

**Downtown Modesto Partnership
Board of Directors
Meeting Agenda**

Date of Meeting:	3/14/18	Time:	4:00PM
Board Chair:	Fred Silva	Location:	1625 I Street

1. Discussion Items

#	Topics	Presenter
1	Welcome and Introductions (2 min)	Fred S.
2	Approval of Minutes (3 min)	Fred S.
3	Public Comments (The Board of Directors welcomes participation in meetings. This time on the agenda is provided for members of the public to address the Board of Directors of DMP on matters of concern that fall within the jurisdiction of the Board that are not on the agenda. Speakers are encouraged to consult with management prior to agenda preparation regarding any DMP operation or responsibility. As per the Brown act, no action can be taken on non-agenda issues. It is not required, but speakers may provide their name and address. Because these are non-agenda matters, no discussion or comment by the Board should be expected except to properly refer the matter for review or action as appropriate. Public Comments will be limited to five minutes per speaker.) (5 min)	Any
4	Administrative Update (Recap of past month's activities and upcoming initiatives: Downtown Experience Engineers; Utility Box Art; First Friday; Financials) (5 min)	Josh B.
5	Discuss Tool for Giving to Homeless (10 min)	Kristi A.
6	Discuss Downtown Housing Project (15 min)	Jeremy N. & Thomas J.
7	Discuss ACE Train Project (15 min)	Dan L.
9	Discuss State of Downtown Event (10 min)	Fred S. & Josh B.
10	Discuss Annual Events and Activities Calendar (5 min)	Josh B. & Stephanie B.
11	Board Members Forum (This is a time for board members to raise items of concern or make announcements. Per the Brown act, no discussion or action can take place on any issues raised.) (5 mins)	Any
12	Adjourn Regular Meeting	Fred S.

2. Pre-work/Preparation (documents/handouts to bring, reading material, etc.)

Description	Brought by
2/14/18 Board Meeting Minutes	Josh B.
Administrative Update Summary	Josh B.
Annual Activities and Events Calendar	Josh B.

**Downtown Modesto Partnership
Board of Directors
Meeting Minutes**

Date of Meeting:	02/14/18	Time:	4:00 PM
Minutes Prepared By:	Susan Martin	Location:	1625 I Street

1. Attendance

Present	Fred Silva, Mike Goss, Barrett Lipomi, Greg Reed, Lynn Dickerson, Saul Trujillo, Ted Brandvold, Mike Moradian, Josh Bridegroom
Absent	Rose Louis, Ann Ednsley, David Boring, Ryan Swehla
Others	Susan Martin, Dave Lyghtle, Stephanie Burtch, Bob Kimball, Daoug Ridenhour, Ruben Imperial, Brad Hawn, Keith Peyton, Nancy Hormann (By Phone)

2. Discussion

#	Topics	Presenter
1	<p>Welcome and Introductions</p> <ul style="list-style-type: none"> - Fred opened the meeting at 4:08 p.m. - Newly appointed members of the board introduced themselves to existing members. 	Fred S.
2	<p>Approval of Minutes</p> <ul style="list-style-type: none"> - Fred asked for approval of minutes from the January 17, 2018 board meeting. <ul style="list-style-type: none"> o Board approved the minutes as presented (B. Lipomi/L. Dickerson; unanimous) 	Fred S.
3	<p>Public Comments</p> <ul style="list-style-type: none"> - None 	Any
4	<p>Administrative Update (Recap of past month's activities and upcoming initiatives)</p> <ul style="list-style-type: none"> - Josh provided an update on the past month's administrative items. He indicated our Downtown Experience Engineers were out in the field presenting flowers to the downtown patrons in honor of Valentine's Day. He also confirmed that we were back up to four staff members and were recruiting for our fifth. He identified that the Utility Art Box Project had kicked off, and one box had been started. All five boxes are estimated to be completed by the end of March. Josh informed everyone that he was working with the Chief of Police to help show an increased safety presence downtown. He indicated that the plans for the State of the Downtown were progressing nicely. He then presented the administrative numbers and the financials for the month of January. 	Josh B.
5	<p>Focus on Prevention Presentation</p> <ul style="list-style-type: none"> - Ruben Imperial presented on the CARE program that the City and County are working on together. Brad Hawn presented the plans for the low barrier housing that is being proposed for a location downtown. 	Ruben I and Brad H.

Date of Meeting:	02/14/18	Time:	4:00 PM
Minutes Prepared By:	Susan Martin	Location:	1625 I Street
6	<p>Action: Executive Team Recommendation – Discuss Parking Management Model Implementation Plan</p> <ul style="list-style-type: none"> - Nancy Hormann joined the meeting by phone and recapped the recommendations in the plan that was presented to the Executive Team. She recommends doing a test of metered parking on one or two blocks, and getting feedback from the people that utilize the parking meters. She covered the cost comparison between single space or multi-spaced meters and discussed purchasing vs. leasing. <ul style="list-style-type: none"> o Board approved the Parking Management Model Implementation Plan and plan to work with the City on testing the parking meters, as recommended (L. Dickerson/M. Moradian; unanimous) 	Fred S. and Nancy H.	
7	<p>Action: Executive Team Recommendation – Discuss Mission Statement</p> <ul style="list-style-type: none"> - Fred presented the Organizational Purpose and Mission Statement that was discussed and presented at the Executive Team Meeting. Josh discussed the organization philosophy and mission statement with the Board. <ul style="list-style-type: none"> o Board approved the Mission Statement as recommended (M. Goss/Barrett L; unanimous) 	Fred S.	
8	<p>Action: Executive Team Recommendation – Discuss Annual Action Plan</p> <ul style="list-style-type: none"> - Fred presented the Annual Action Plan that the Executive Team reviewed. Josh discussed the plan with the Board. <ul style="list-style-type: none"> o Board approved the Annual Action Plan as recommended. (B. Lipomi/M. Moradian; unanimous) 	Fred S.	
9	<p>Action: Discuss Annual Report</p> <ul style="list-style-type: none"> - Fred presented the Annual Report. Board members made various recommendations for edits before going to print. <ul style="list-style-type: none"> o Board approved the Annual Report (Mike G/Greg R; unanimous) with the following changes: <ul style="list-style-type: none"> ▪ Change cover picture ▪ Modify the district map; snap tight to district boundaries ▪ Date the Statement of Financial Position page with end of fiscal year ▪ Adjust the financials and add a footnote that these are pre-audited numbers and final numbers will be available in the spring of 2018. ▪ Edit the Social Media numbers to accurately represent the period from Dec 1, 2016 through November 30, 2017 ▪ Change the administration photo in the pie chart 	Fred S. and Josh B.	
10	<p>Action: Discuss Audit Committee Appointments</p> <ul style="list-style-type: none"> - Josh reminded everyone that last year there was a three-member committee. Two of the three members are no longer able to be on the committee (Hank Barrett, no longer on the Board, and Bob Barzan, is not available). Fred Silva has said that he would take a position on the committee, and Barrett Lipomi would still be available to be on the committee. Greg Reed volunteered to be the third member of the committee. <ul style="list-style-type: none"> o Board approved Fred Silva, Barrett Lipmoi and Greg Reed to the Audit Committee (M. Goss/M. Moradian; unanimous) 	Josh B.	

Date of Meeting:	02/14/18	Time:	4:00 PM
Minutes Prepared By:	Susan Martin	Location:	1625 I Street
11	Board Members Forum (This is a time for board members to raise items of concern or make announcements. Per the Brown act, no discussion or action can take place on any issue raised.) - There was a roundtable discussion by various members of the board at the conclusion of the meeting.		Fred S.
12	Adjourn Regular Meeting - Fred adjourned the regular meeting at 5:38 p.m.		Fred

3. Action Items

Action	Owner	Due Date
Finalize the Annual Report	Josh	02/23/18

4. Next Meeting (if applicable)

Date: (MM/DD/YYYY)	03/14/18	Time:	4:00pm	Location:	1625 I Street
------------------------------	----------	--------------	--------	------------------	---------------



By The Numbers – February 2018

Pounds of Trash Collected: 34,294

Graffiti Spots Removed: 71

Business Interactions: 815

Calls for Service: 61

Homeless Engagements: 213

Homeless Referred to Services: 13

Anti-Social Behavior Abated: 47

Patron Interactions: 684

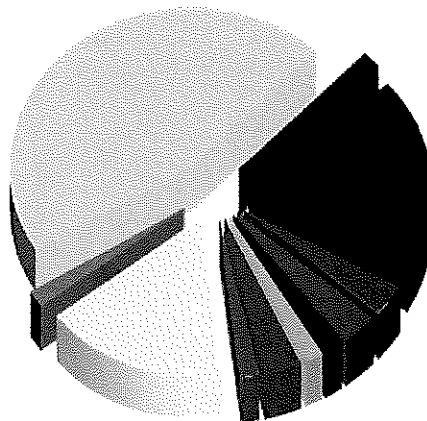
Patrons Referred to Businesses/Services: 130

Rank Security Calls Serviced: 61

February By the Numbers – Rank Security

Group	Security Call Type	Totals
RANK	ALARM	2
	DISTURBANCE-PHYSICAL/FIGHT-IN PROGRESS	2
	LOITERING	1
	OPEN DOOR	1
	OTHER-CONTACT	2
	OTHER-NON CRIME	1
	SUSPICIOUS PERSON	10
	SUSPICIOUS VEHICLE	1
	TRESPASSING	28
	UNDER INFLUENCE-DRUGS/ALCOHOL	1
	VIDEOFIED ACTIVATION	12
	Total	61
	Total	61

RANK



- ALARM(2)
- DISTURBANCE-PHYSICAL/FIGHT-IN PROGRESS(2)
- LOITERING(1)
- OPEN DOOR(1)
- OTHER-CONTACT(2)
- OTHER-NON CRIME(1)
- SUSPICIOUS PERSON(10)
- SUSPICIOUS VEHICLE(1)
- TRESPASSING(28)
- UNDER INFLUENCE-DRUGS/ALCOHOL(1)
- VIDEOFIED ACTIVATION(12)

Downtown Modesto Partnership

Budget vs. Actuals: FY 2017-2018

YTD Feb 28, 2018

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
Revenue					
31020 Board Donations	100	375	-275	1,500	6.67%
31030 CBD Income	436,486	436,486	0	680,000	64.19%
31070 Events Income	0	0	0	15,000	0.00%
31085 Sponsorship/Advertising	0	0	0	5,000	0.00%
31090 Misc. Donations	357	250	107	1,000	35.73%
Total Revenue	436,943	437,111	-168	702,500	62.34%
Expenditures					
41000 Advertising	2655	2,655	0	6,000	44.25%
41010 Benefits					
Health Insurance	7,816	9,610	-1,794	38,440	20.33%
Pension	2,052	3,500	-1,448	14,000	14.65%
41020 Board Meetings & Convening	0	250	-250	1,000	0.00%
41031 Cell Phones	572	1,200	-628	4,800	11.91%
41040 Dues, Subscriptions & Licenses	286	1,000	-714	4,000	7.15%
41050 Events/Activities	5,078	5,000	78	20,000	25.39%
41060 Field Equipment & Supplies	2,912	3,750	-1,438	15,000	15.41%
41070 Liability Insurance	2,411	2,700	-289	2,700	89.30%
41080 Miscellaneous	0	1,188	-1,188	4,750	0.00%
41090 Office Improvements & Maintenance	432	625	-193	2,500	17.28%
41100 Office Supplies	676	1,500	-824	6,000	11.27%
41110 Outside Services		0			
Admin Assist	800	1,250	-450	5,000	16.00%
Marketing Firm	12,000	6,000	6,000	24,000	50.00%
Motion Loft	0	0	0	10,000	0.00%
Rank Security	4,180	5,928	-1,748	23,712	17.63%
SinglePoint	2,560	250	2,310	1,000	256.04%
41120 Payroll	64,603	91,690	-27,087	366,760	17.61%
41130 Payroll Tax Expense	6,928	9,169	-2,241	36,676	18.89%
41140 Postage & Delivery	191	125	66	500	38.16%
41150 Professional Development	1,390	1390	0	2,000	69.50%
41155 Public Space Beautification	0	3,813	-3,813	15,253	0.00%
41160 Rent	6,000	6,000	0	24,000	25.00%
41170 Sponsorship	150	2,500	-2,350	10,000	1.50%
41170 Travel & Entertainment	916	1,250	-334	5,000	18.32%
41190 Vehicle Expenses	0	2,250	-2,250	9,000	0.00%
41200 Workers Compensation	2,158	3,821	-1,663	15,284	14.12%
Total Expenditures	\$ 130,766	\$ 168,580	(\$ 37,814)	\$ 667,375	19.59%

Net Revenue \$ 306,177

Business Checking Balance As of: 2/28/18 \$ 737,087

Activities & Events 2018

1. Activities already scheduled or known

- **March 1**, 9 AM State of Downtown at Gallo Center for the Arts
- **March 10**, 10 AM: Modesto Marathon Booth at Modesto Center Plaza
- **March 11**, 6 AM: Modesto Marathon Volunteer Station at N Street
- **March 31**, 8 AM – 1 PM: Modesto Certified Farmers Market, Chef's Booth and DoMo Partnership Booth at I Street
- **April 1**: Utility Box Art, all installations scheduled to be complete
- **April 6**, 6 PM-10 PM: DoMo First Fridays at 10th Street
- **April 21**, 8 AM: Love Modesto: Beautify Downtown at I St and 10th
- **April 28**, 8 AM – 1 PM: Modesto Certified Farmers Market, Chef's Booth and DoMo Partnership Booth at I Street
- **May 4**, 6 PM-10 PM: DoMo First Fridays at 10th Street
- **June 1**, 6 PM-10 PM: DoMo First Fridays at 10th Street
- **June 23**, 8 AM – 1 PM: Modesto Certified Farmers Market, Chef's Booth and DoMo Partnership Booth at I Street
- **July 6**, 6 PM-10 PM: DoMo First Fridays at 10th Street
- **August 3**, 6 PM-10 PM: DoMo First Fridays at 10th Street
- **August 11**, 8 AM – 1 PM: Modesto Certified Farmers Market, Chef's Booth and DoMo Partnership Booth at I Street
- **September 1**, 8 AM – 1 PM: Modesto Certified Farmers Market, Chef's Booth and DoMo Partnership Booth at I Street
- **September 7**, 6 PM-10 PM: DoMo First Fridays at 10th Street
- **October 5**, 6 PM-10 PM: DoMo First Fridays at 10th Street
- **November 24**, 10 AM – 2 PM Small Business Saturday Pajama Stroll Participating downtown businesses. Hot cocoa and photos with Santa at Greens on Tenth
- **November 24**, 5 PM – 10 PM Mod Shop: DoMo Activity Zone, location TBD

2. Activities not yet calendared: Visioning Series, Holiday Décor Action Team, Annual Action Plan Meetings.

3. A complete list of all events downtown will be on our website within two weeks.