

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

Date of Meeting:	10/10/18	Time:	4:00 PM
Minutes Prepared By:	Susan Martin	Location:	1625 I Street Modesto

1. Attendance

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

2. Discussion

#	Topics	Presenter
1	<p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> - Lynn opened the meeting at 4:00 p.m. - Lynn asked for approval of minutes from the 09/12/18 board meeting. <ul style="list-style-type: none"> o Board approved the minutes as presented (R. Louis/S. Trujillo; unanimous) 	Lynn D.
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 identified that we hired our fifth Experience Engineer and we were at full staff. Josh presented the stats from the prior month and reviewed the stats provided by Rank Security. He indicated that these were accurate. - Rose and Josh discussed the Property Owner survey, identifying that it is in draft form and would be sent out prior to the next board meeting. - Lynn and Stephanie recapped Pilates on the Gallo Green. There were approximately 35 participants. Rank Security provided additional support to stop any possible social disruptions. - Josh recapped the final First Friday of the season. The event was very successful as was the collaboration with the Four Friends Market. There were eighty-two vendors that participated in the event. The attendance increased each month. - Lynn discussed that Modesto Rotary is assisting in helping to get trees replaced in all the empty tree wells. The trees will be installed on Saturday October 20th. They were planning on planting approximately fifty trees. The Experience Engineers will assist with any clean-up when they arrive on their shift. Business owners will be asked to keep an eye on them for maintenance issues. - Josh relayed that eight new trash receptacles had been ordered. The estimated arrival will be mid-December. 	Josh B.

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	<ul style="list-style-type: none"> - Ann Endsley is working with Josh and a few other members of the community to redo the landscaping in the 10th Street planter boxes. Chad Kennedy has provided a landscaping plan and Ann is assisting to cover the cost of the project. The group will be coordinating with the City to make sure that the irrigation systems are working correctly. - 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. - 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. - The current financials were provided and reviewed. Josh identified that there are a couple shifts in expenditure line items to better-reflect their natural classifications, specifically <ul style="list-style-type: none"> o All photography costs originally laced under Events have been moved to Advertising. o The refresh of the musical crosswalks, new tree on 10th Street, and the utility art box projects placed in Events were moved to Public Space Beautification. 		
4	<p>Executive Team Update</p> <ul style="list-style-type: none"> - Barrett recapped the Executive Team Meeting. He indicated that the committee discussed recommending the board appoint the Executive Team as the nominating committee, as has been done in the past. He mentioned the homeless survey, and asked Josh to expand upon it.. Josh identified that 104 homeless individuals had been interviewed. Many indicated that they have become homeless due to mental illness or drug use. He wants to finalize White Paper for the County soon. Lynn indicated that we should also send this document to Diane Feinstein and any other state representatives that we can. Josh indicated that he has been working with a group to pick out new holiday decorations for an area of downtown. He stated that Leadership Modesto will provided \$9500 towards the purchase of new holiday decorations and we would cover the remaining amount. 		Barrett L.
5	<p>Action: Executive Team Recommendation – Discuss appointing Executive Team as Nominating Committee to oversee the upcoming board nominations.</p> <ul style="list-style-type: none"> - Rose discussed the upcoming board nomination process. She covered who was coming off the board this year. She conveyed the recommendation to appoint the Executive Team to function as the Nominating Committee for the upcoming board nominations. <ul style="list-style-type: none"> o The Board approved the Executive Team as the Nominating Committee for the upcoming Board Nominations (R. Louis/M Goss; unanimous) 		Rose L.
6	<p>Action: Discuss holiday decorations for the downtown core</p> <ul style="list-style-type: none"> - Josh informed the board that Leadership Modesto committed to provide \$9,470 towards the cost of downtown holiday decorations. They have requested that we pay the cost upfront and they will reimburse us once the items are purchased. Josh requested approval to transfer \$9500 from the reserve 		Josh B.

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	<p>account into the Public Space Beautification account to assist in covering the cost and authorization to spend \$15,000 on holiday decorations.</p> <ul style="list-style-type: none"> o The Board approved moving \$9500 from the reserve account into the Public Space Beautification Account to assist in purchasing holiday decorations, with the understanding that \$9,470 will be reimbursed by Leadership Modesto. (B. Limpomi/S. Trujillo; unanimous) o The board approved the expenditure of up to \$15,000 on holiday decorations for downtown. (B. Lipomi/S. Trujillo; unanimous) 		
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"> - Lynn adjourned the regular meeting at 4:50 p.m. 		Lynn D.

3. Action Items			
Action	Owner	Due Date	
Work with City on the Downtown Vision Document	Josh	Ongoing	
Josh to finalize order of holiday decorations	Josh	11/14/18	
Finalize and distribute property owner survey	Josh	11/14/18	
5. Next Meeting (if applicable)			
Date: (MM/DD/YYYY)	11/14/18	Time:	4:00pm
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