

Downtown Modesto Partnership Board of Directors Meeting Minutes

Date of Meeting:	09/12/18	Time:	4:00 PM
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)			
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