

Downtown Modesto Partnership Board of Directors Meeting Minutes

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| Date of Meeting: | 10/12/2016 | Time: | 4:00 PM |
| Minutes Prepared By: | Susan Martin | Location: | 1150 9 th Street, Modesto |

1. Attendance

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

2. Discussion

| # | Topics | Presenter |
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| 1 | <p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> - Dave opened the meeting at 4:07pm and asked for approval of minutes from the September 14, 2016 board meeting. <ul style="list-style-type: none"> o Board approved the minutes as presented (Dickerson/Burda; 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 indicated that the 6th and final Clean Streets person had been hired and would be starting on 10/13/16. - He went on to say that the Modesto Police Department will hold a training with our staff on 10/13/16. - Josh indicated that a pressure washing company had been selected and would begin pressure washing on 10/13/16 overnight. They would start with the core of downtown and work their way out from there. They will be coming one time per week. - Josh reviewed that the Community Clean Up Day is set for Saturday November 12th. The focus is currently on J Street and I Street. Chris Murphy asked if there will be before and after pictures of these areas. Before and after pictures will be taken. - Josh confirmed that he had sent out email to the Property Owners that we currently had contact information for. He requested members of the board to review the list that was passed around to fill in any missing information. - Josh stated that he and Sue Richardson had worked together on the Infographics and Fall Newsletter. - Josh confirmed that on 10/20/2016 the request to review the decrease in | Josh B. |

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| | <p>parking rates would be going to Council to review.</p> <ul style="list-style-type: none"> - Josh identified that the Livermore Tour will take place on November 3, 2016. - Josh and Elliot identified that a Marketing Firm had been selected. This firm specializes in downtown marketing. | | |
| 4 | <p>Committee Updates</p> <p>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 did not meet due to the meeting being changed to later in the month. Lynn asked what the status of the new trash cans was. Josh indicated that he had a meeting with employees at the City and was told that they need to present to them what the standard is and how they will be bolted to the sidewalk. Lynn indicated that Jim Halverson said that the City would help. Follow up would need to be done with Jim on the status. - Executive Committee: See below (Action Item #6 & Action Item #7) - Promotions Committee: Elliot confirmed that the Marketing Firm had been hired. Elliot also said that each member of the Promotions committee will come back to the next meeting and map out what they are able to help with or not in terms of activities and events that are coming up. - Economic Development Committee: Hank indicated there was not an official meeting this month, but they did review parking, MotionLoft, and how to get current Business Owners involved with the downtown changes. There was talk about getting a plan/vision around what the downtown really wants to be and then having one on one meetings with the Property Owners to discuss and get their feedback on their issues. Positive from the Night Market occurring was that the business at Ralston's Goat greatly improved. - Urban Design Committee: Barrett identified that the RFP is currently being reviewed for the art on the utility boxes. Early next Spring they would be selecting the boxes that will be used. Currently no theme is set and the type of artwork would be open. - Barrett mentioned that there was discussion about doing artistic crosswalks in the future, but not right now, due to the time of year. Spring/Summer would be a better time frame to look into that. Things to consider would be longevity of the product, and what exact product should be used (i.e. paint, or plastic etc.) Lynn stated that she was also looking into this outside of Gallo. Lynn stated that the City could possible donate the paint. | | <p>Dave G. Lynn D. Elliot B. Hank B. Josh B.</p> |
| 5 | <p>Review Draft FY 2016-2017 Annual Operating Budget</p> <ul style="list-style-type: none"> - Josh reviewed the annual budget. He indicated that this was a draft and it was brought to get feedback. Any changes needed will be made; and a final version will be brought to next meeting for approval. - Discussion was had at the cost of the health insurance. The amount seemed high. Item will be reviewed for next meeting. | | <p>Josh</p> |
| 6 | <p>Action: Consider appointing the Executive Committee to oversee the nomination process for the new board members per the adopted bylaws</p> <ul style="list-style-type: none"> - Dave G. recommended that the Executive Committee be the team to nominate members to the Board. (Murphy/W. Bridegroom; Unanimous) Information will be sent out to PO for possible members. | | <p>Josh/Dave G.</p> |

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| 7 | <p>Action: Consider changing frequency of board meetings to every other month, beginning with FY 2016-2017</p> <ul style="list-style-type: none"> - Dave G. discussed changing the frequency of the Board meetings. The suggestion was to change to every other month instead of monthly at the beginning of FY 2016-2017. After much discussion from members of the board, it was agreed to revisit this in 3-6 months. (Khatri/Richardson; Unanimous) | Josh/Dave G | |
| 8 | <p>Organizational Framing</p> <ul style="list-style-type: none"> - George Boodrookas out. Will continue exercise at November meeting. | George B. | |
| 9 | <p>Extra Items</p> <ul style="list-style-type: none"> - Chris Murphy asked when there would be additional foot/bike officers or security downtown. Kole S. indicated that there have been issues lately at the Double Tree. Rank Security was suggested for after-hours security. - It was suggested to also have the Chief of Police attend the next Board Meeting to discuss issues that have been going on downtown. | Any | |
| 10 | <p>Adjourn</p> <ul style="list-style-type: none"> - Dave adjourned the meeting at 5:46 p.m. | Dave G | |

3. Action Items

| Action | Owner | Due Date |
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| Josh to present a Balance Sheet along with the financial moving forward. | Josh | 11/16/2016 |
| Josh to look into security company for additional nighttime security. | Josh | 11/16/2016 |
| Josh to review the Health Insurance Costs | Josh | 11/16/2016 |
| Josh to invite Police Chief to attend next Board Meeting | Josh | 11/16/2016 |
| Follow-up on underlying contradictions exercise. | George/All | 11/16/2016 |

4. Next Meeting (if applicable)

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| Date: (MM/DD/YYYY) | 11/16/16 | Time: | 4:00pm | Location: | 1325 H Street Suite D Modesto, CA 95354 |
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