

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	<p>Welcome and Approval of Minutes</p> <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	<p>Public Comments</p> <ul style="list-style-type: none"> - None 	Any
3	<p>Administrative Update (Recap of past month's activities and upcoming initiatives)</p> <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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	<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

