

MINUTES

JULY 20, 2016

BOARD MEMBERS PRESENT: David Boring, Tammy Maisetti, Don Phillips, Susie Fagundes, Bart Barringer, Steve Rank, Tom Slater, Brad Morad, Norma Reed

BOARD MEMBERS ABSENT: NONE

GUESTS: Raul Garcia, Josh Bridegroom, Reggie Rucker, Michael Goularte, Rick Ingraham, Monica Roman

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order at 12:15 p.m.

Introductions were made.

MATTERS FOR THE GOOD OF DOWNTOWN

Modesto Fashion Week – Reggie Rucker reported Modesto Fashion Week will be September 14th to 18th.

The State Theatre has been confirmed as one of the venues. The Century and Green's will also be venues. Reggie reported the times and locations of the events. There will be Pop Up Shops with Fashion Week merchandise. A Mixer will also be held.

Architectural Week will also be held during the same week. The Architectural Week and Modesto Fashion Week would need to have the Design District Banners back up during September.

Modesto Fashion Week website will be up this week or next week.

Reggie explained that the designs will reflect young, hip and forward thinking. Reggie said he wanted to create this event because he has this huge passion for the community of Modesto. He believes people dress as they feel. It is important to get people to dress well and impress. Present yourselves – take pride in where you live. Smile at people.

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Modesto Fashion Week Continued – David Boring believes this idea is a great one. Anything that gives downtown good energy will be successful.

Reggie also mentioned that Modesto will never be a New York, but we can do all these things on a smaller scale.

Gallo Center for the Arts Report – Raul Garcia reported that the Repertory Theatre Company has kicked off with Exonerated, a big success, directed by Jim Johnson.

The Valley Talent Project 2016 will be held August 26th, Audience Voting Show, and 27th Final Results Show.

Diary of Ann Frank is coming in November, and Too Many Tamales is coming in December.

Who's Afraid of Virginia Woolf? is coming to the Gallo Center for the Arts in March. Sangre de un Angel will be coming in April. These four productions will highlight and feature local talent from the Gallo Center Repertory Company,

Last year, Gallo Center for the Arts presented 70 performances at schools in Stanislaus, Merced and San Joaquin Counties.

The local performers are receiving a \$50.00 stipend per show.

Susie Fagundes asked if tickets were on sale. Raul Garcia said yes.

David Boring thanked Gallo Center for the Arts for bringing world class music locally.

APPROVAL OF MINUTES – Bart Barringer moved to approve the June 15, 2016, minutes of the Downtown Improvement District Board of Director's Meeting with the correction approximately 200 people should have been 2,000 people.

Downtown Modesto Partnership – Josh Bridegroom reported that Concert in the Park and the Stanislaus County Fair caused the DoMo Night Market to not do as well as expected. DoMo vendors really need support and good attendance at the night market.

Josh reported the meeting regarding J Street brought everyone together. Attendance was 25 to 30 people. Josh explained that whatever improvements are made to J Street must be carried out efficiently. Improvements such as larger shade trees, lights, wider sidewalks, and bulb outs cannot affect deliveries.

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Downtown Modesto Partnership Continued - Josh also explained that we might have to do some fundraising for some of these extras.

Josh Bridegroom also explained that he is preparing the Downtown Modesto Partnership Office on 14th Street with new furniture and equipment.

They are running background checks and training new employees, who will work Monday through Saturday, a 40 hour week.

Tammy Maisetti stated she hopes Jeffrey is in the Downtown Modesto Partnership plan because we are all in this together. David explained that two (2) of the Downtown Improvement District Board are on the Downtown Modesto Partnership Board.

Tammy Maisetti explained that down the road, it will be important that the two organizations work together.

Tom Slater stated we have to represent the businesses while we work together. It is important that the Downtown Improvement District protect the business people.

Board believes a slight negative is a huge negative. Everything must be in full disclosure.

David Boring explained that this Downtown Modesto Partnership is a newly formed organization that eventually will be more transparent once they are operating.

Bart Barringer explained that the Downtown Modesto Partnership has a budget that the Downtown Improvement District will never have.

Tom Slater explained that we must look out for the business owners.

The two (2) organizations can work together hand-in-hand.

The visions and goals should be shared with both organizations. The organizations need to be We, not I and I.

Marketing might be the future direction the Downtown Improvement District will pursue.

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Downtown Modesto Partnership Continued - Josh explained the Downtown Modesto Partnership will have six (6) downtown ambassadors each working a 40 hour week: two (2) cleaning, and four (4) meet and greet and distributing brochures.

Brad Morad asked if a Private Patrol downtown at night had been discussed. Brad explained that when he was Chair of the Downtown Entertainment District, this request was the most asked about for downtown. A Private Patrol would be available with the Downtown Modesto Partnership budget helping to finance the project.

Downtown is always discussing break-ins.

David Boring mentioned that Property Owners downtown have the same concerns. Security is a huge issue.

Steve Rank stated his firm patrols the parks and neighborhoods and are removing the homeless out of the parks and moving them to McHenry Avenue and downtown. We are just relocating them.

Steve Rank mentioned he had been approached by a Downtown Modesto Partnership Board Member asking if Rank Investigations would be interested in a downtown private patrol.

Brad Morad stated it is needed. He has had his windows broken and furniture stolen.

David Boring stated we can go to the City Council and let them know we want an officer downtown with these new 22 officers that are going to be hired.

Many times, we have heard people say they don't come downtown because they don't feel safe.

Brad Morad believes safety is not an issue. Downtown is safe. Late at night downtown might not be quite as safe.

Bart Barringer mentioned if Downtown Modesto Partnership spends some money to hire downtown private patrol, we can ask the City Council for a dedicated downtown officer. Security/Safety will be a huge issue for both organizations.

Downtown Safety and Merchant Watch – Susie Fagundes ask if Staff had many RSVP's to the Merchant Watch Meeting. Staff said she had not. Susie had heard from some people that they were not going to be able to attend. Susie and Staff decided to

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Downtown Safety and Merchant Watch Continued - reschedule the Downtown Merchant Watch Meeting currently scheduled for Wednesday, August 3rd, to Wednesday, November 2, 2016, at 5:30 p.m.

New Business Recognition – Board Members and Staff selected which new businesses they wanted to make a Welcome Downtown visit.

4th of July Parade and Festival – Staff reported that the 4th of July Parade was well attended. The Festival was bigger than last year.

Kiwanis Graffiti Car Parade – Tammy Maisetti stated it was a fabulous event with over 1,000 cars. Staff explained that some of the cars get too hot and have to leave the parade.

Tom Slater stated the After Party was really a positive, fun event. Tom suggested that the band be moved to a larger location so there will be more room for people to stand and listen to the music and dance.

Police and Kiwanis members were happy with the event.

Susie Fagundes and Tom Slater asked about not having that big electronic sign on McHenry Avenue or on J Street for a week before the event. It was reported that is a Cal Trans requirement.

MATTERS TOO LATE FOR THE AGENDA

NONE

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT

NONE

ADJOURN

1:30 p.m.

Respectfully submitted,

Nancy Young

