

# Downtown Modesto Partnership Board of Directors Meeting Minutes

|                             |              |                  |                                     |
|-----------------------------|--------------|------------------|-------------------------------------|
| <b>Date of Meeting:</b>     | 07/24/17     | <b>Time:</b>     | 4:00 PM                             |
| <b>Minutes Prepared By:</b> | Susan Martin | <b>Location:</b> | 1601 I Street 5 <sup>th</sup> Floor |

## 1. Attendance

|         |  |
|---------|--|
| Present | Rose Louis, Barrett Lipomi, Craig Stott, Josh Bridegroom, Patrick Burda, Ryan Swehla, Fred Silva, Sue Richardson, Hank Barrett, Greg Reed, Lynn Dickerson, Neal Khatri, David Boring |
| Absent  | Mike Goss, Dave Gianelli   |
| Others  | Susan Martin, Dave Lyghtle, Marsha Herrmann, Maria Carlson, Doug Ridenour, Nancy Young   |

## 2. Discussion

| # | Topics   | Presenter |
|---|--|-----------|
| 1 | <p>Welcome and Approval of Minutes</p> <ul style="list-style-type: none"> <li>- Fred opened the meeting at 4:02 p.m.</li> <li>- Fred asked for approval of minutes from the June 14, 2017 board meeting. <ul style="list-style-type: none"> <li>o Board approved the minutes as presented (B. Lipomi/S. Richardson; unanimous)</li> </ul> </li> </ul>  | Fred S.   |
| 2 | <p>Public Comments</p> <ul style="list-style-type: none"> <li>- None</li> </ul>  | Any       |
| 3 | <p>MHD Presentation</p> <ul style="list-style-type: none"> <li>- Marcia Herrmann discussed what MHD Group has been working on for the Downtown Modesto Partnership. She discussed the flyers that were put together for the First Friday Street Faire, as well as the annual report for the State of the Downtown event. It was suggested by Sue that we make sure we have some advertisement inside the Modesto Bee for the First Friday Street Faire. Maria Carlson discussed the increase in activity on all three platforms used to promote the Downtown Modesto Partnership (Facebook, Twitter and Instagram). Maria also discussed the updated website that was rolled out. The website is much easier to navigate through and find information on. Dave Lytle discussed the weekly email blasts that go out to the business/property owners, as well as anyone that has participated in various surveys and events. Neal suggested getting in touch with Jennifer and utilizing the electronic bulletin board on J Street. He said that there is no cost, and it will help promote events etc.</li> </ul> | Marcia H. |
| 4 | <p>Administrative Update (Recap of past month's activities and upcoming initiatives)</p> <ul style="list-style-type: none"> <li>- Josh presented the updates from the Clean and Safe Staff for the month of June. Josh indicated that he intends to create a comparison graph to show the difference in numbers by month.</li> <li>- Josh reviewed the security report from Rank Security.</li> <li>- Josh presented and reviewed the Financial Statement of Activity for the Downtown Modesto Partnership.</li> <li>- Fred asked if all the trash receptacles had been installed. Josh confirmed that</li> </ul>  | Josh B.   |

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|                             | <p>they had. Lynn commented about the concrete garbage cans that are still in the core. Josh indicated the concrete cans were going to be moved out of that area, but the City had not completed that process. Craig asked if he might be able to have one of the concrete cans moved over to his area. Josh indicated that since it was a DID trash receptacle that Josh and Nancy would work out the logistics.</p> <ul style="list-style-type: none"> <li>- Josh indicated that he had looked at three properties for the relocation of the Downtown Modesto Partnership office. One property was not going to work for what we needed. The other two properties had potential to work, but would require some work to finalize.</li> <li>- Neal asked for clarification on the information that came out in the eblast regarding the number of people who walked in front of the Motion Loft Cameras over the weekend. Josh indicated that the number listed was for the past week, and not just over the weekend. Fred indicated that we want to be careful to express accurate numbers and the numbers expressed for the night market seemed a little high to him. Josh said he would follow up with Motion Loft directly about the camera count mechanics and methodology for interpreting the information.</li> </ul> |                  |                                     |
| 5                           | <p>Discuss Status of J Street Project</p> <ul style="list-style-type: none"> <li>- Josh said that he had met with various Councilmembers regarding moving forward with the J Street Project. He is waiting to hear back from Mayor and City Manager on the next step. In response to concerns he was hearing regarding whether this project would take as long as 10<sup>th</sup> Street, Josh confirmed that any construction that is done on J Street will be done by a private contractor, not City staff. He indicated that the project includes repaving the entire roadway and ADA upgrades on the corners already, which is estimated to take about three months. Any additional changes regarding beautification are estimated to add an additional month. Josh said once he received feedback on next steps he would follow up with the Board.</li> </ul>  |                  | Josh B.                             |
| 6                           | <p>Discuss Status of Parking Project</p> <ul style="list-style-type: none"> <li>- Josh confirmed that Nancy Hormann has completed her report for parking recommendations downtown. He indicated that the final recommendation will be brought to the Executive Team meeting for review and then brought to the Board for final approval in August.</li> </ul>   |                  | Josh B.                             |
| 7                           | <p>Board Members Forum</p> <ul style="list-style-type: none"> <li>- Fred made a motion to move to Closed Session, and come back to the Board Members Forum when completed with the Closed Session. <ul style="list-style-type: none"> <li>o Board approved moving to the Closed Session (B. Lipomi/N. Khatri; unanimous)</li> </ul> </li> <li>- There was roundtable discussion by various members of the board at the conclusion of the meeting.</li> </ul>  |                  | Fred S.                             |
| 8                           | <p>Adjourn Regular Meeting</p> <ul style="list-style-type: none"> <li>- Fred adjourned the regular meeting at 5:00 p.m.</li> </ul>  |                  | Fred                                |
| <b>3. Closed Session</b>    |   |                  |                                     |
| 1                           | Discuss DMP/DID Collaboration   |                  | Fred S.                             |
| 2                           | Adjourn Closed Session  |                  | Rose L.                             |

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|  | - Rose adjourned the closed session at 5:55 p.m. |  |
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| 3. Action Items   |              |              |        |  |
|---|--------------|--------------|--------|--|
| Action  | Owner        | Due Date     |        |  |
| 1. Look into getting Modesto Bee to cover First Friday Street Faire | Dave Lyghtle | ASAP         |        |  |
| 2. Get First Friday posted on electronic reader board sign          | Dave Lyghtle | ASAP         |        |  |
| 3. Look into moving all concrete garbage cans out of core           | Josh B.      | 08-09-17     |        |  |
| 4. Look into Motion Loft Sensors                                    | Josh B.      | 08-09-17     |        |  |
| 4. Next Meeting (if applicable)                                     |              |              |        |  |
| <b>Date:</b><br>(MM/DD/YYYY)  | 08/09/2017   | <b>Time:</b> | 4:00pm | <b>Location:</b> 1601 I Street Floor 5 |