

Downtown Modesto Partnership Board of Directors Meeting Minutes

Date of Meeting: (MM/DD/YYYY)	02/10/2016	Time:	4:00 PM
Minutes Prepared By:	Josh Bridegroom	Location:	1150 9 th Street Modesto
1. Attendance			
Present	David Gianelli, David Boring, Chris Murphy, Ryan Swehla, Craig Stott, Belinda Rollicheck, Wayne Bridegroom, George Boodrookas, Kole Seifken, Elliot Begoun, Hank Barrett, Robert Wirth, Sue Richardson, Barrett Lipomi		
Absent	Lynn Dickerson, Rose Louis, Mike Goss, Fred Silva, Garrad Marsh, David White, Neal Khatri, Niniv Tamimi, Jim Struck, Bart Barringer, Greg Reed, Terry Withrow		
Others	Jennifer Mullen, Nancy Young, Josh Bridegroom, Chris Garrison, Dan Flynn		
2. Discussion			
#	Topics	Presenter	
1	<p>Welcome and Introductions</p> <ul style="list-style-type: none"> - Dave opened the meeting at 4:07pm. 	Dave Gianelli	
2	<p>Review of Minutes from January 13, 2016</p> <ul style="list-style-type: none"> - Dave asked for a motion to approve the minutes. Belinda Rollicheck indicated that her disposition on the minutes for the last two meetings is backward. She attended the meeting in January, but missed the December meeting. She recommended that the minutes be approved with this adjustment. <ul style="list-style-type: none"> o Board voted to approve the minutes with the modification recommended by Belinda (Rollicheck/Murphy; unanimous) 	Dave Gianelli	
3	<p>Public Comments</p> <ul style="list-style-type: none"> - Dave asked whether there were any comments from the public and none replied. 	Dave G.	
4	<p>Consider Proposal from MotionLoft to Install Cameras to Provide Pedestrian Analytics on 10th and J Streets.</p> <ul style="list-style-type: none"> - Dan provided an overview of the service MotionLoft offers and the various price points. Chris went into details on how the software is used, the information that is provided by it and how other communities have used it to drive value into their downtowns, including attracting retailers. The board asked many questions about the operation and value of the product. Several members expressed an interest in setting up multiple locations to provide the opportunity to see how traffic is dispersing throughout the downtown. <ul style="list-style-type: none"> o Board voted to approve budget of up to \$10,000 and directed Business Recruitment and Retention Committee to determine the placement of cameras downtown that would provide the highest value and work with MotionLoft on their installation (Begoun, Murphy, unanimous) 	Dan Flynn & Chris Garrison - MotionLoft	
5	<p>Consider Recommending Modifications to Entertainment Ordinance and Memorializing in Letter from Board President to City Management</p> <ul style="list-style-type: none"> - Ryan reviewed the recommendation of the Operations Committee related to the Entertainment Ordinance and the rationale associated therewith. <ul style="list-style-type: none"> o Board voted to approve the item and ask City Management to assign a committee to work on modifications with members of the Operations Committee of the Downtown Modesto Partnership (Swehla/Rollicheck; unanimous). 	Ryan Swehla	

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6	<p>Consider Recommending Modifications to Downtown Parking Management Model based on results of Parking Study and Appointing a Delegation of Lynn Dickerson, Ryan Swehla and Dave Gianelli to Pursue the Recommendations with the City, the Priority being a Transition to Demand-Based Parking Management.</p> <ul style="list-style-type: none"> - Ryan provided a lengthy overview of the parking issues downtown and the outcome of multiple years of research and surveys on the matter leading to the conclusion that the recommendations of the parking study should be pursued with the City. <ul style="list-style-type: none"> o Board voted to approve the item with the modification that a non-specific delegation from the Downtown Modesto Partnership pursue the recommendations with the City (Swehla/Barrett; unanimous; Seifken abstained). 		Ryan S.
7	<p>Consider Adopting Board and Committee Member Application Forms.</p> <ul style="list-style-type: none"> - Dave provided an overview of the forms and the intent of requiring application from prospective board members and committee members. <ul style="list-style-type: none"> o Board voted to approve the item, as recommended (Barrett/Begoun; unanimous). 		Dave Gianelli
8	<p>Consider Accepting the Resignation of Bob Barzan and Appointing Barrett Lipomi to Serve as his Replacement on the Board, Executive Committee and as Chair of the Urban Design Committee</p> <ul style="list-style-type: none"> - Dave introduced the item and informed the board that Bob felt he had too many commitments and while he wanted to remain involved with the Urban Design Committee, he no longer wished to serve on the board or executive committee. Dave identified that Barrett came recommended highly by Bob and that he had met with Barrett in advance and supported the appointment. <ul style="list-style-type: none"> o Board voted to approve the item as recommended (Richardson/Murphy; unanimous). 		Dave Gianelli
9	<p>Committee Updates</p> <ul style="list-style-type: none"> - All committee chairs provided an update on the work of their respective committees. - Hank identified that a matter that would advance his committee's work had recently come to light: the City's proposal to hire a market analysis consultant for downtown that would allow the committee to better-target tenants to fill building vacancies. Hank recommended that Dave write a letter of support, assuming the board is favorable. There was general agreement from the members of the board that this would be a good thing to support. 		Dave Gianelli, Ryan Swehla, Hank Barrett, Elliot Begoun, Barrett Lipomi
14	<p>Open Discussion & Meeting Adjourned</p> <ul style="list-style-type: none"> - There was no further discussion. Dave Gianelli adjourned the meeting at 6:10pm. 		Dave Gianelli

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3. Action Items					
Action	Owner		Due Date		
Revise the board minutes from January 13 meeting	Josh Bridegroom		03/09/2016		
Identify locations for MotionLoft Cameras and execute agreement	Hank Barrett		03/09/2016		
Engage City management regarding changes to entertainment ordinance	Dave Gianelli		03/09/2016		
Engage City management regarding amendments to parking ordinance	Lynn Dickerson		04/13/2016		
4. Next Meeting (if applicable)					
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