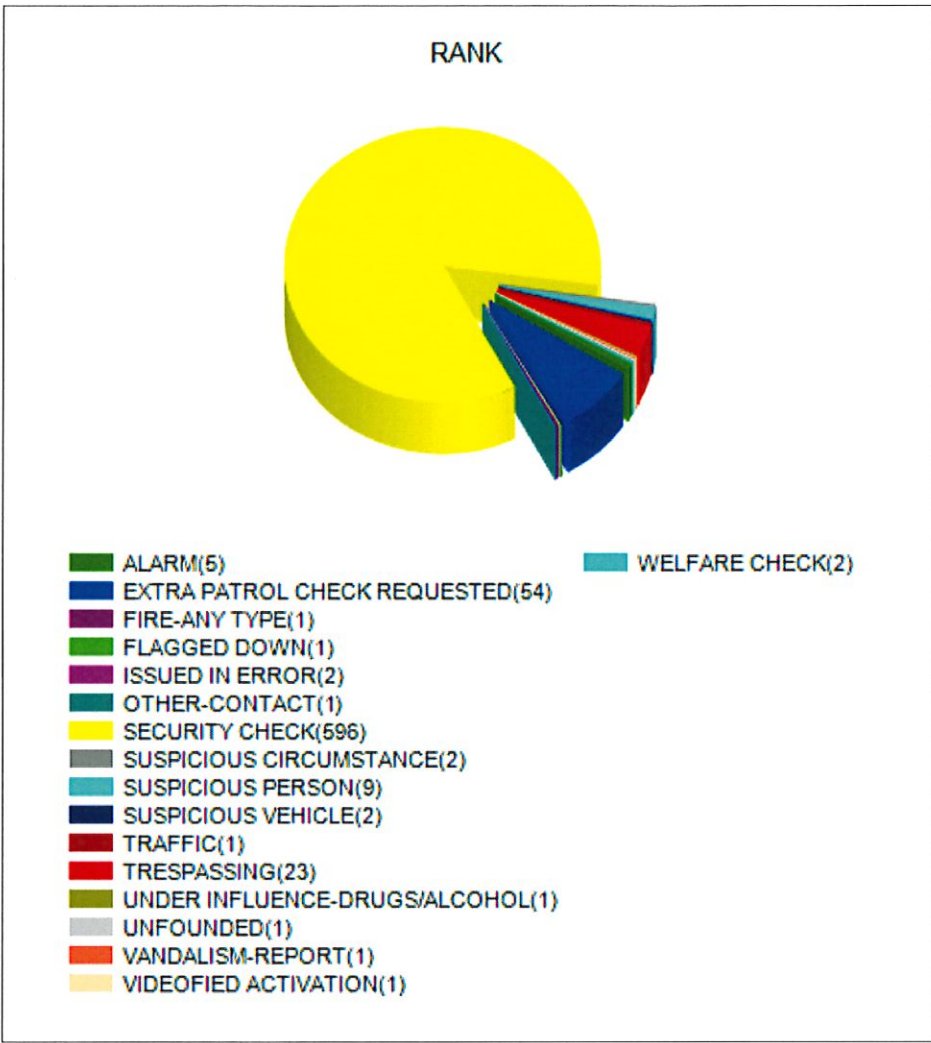
Patrons Referred to Businesses/Services: 184

Rank Security Calls: 703



Group	Security Call Type	Totals
RANK	ALARM	5
	EXTRA PATROL CHECK REQUESTED	54
	FIRE-ANY TYPE	1
	FLAGGED DOWN	1
	ISSUED IN ERROR	2
	OTHER-CONTACT	1
	SECURITY CHECK	596
	SUSPICIOUS CIRCUMSTANCE	2
	SUSPICIOUS PERSON	9
	SUSPICIOUS VEHICLE	2
	TRAFFIC	1
	TRESPASSING	23
	UNDER INFLUENCE-DRUGS/ALCOHOL	1
	UNFOUNDED	1
	VANDALISM-REPORT	1
	VIDEOFIED ACTIVATION	1
	WELFARE CHECK	2
	Total	703
Total		703

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	WELFARE CHECK	2
Total	703	
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**Downtown Modesto Partnership
Budget vs. Actuals: FY 2018-2019**

YTD December 31, 2018

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
Revenue					
31020 Board Donations	0	1,200	-1,200	1,200	0.00%
31030 CBD Income	0	680,000	-680,000	680,000	0.00%
31040 Contracted Services	0	417	-417	5,000	0.00%
31060 Sublease	0	1,000	-1,000	12,000	0.00%
31070 Events Income	0	1,667	-1,667	20,000	0.00%
31085 Sponsorship/Advertising	0	1,500	-1,500	18,000	0.00%
31090 Misc. Donations	0	83	-83	1,000	0.00%
Total Revenue	0	684,450	-684,450	737,200	0.00%
Expenditures					
41000 Advertising/Marketing	610	1,500	-890	18,000	3.39%
41010 Benefits					
Health Insurance	2,341	1,917	425	23,000	10.18%
Pension	1,179	1,011	168	12,133	9.72%
41020 Board Meetings & Convening	34	42	-8	500	6.82%
41031 Cell Phones	350	233	117	2,800	12.52%
41040 Dues, Subscriptions & Licenses	393	333	60	4,000	9.82%
41050 Events/Activities	0	1,835	-1,835	22,019	0.00%
41070 Liability Insurance	0	225	-225	2,700	0.00%
41080 Miscellaneous	0	208	-208	2,500	0.00%
41090 Office Improvements & Maintenance	1,918	1,918	0	4,000	47.95%
41100 Office Supplies	733	733	0	5,000	14.67%
41110 Outside Services					
Admin Assist	400	417	-17	5,000	8.00%
Auditor/CPA	0	625	-625	7,500	0.00%
Motion Loft	0	593	-593	7,119	0.00%
Parking Consultant	0	583	-583	7,000	0.00%
Rank Security	988	1,975	-987	23,700	4.17%
SinglePoint	802	583	218	7,000	11.45%
StreetPlus	0	19,617	-19,617	235,400	0.00%
41120 Payroll	23,578	19,167	4,411	230,000	10.25%
41130 Payroll Tax Expense	1,912	1,917	-5	23,000	8.31%
41140 Postage & Delivery	0	42	-42	500	0.00%
41150 Professional Development	0	417	-417	5,000	0.00%
41155 Public Space Beautification	0	917	-917	11,000	0.00%
41160 Rent	3,585	3,667	-82	44,000	8.15%
41170 Sponsorship	1,500	833	667	10,000	15.00%
41170 Travel & Entertainment	201	667	-466	8,000	2.51%
41180 Utilities	400	500	-100	6,000	6.67%
41190 Vehicle Expenses	2,987	750	2,237	9,000	33.19%
41200 Workers Compensation	602	111	492	1,329	45.32%
Total Expenditures	\$ 44,514	\$ 63,334	\$ (18,821)	\$ 737,200	6.04%
Net Revenue	\$ (44,514)				
Business Checking Balance As of 12/31/18	\$ 419,933				



Board/Committee Member Nomination Form

Candidate Information

Name - Kristy Rupp

Home address - 2140 Georiga Way, Turlock, CA 95382

Home phone number - 209-985-3502

E-mail address - kristy@centerracapital.com

Work phone number - 209-297-5520

Employment/Position - Property Manager

Education - BS Family & Consumer Sciences, Emphasis – Marketing & Design, licensed real estate agent

Previous experience (if any) with **(name or org)**

As a former professional arena football cheerleader I worked various volunteer and community events through the Stockton Arena, for the past year I have served on the event committee for DOMO, Stanislaus Health Foundation

Please circle any of the following skills or experience that the candidate possesses.

Finance, **accounting**

Grant writing

Fundraising and special events

Public relations, communications

Other _____

Management, administration

Nonprofit experience

Teaching experience, curriculum development

Contacts, networking

Other _____

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).

California Association of Realtors, Central Valley Association of Realtors

Submitted by

Name: Kristy Rupp

Phone: 209-985-3502

Date: December 18, 2018

E-mail: kristy@centerracapital.com

Has this person been contacted to determine their interest in being nominated?

X Yes ___ No

Thank you for your nomination

Board/Committee Member Nomination Form

Candidate Information

Name Jennifer Romero
 Home address 2105 Canadian Circle Modesto 95354
 Home phone number 209-988-4654
 E-mail address JRJohnson82@gmail.com
 Work phone number 209-492-0262
 Employment/Position CO owner - The Dawn Power Pilates
 Education _____

Previous experience (if any) with (name or org)

Please circle any of the following skills or experience that the candidate possesses.

- | | |
|---|---|
| Finance, accounting | Management, administration |
| Grant writing | Nonprofit experience |
| <u>Fundraising and special events</u> | Teaching experience, curriculum development |
| <u>Public relations, communications</u> | <u>Contacts, networking</u> |
| Other _____ | Other _____ |

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).

Submitted by

Name Lynn Dickerson Date 11-2-18
 Phone 209-338-5015 E-mail ldickerson@galloarts.org

Has this person been contacted to determine their interest in being nominated?
 Yes No

Thank you for your nomination

Board/Committee Member Nomination Form

Candidate Information

Name Lynn Dickerson
Home address She should remain on
Home phone number the board for another
E-mail address term as her contributions
Work phone number are invaluable
Employment/Position _____
Education _____
Previous experience (if any) with (name or org)

Please circle any of the following skills or experience that the candidate possesses.

- | | |
|----------------------------------|---|
| Finance, accounting | Management, administration |
| Grant writing | Nonprofit experience |
| Fundraising and special events | Teaching experience, curriculum development |
| Public relations, communications | Contacts, networking |
| Other _____ | Other _____ |

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).

Submitted by

Name Ryan Svehla Date _____
Phone _____ E-mail _____

Has this person been contacted to determine their interest in being nominated?

Yes No

Thank you for your nomination

Board/Committee Member Nomination Form

Candidate Information

Name John Jacinto
 Home address 1156 Scenic Dr #120 95350
 Home phone number 209-484-7878
 E-mail address jjacinto@vistechmtg.com
 Work phone number 209-549-1101
 Employment/Position Owner - Dewz Restaurant
 Education _____

Previous experience (if any) with (name or org)
past Board mbr - Gallo Ctr for the Arts
Board chair - CSUS Foundation

Please circle any of the following skills or experience that the candidate possesses.

- | | |
|--|--|
| <input checked="" type="checkbox"/> Finance, accounting | <input checked="" type="checkbox"/> Management, administration |
| <input type="checkbox"/> Grant writing | <input type="checkbox"/> Nonprofit experience |
| <input checked="" type="checkbox"/> Fundraising and special events | <input type="checkbox"/> Teaching experience, curriculum development |
| <input type="checkbox"/> Public relations, communications | <input checked="" type="checkbox"/> Contacts, networking |
| Other _____ | Other _____ |

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).
Del Rio Country Club, Very well connected
w/ young affluent professionals & Latino community

Submitted by

Name Lynn Dicken Date 11-2-18
 Phone 209-338-5015 E-mail ldickerson@galloarb.org

Has this person been contacted to determine their interest in being nominated?
 Yes No

Thank you for your nomination

Downtown Modesto Partnership

Annual Budget

Dec 2018 - Nov 2019

	Adopted Budget	Proposed
Revenue/Income		
Board Donations	1,200	1,200
CBD Income	680,000	680,000
Contract Labor	5,000	5,000
Events	20,000	20,000
Sponsorship/Advertising	18,000	18,000
Sublease	12,000	22,000
Misc. Donations	1,000	1,000
Total Revenue	737,200	747,200
Expenses/Cost		
Marketing and Advertising	18,000	18,000
Benefits		
Health Insurance	23,000	23,000
Pension	12,133	12,133
Board Meetings & Convening	500	500
Cell Phones	2,800	2,800
Dues, Subscriptions & Licenses	4,000	4,000
Employee Parking	0	3,520
Events/Activities	22,019	22,019
Liability Insurance	2,700	2,700
Miscellaneous	2,500	2,500
Office Improvements & Maintenance	4,000	9,000
Office Supplies	5,000	6,000
Outside Services:		
Accounting Assistant	5,000	5,000
Auditor/CPA	7,500	7,500
Motion Loft	7,119	7,119
Parking Consultant	7,000	7,000
Rank Security	23,700	23,700
SinglePoint	7,000	7,000
StreetPlus	235,400	235,400
Payroll	230,000	230,000
Payroll Taxes Expense	23,000	23,000
Postage & Delivery	500	500
Professional Development	5,000	5,480
Public Space Beautification	11,000	11,000
Rent	44,000	44,000
Sponsorship	10,000	10,000
Travel & Entertainment	8,000	8,000
Utilities	6,000	6,000
Vehicle(s) Expenses	9,000	9,000
Workers Compensation	1,329	1,329
Total Expenses	737,200	747,200
0% Reserves	0	0
Remaining Balance	0	0

*Remaining balance at the end of the fiscal year will be held in contingency/reserves

Proposed Board Meeting Schedule for 2019

February 13, 2019

March – No Meeting

April 10, 2019

May – No Meeting

June 12, 2019

July – No Meeting

August 14, 2019

September – No Meeting

October 9, 2019

November 13, 2019 (If needed)

December – No Meeting

