

Downtown Modesto Partnership Board of Directors Meeting Minutes

Date of Meeting:	09/14/2016	Time:	4:00 PM
Minutes Prepared By:	Susan Martin	Location:	1150 9 th Street, Modesto

1. Attendance

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

2. Discussion

#	Topics	Presenter
1	<p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> - Dave opened the meeting at 4:08pm and asked for approval of minutes from the August 10 board meeting. <ul style="list-style-type: none"> o Board approved the minutes as presented (Dickerson/Begoun; unanimous) 	Dave G.
2	<p>Public Comments</p> <ul style="list-style-type: none"> - Dave asked whether there were any comments from the public, and none replied. 	Any
3	<p>Administrative Report</p> <ul style="list-style-type: none"> - Josh introduced his Executive Assistant, Susan, to the board and confirmed that a second Clean Streets person started on 09/12/16. He also identified that he had conducted a round of 6 interview on 09/12/16 for three more open positions (One Clean Street and Two Guides). Offers were made and all candidates have accepted the positions. Candidates are going through background screening and hope to have them start the week of 09/18/16. - He went on to say that the Modesto Police Department will be holding a training with the staff. They will assist in training them to be an eyes and ears extension of MPD. - He identified that the DoMo Night Market has been slow since school has started. Josh asked of the other board members to help spread the word about the Night Market and renew community interest. - Josh and Elliot identified that there was a review of seven Marketing Firms, which were narrowed down to four firms to interview. Interviews will take place at the end of the month. - Josh discussed the J Street improvements and that there will be a tour of Livermore soon to see their downtown area. A second meeting with the J Street Business Owners and Property Owners was held last month to discuss the 	Josh B.

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	<p>updates. Sue identified the concerns that came from that meeting (i.e. how deliveries, parking etc. will be affected during the updates. Etc.) David B. asked Josh if anybody can attend the Livermore Tour. Josh indicated that all are welcome to attend.</p> <ul style="list-style-type: none"> - Josh discussed the evening parking rates changing. The City is looking to change the rates to \$1.00 per hour instead of the \$5.00 flat fee. - The lighting for downtown will be up by the first weekend on October, and timers will be placed by the City. - Josh indicated that MotionLoft cameras are up and running. - Finally, he identified that the Property Owner information is being collected and once finalized he will be meeting with each PO individually. 		
4	<p>Committee Updates The committee chairs provided updates on the work of their committees.</p> <ul style="list-style-type: none"> - Operations Committee: Lynn reported that the Operations Committee had a productive meeting. Brandon Gillespie provided an update on vagrancy; there is a community clean up event being planned, and Craig Stott volunteered to take the lead on the event with help from Jeff Pishney. This event would include deep cleaning, general repairs, landscaping etc. Timeframe for the event is later this Fall. Lynn also went over the Salvation Army parking lot area, identifying that there is discussion to get funding for 60 portable housing units. - Executive Committee: Dave G. discussed the appointment of the nominating committee for the purpose of choosing the members of the 1st official Board for the DMP. He proposed that the Executive Committee be in charge of this, and identified that this would be brought before the board in October. Dave G. stated the that financials will be released quarterly and not every month. Sue R. and Lynn D requested that financial be provided at every board meeting, as is the way it is managed through their organizations. - Promotions Committee: Elliot reiterated that seven marketing proposals were reviewed and narrowed down to four. Interviews involving panelists from outside the community would be conducted within the next few weeks. - Economic Restructuring Committee: Hank confirmed that the MotionLight cameras are up and running, but indicated that his committee had not met the previous month. - Urban Design Committee: Josh identified that, outside of the considerable work on J Street, the committee is working on a plan to cover downtown utility boxes in art. An RFP will go out, a winners will be selected, and their artwork will be displayed in heavily traveled areas. 		Dave G. Lynn D. Elliot B Hank B. Josh B.
5	<p>Action: Consider procuring and placing new trash and cigarette butt receptacles in the downtown core to assist with litter reduction</p> <ul style="list-style-type: none"> - Lynn went over the details of adding new trash receptacles to the downtown area. She reported that Saul Trujillo with Brenden Theatres had done an audit of the existing receptacles and the condition they are in, and that the Operations Committee had asked Josh to look into adding more receptacles to the core. - Josh proposed that three receptacles be placed on each block face in the core in accordance with the findings of the Disney Corporation relating to people's propensity for litter, for a total of 72 receptacles @ approximately \$1,200 each. The cost would be near \$90,000 for the receptacles, but Josh indicated that he would see if the City would assist with installation and servicing. <ul style="list-style-type: none"> o Board approved the purchase of the trash receptacles, as proposed. (Dickerson/Begoun; unanimous) 		Lynn D. Josh B.

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	<p>Action: Consider adopting a resolution to procure a \$10,000 credit card, authorize the CEO or his designee to make purchases on said credit card on behalf of the organization and assign the treasurer to monitor these activities.</p> <ul style="list-style-type: none"> - Dave G. proposed the organization get a corporate credit card with a \$10,000 limit for Josh Bridegroom and Susan Martin to use in the functions of setting up and managing the affairs of the company. The card would be used for office supplies, equipment for the office, field equipment, etc. Lynn identified that it might be good to bring the limit down to \$5,000 after the first year. Hank indicated that he felt the \$10,000 limit was okay to keep. He explained that there would be safeguards in place, and it could be a headache if purchases for equipment, etc. exceeded the limit of \$5,000. <ul style="list-style-type: none"> o Board voted to approve the acquisition of a credit card with a \$10,000 limit, and authorize Josh Bridegroom and Susan Martin to make purchases with the card on behalf of the organization. (Gianelli/Barrett; unanimous) 	
6	<p>Organizational Framing</p> <p>George Boodrookas continued to facilitate the discussion over downtown visioning and strategic planning. He brought the board through an exercise of identifying underlying contradiction or obstacles to accomplishing the board's vision, and began to categorize these. The eight categories identified were: Attitude, Vision Void, Recognizing History, (Stuck In) The Past, Safety, Community Engagement, Regulation, and Fear of Change. George identified that some of these would probably end up being merged or combined at the next meeting.</p>	George B.
7	<p>Extra Items</p> <ul style="list-style-type: none"> - None 	Any
8	<p>Adjourn</p> <ul style="list-style-type: none"> - Dave adjourned the meeting at 6:25 p.m. 	Dave G

3. Action Items

Action	Owner	Due Date
Josh to send an email out to J Street Business and Property Owners regarding the Livermore Tour.	Josh	Next Meeting
Follow-up on underlying contradictions exercise.	George/All	Next Meeting

4. Next Meeting (if applicable)

Date: (MM/DD/YYYY)	10/12/16	Time:	4:00pm	Location:	1150 9 th Street, Modesto
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