

Downtown Modesto Partnership Board of Directors Meeting Agenda

Date of Meeting:	10/10/18	Time:	4:00PM
Board Chair:	Fred Silva	Location:	1625 I Street

1. Discussion Items

#	Topics	Presenter
1	Welcome and Approval of Minutes (2 min)	Lynn D.
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 happropriate. 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, Downtown Property Owner Survey, Pilates on the Gallo Green, First Friday Finale, Replanting Empty Treewells, Installation of New Trash Receptacles, 10 th Street Landscaping Project, Holiday Season Stay and Play, Financials) (20 min)	Josh B.
4	Executive Team Update (Recap of previous month's Executive Committee Meeting: Board Member Nominations Process, Downtown Homeless Survey, Holiday Decorations) (5 min)	Barrett L.
5	Action: Executive Team Recommendation - Dicsuss appointing Executive Team as Nominating Committee to oversee the upcoming board nomination process (5 min)	Rose L.
6	Action: Discuss holiday decorations for the downtown core (10 min)	Josh B.
7	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
8	Adjourn Regular Meeting	Lynn D.

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

Description	Brought by
9/12/18 Board Meeting Minutes	Susan M.
Administrative Update Summary	Susan M..
Holiday Decorations Information	Susan M.

Downtown Modesto Partnership Board of Directors Meeting Minutes

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Minutes Prepared By:	Susan Martin	Location:	1625 I Street Modesto

1. Attendance

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

2. Discussion

#	Topics	Presenter
1	<p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> - Fred opened the meeting at 4:04 p.m. - Fred asked for approval of minutes from the 08/08/18 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 recapped that we had lost one Experience Engineer, but were in the process of hiring another. We hoped to have them start within the next week. - Rose and Josh discussed the Property Owner survey. Rose indicated that she had been working with both Stephanie and Susan on this. Stephanie is assisting in setting up the questions through Survey Monkey online. Rose indicated that physical letters would be sent to the Property Owners with a link to the survey online. - Lynn and Stephanie recapped Pilates on the Gallo Green. They both said it was a successful event. Approximately 56 people attended. Rank Security will assist in monitoring the next event to help deflect any possible social disruption issues. - Dog Days of Summer has rolled out. Dog bowls and treats were distributed to the businesses downtown. The businesses and restaurants have been instructed to place bowls outside and then patrons can have their dogs stop and get a drink and a treat. - The Mural Festival was a successful event. Everyone is enjoying the murals and people are stopping by to see them. It was discussed that we needed to have a post-event survey with the retailers and restaurants to see if this increased their business. A post-event meeting will be held with Aaron Vickery to review the event and discuss how improvements will be incorporated into future mural events. 	Josh B.

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	<ul style="list-style-type: none"> - Lynn discussed that Modesto Rotary is assisting in helping to get trees replaced in all the empty tree wells. They are working with the City on this project. They will be replacing fifty-seven trees between K Street/G Street and between 9th Street/15th Street. - Ann is working with Josh and a few other members of the community to work on redoing the landscaping of the 10th Street planter boxes. They are connecting with the City to find out if there are any issues with the irrigation of the planter boxes. - Josh discussed that he is working with a company called Downtown Decorations to get some ideas on how to decorate the downtown for the holiday season. - Barrett discussed the upcoming Modesto Architecture & Design Week (MADWEEK). He indicated that there would be various events going on during the week of September 16th – September 22nd. - Josh confirmed that he was working with the Community Development Director on the Downtown Visioning process. He wants to get the RFP out shortly. - Josh talked to the group about implementing downtown activation ideas. He discussed having a downtown scavenger hunt, an architectural tour, a ride throughout downtown on a fire truck etc. Josh identified that we are making a downtown brochure to keep at the hotels that will emphasize the restaurants and attractions that are occurring downtown. Josh also discussed having interactive public art downtown. Lynn confirmed that she is working on creating a music garden on the Gallo lawn. She indicated it would have large percussion instruments. Josh indicated that Modesto On Ice is going to have an all-day wrist band program this season. Business and restaurants will be providing discounts and specials for those who have a wrist band. - Josh informed the board that he is working on bringing one to two Marketing Interns on to assist with implementing and researching the downtown activation ideas. These interns would be here for approximately three months at no cost to the Downtown Partnership. - Josh introduced Treavor Carlton, the new Administrative Assistant for the Downtown Modesto Partnership. - 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. He identified that we were going to sponsor Modesto on Ice again this season and that the Executive Team discussed purchasing additional trash receptacles for high foot-traffic areas of downtown. Fred identified that the Executive Team was recommending \$12,000 be transferred from the reserves into the 2017/2018 annual budget for the purchase of new trash receptacles. 	Fred S.	
5	<p>Action: Executive Team Recommendation – Discuss transferring \$12,000 from the reserves into the 2017/2018 annual budget for the purchase of approximately 9 to 10 new trash receptacles.</p> <ul style="list-style-type: none"> - Fred identified that the Executive Team was recommending \$12,000 be transferred from reserves to provide for additional trash receptacles in the I and 12th Street area. He stated that the exact number of receptacles 	.Fred S.	

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	<p>purchased would depend on all the fees and taxes associated with the purchase, but that it was anticipated to be approximately nine or ten.</p> <ul style="list-style-type: none"> o The Board approved moving \$12,000 from reserves to the 2017/2018 annual budget for the purchase of the new trash receptacles. (R. Swehla/M. Moradian; unanimous) 		
6	<p>Economic Restructuring Committee Update (Recap of last Economic Restructuring Committee Meeting: Realizing Downtown Housing, Improving our Parking Model)</p> <ul style="list-style-type: none"> - Ryan indicated that the group had a very good meeting. They intended to cover downtown housing as well as downtown parking, but ended up having to defer the downtown parking discussion until the next meeting. Ryan indicated that the goal was to work towards completing a white paper of recommendations to the City to foster and promote downtown housing. 	Ryan S.	
7	<p>Board Member Forum</p> <ul style="list-style-type: none"> - There was general discussion around the table. 	Any	
8	<p>Adjourn Regular Meeting</p> <ul style="list-style-type: none"> - Fred adjourned the regular meeting at 5:12 p.m. 	Fred S.	

3. Action Items			
Action	Owner	Due Date	
Josh to order new trash receptacles and coordinate installation with City	Josh	10/10/18	
Josh to work with City on the Downtown Vision Document	Josh	Ongoing	
5. Next Meeting (if applicable)			
Date: (MM/DD/YYYY)	10/10/18	Time:	4:00pm
		Location:	1625 I Street Modesto



By the Numbers – September 2018

Pounds of Trash Collected: 32,993

Graffiti Spots Removed: 105

Business Interactions: 496

Calls for Service: 58

Homeless Engagements: 170

Homeless Referred to Services: 19

Anti-Social Behavior Abated: 97

Patron Interactions: 429

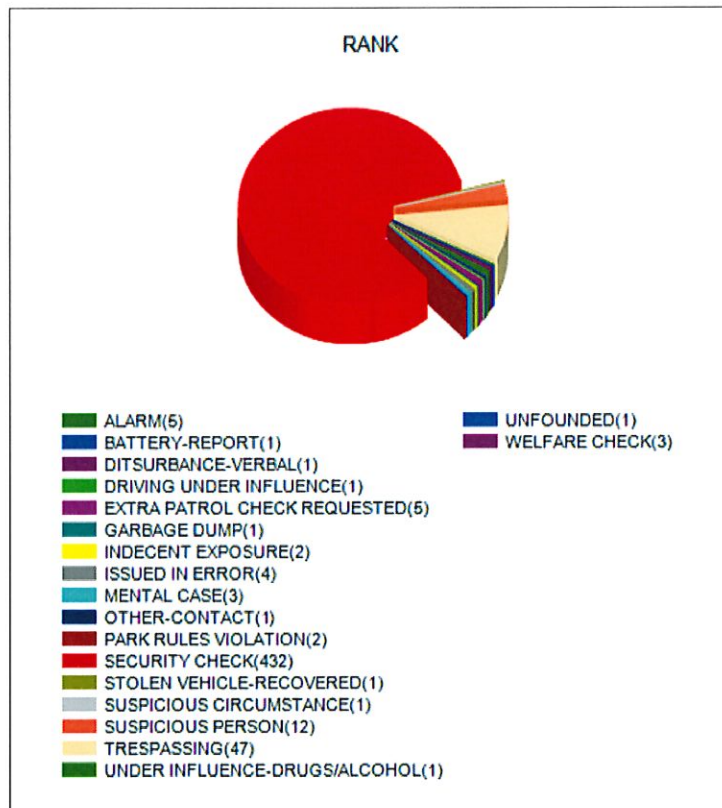
Patrons Referred to Businesses/Services: 71

Rank Security Calls Serviced: 524

Gospel Mission Pounds of Trash Collected: 2,249

September By the Numbers – Rank Security

Group	Security Call Type	Totals
RANK	ALARM	5
	BATTERY-REPORT	1
	DISTURBANCE-VERBAL	1
	DRIVING UNDER INFLUENCE	1
	EXTRA PATROL CHECK REQUESTED	5
	GARBAGE DUMP	1
	INDECENT EXPOSURE	2
	ISSUED IN ERROR	4
	MENTAL CASE	3
	OTHER-CONTACT	1
	PARK RULES VIOLATION	2
	SECURITY CHECK	432
	STOLEN VEHICLE-RECOVERED	1
	SUSPICIOUS CIRCUMSTANCE	1
	SUSPICIOUS PERSON	12
	TRESPASSING	47
	UNDER THE INFLUENCE-DRUGS/ALCOHOL	1
	UNFOUNDED	1
	WELFARE CHECK	3
		Total
Total		524



**Downtown Modesto Partnership
Budget vs. Actuals: FY 2017-2018**

YTD September 30, 2018

Mid-Year Adjusted Budget

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
Revenue					
31020 Board Donations	1,200	1,500	-300	1,500	80.00%
31030 CBD Income	674,266	680,000	-5,734	680,000	99.16%
31070 Events Income	14,454	7,371	7,083	15,000	96.36%
31085 Sponsorship/Advertising	0	4,167	-4,167	5,000	0.00%
31090 Misc. Donations	131	833	-702	1,000	13.10%
Total Revenue	690,051	693,871	-3,820	702,500	99.45%
Expenditures					
41000 Advertising	5,136	6,667	-1,531	8,000	64.20%
41010 Benefits					
Health Insurance	32,932	30,367	2,565	36,440	90.37%
Pension	11,726	11,667	60	14,000	83.76%
41020 Board Meetings & Convening	116	833	-718	1,000	11.56%
41031 Cell Phones	2,060	4,000	-1,940	4,800	42.91%
41040 Dues, Subscriptions & Licenses	2,934	3,333	-400	4,000	73.34%
41050 Events/Activities	18,725	18,333	392	22,000	85.12%
41060 Field Equipment & Supplies	12,704	12,500	204	15,000	84.69%
41070 Liability Insurance	2,411	2,700	-289	2,700	89.30%
41080 Miscellaneous	2,124	3,958	-1,834	4,750	44.71%
41090 Office Improvements & Maintenance	2,379	2,083	295	2,500	95.15%
41100 Office Supplies	4,225	5,000	-775	6,000	70.41%
41110 Outside Services					
Admin Assist	3,600	4,167	-567	5,000	72.00%
Auditor/CPA	5,250	5,250	0	5,250	100.00%
Marketing Firm	21,600	20,000	1,600	24,000	90.00%
Motion Loft	0	8,333	-8,333	10,000	0.00%
Parking Consultant	6,000	10,833	-4,833	13,000	0.00%
Rank Security	20,064	19,760	304	23,712	84.62%
SinglePoint	10,072	9,167	906	11,000	91.57%
41120 Payroll	257,119	280,633	-23,514	336,760	76.35%
41130 Payroll Tax Expense	23,087	28,897	-5,810	34,676	66.58%
41140 Postage & Delivery	215	417	-201	500	43.09%
41150 Professional Development	2,840	4,167	-1,327	5,000	56.80%
41155 Public Space Beautification	8,203	13,573	-5,369	16,287	50.37%
41160 Rent	20,000	20,000	0	24,000	83.33%
41170 Sponsorship	5,150	8,333	-3,183	10,000	51.50%
41170 Travel & Entertainment	3,414	5,833	-2,420	7,000	48.77%
41190 Vehicle Expenses	0	5,000	-5,000	6,000	0.00%
41200 Workers Compensation	9,107	11,667	-2,560	14,000	65.05%
Total Expenditures	\$ 493,193	\$ 557,471	\$ (64,278)	\$ 667,375	73.90%
Net Revenue	\$ 196,858				
Business Checking Balance As of 09/30/18	\$ 641,885				

Task Force Recommendations

- LED lights to illuminate downtown streets.
- Wreaths of greenery with giant red bows.
- Red and gold accent colors.
- Red and gold banners with other metallic colors to make it look rich/not flat.
- Prioritize I to K and 10th to 11th streets, with streets that have electricity available first.

Fine Garland Light Pole Wraps

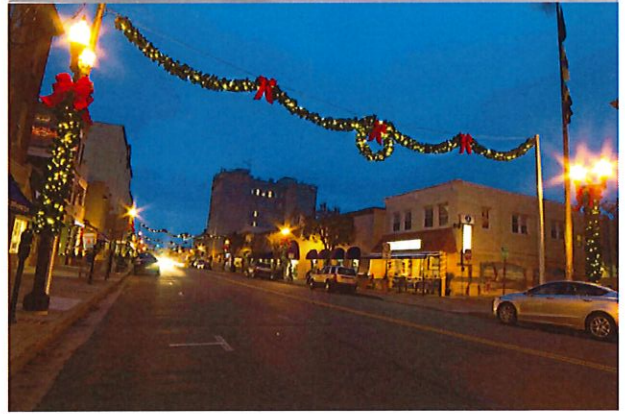
Product Description

Simple and easy, the pole wrap is an elegant way to dress up your property or downtown. Constructed of high-quality commercial materials, this will retain its look for seasons to come. Add multiple types of lighting, ornamentation, and multiple types of garland to expand your options and top it off with an 18" or 24" bow.

Available in the following sizes

- 12" Wide by 12' Long
- 12" Wide by 15' Long
- 12" Wide by 20' Long
- 12" Wide by 25' Long
- 14" Wide by 12' Long
- 14" Wide by 15' Long
- 14" Wide by 20' Long
- 14" Wide by 25' Long





Center Mount Wreath Pole Decoration

Product Description

Center Mount wreath pole mount decoration. Made of lush Mountain Pine Garland. UV Resistant Garlands features a special bracket for easy mounting with an ideal band. Available unlit or with 5mm or C7 LED Lights. Add ornaments or pinecones for additional pop.

Available in the following sizes

- 36"
- 50"
- 60"
- Custom Sizes





70 LED Warm White Wide Angle, Flicker Free Style Light Set

Product Description

Warm white wide-angle LED lights. Wide angle LEDs cast light in all directions, shining brightly. Energy saving light set. Suitable for indoor and outdoor use.

Additional Information	
Light count	70
Bulb color	Warm white
Wire color	Green
Spacing	4"
String length	24'
Connector type	End-to-end
Watts per set	4.8
Amps per set	0.04
Max sets connected	43

