

# Downtown Modesto Partnership Board of Directors Meeting Minutes

<b>Date of Meeting:</b>	7/13/2016	<b>Time:</b>	4:00 PM
<b>Minutes Prepared By:</b>	Josh Bridegroom	<b>Location:</b>	1150 9 <sup>th</sup> Street, Modesto

## 1. Attendance

Present	David Gianelli, George Boodrookas, Lynn Dickerson, Wayne Bridegroom, Barrett Lipomi, Rose Louis, Mike Goss, Sue Richardson, Bart Barringer, Hank Barrett, Fred Silva, Elliot Begoun, Kole Siefken, Neal Khatri, David Boring, Craig Stott, Belinda Rolicheck, Terry Withrow, David White, Ryan Swehla, Robert Wirth, Josh Bridegroom
Absent	Niniv Tamimi, Jim Struck, Patrick Burda, Greg Reed, Chris Murphy
Others	Nancy Young, Jennifer Mullen

## 2. Discussion

#	Topics	Presenter
1	<p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> <li>- Dave opened the meeting at 4:03pm and asked for approval of minutes from the June 8 board meeting.               <ul style="list-style-type: none"> <li>o Board approved the minutes as presented (Barrett/White; unanimous)</li> </ul> </li> </ul>	Dave G.
2	<p>Public Comments</p> <ul style="list-style-type: none"> <li>- Dave asked whether there were any comments from the public, and none replied.</li> </ul>	Any
3	<p>Administrative Report</p> <ul style="list-style-type: none"> <li>- Josh informed the board that the office had been painted and repairs had been made so that it is now operable. He made a trip up to Sacramento to see their layout and has ordered office furnishings accordingly. He, Lynn Dickerson and Dion Dwyer from the Downtown Sacramento Partnership conducted interviews of nine potential candidates for safe and clean staff and three are undergoing background checks and drug screenings with the intent to hire them. Once they are on-boarded, they will be making a trip to Sacramento for training. Finally, he asked that the board please help support and promote the night market, because concert in the park ended up being more competition than complimentary to its function this first year, and the market has seen some vendor attrition. He indicated that he was planning to provide one free week to vendors who have stuck with the market the whole time, and then another free week to any vendor as a strategy to attract more vendors following the last concert in the park.</li> <li>- Lynn Dickerson suggested offering four free weeks to any vendors who commit to that time period as a way of creating market vendor stability. There was general agreement of this strategy among the board members. She also asked the board to please spread the word on the safe and clean staff positions, because there is a need to hire three more. Finally, Lynn told the board that the hiring of an administrative assistant position is a pressing issue to help carry</li> </ul>	Josh B.

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	<p>some of the administrative burden, so that Josh could focus on the higher level leadership functions of the organization. She asked board members to be on the lookout for someone in this capacity also.</p> <ul style="list-style-type: none"> <li>- Dave White said that the Alliance could help with all recruitment processes and asked the board to have potential candidates email information to Susie Eudy at seudy@stanbusalliance.com.</li> </ul>		
4	<p><b>Organizational Framing</b></p> <ul style="list-style-type: none"> <li>- George Boodrookas continued to facilitate the discussion over downtown visioning. He went over the three-part vision created by some of the members of the board under an earlier evolution of the organization and asked for comments. The board members agreed that it generally sounded great, but some said that it felt almost unattainable. George indicated that the organizational vision should seem almost unattainable, because it is something that doesn't exist, but that we are striving for over a fairly long period of time. He indicated that he has been part of these visioning processes in the past, where goals seem nearly out of reach, but has seen them come to fruition through a series of small strategic steps that all build on one another. There was some discussion over what the time period for attainment should be, but in the end it was decided that timing could be determined later in the process. George had the members of the board vote, by a show of thumbs up or thumbs down, whether they agreed with the vision statement as it existed. He received a unanimous show of support. George said that he wanted everyone to do some homework before the next board meeting, and provide him with some statements of what they would like to see downtown look like in the future, but write their statements as if they already existed. He said that he would be following up with everyone via email regarding this.</li> </ul>		George B.
5	<p><b>Committee Updates</b></p> <ul style="list-style-type: none"> <li>- The committee chairs provided updates on the work of their committees. Elliot said that he would send the DoMo Night Market Flyer out to everyone to share with their networks. Hank said that his committee was concerned with the \$5.00 flat fee for parking after 6:00pm, particularly with regard to its effects on night market patronage. After some discussion, Dave said that he would write a letter to the City Manager on the matter.</li> </ul>		Dave G. Lynn D. Josh B. Barrett L. Hank B..
6	<p><b>Extra Items</b></p> <ul style="list-style-type: none"> <li>- Wayne Bridegroom informed the board that the Cardinal overseeing Social Justice issues for the Pope would be in Modesto for a convening in February and that the Pope would be telecast in. He felt this would be a tremendous opportunity to showcase what we're doing and to promote the downtown as a whole.</li> <li>- Sue Richardson said that she thought it would be good to organize a bulleted report to the downtown community on work that we're doing. It was expressed that this had been done around the beginning of June. She volunteered to take this on in the future.</li> </ul>		Any
7	<p><b>Adjourn</b></p> <ul style="list-style-type: none"> <li>- Dave adjourned the meeting at 5:45pm.</li> </ul>		Dave G

### 3. Action Items

Action	Owner	Due Date
Create an agreement to offer four free weeks as a way to attract new vendors and improve market stability.	Josh Bridegroom	7-21-16
Recruit additional safe and clean staff and administrative assistant.	All	Immediately and ongoing
Assist with recruitment processes.	Dave White	Immediately and ongoing
Send DoMo flyer to board for e-distribution.	Elliot Begoun	7-15-16
Promote and patronize DoMo Night Market.	All	Immediately and ongoing
Develop downtown vision statements.	All/George Boodrookas	8-10-16
Write letter to City Manager regarding \$5.00 flat fee for downtown parking.	Dave Gianelli	7-21-16
Create bulleted list of organizational activities for distribution to the downtown community.	Sue Richardson	8-31-16

### 4. Next Meeting (if applicable)

<b>Date:</b> (MM/DD/YYYY)	08/10/2016	<b>Time:</b>	4:00pm	<b>Location:</b>	1150 9 <sup>th</sup> Street, Modesto
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