

MINUTES

JUNE 15, 2016

BOARD MEMBERS PRESENT: David Boring, Tammy Maisetti, Don Phillips, Susie Fagundes, Bart Barringer, Steve Rank

BOARD MEMBERS ABSENT: Tom Slater, Brad Morad, Norma Reed

GUESTS: Raul Garcia, Josh Bridegroom, Amy Vickery

MODESTO POLICE DEPARTMENT: Lieutenant Brandon Gillespie

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order at 12:07 p.m.

APPROVAL OF MINUTES – Bart Barringer moved to approve the May 18, 2016, minutes of the Downtown Improvement District Board of Director's Meeting. Tammy Maisetti seconded. Unanimous approval.

CORRESPONDENCE – Staff distributed the New Business Listing to the Board of Directors at the meeting. All other correspondence had been delivered to the Board of Directors in their packets.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report – Raul Garcia explained that the Gallo Center for the Arts is doing very well.

Valley's Got Talent had a hard time narrowing down the talent that will be in the show.

BMW is at the Gallo Center for the Arts today, offering test drives, and will make a donation to the Gallo Center for each test drive.

David Boring reminded everyone to get their tickets and have their friends get their tickets for Richard Thompson at the Gallo Center for the Arts. Josh Bridegroom reminded everyone to get tickets for Darrin McGraw and Blind Boys of Alabama.

PAGE 2
MINUTES
JUNE 15, 2016

Introductions

Introductions were made.

Downtown Modesto Partnership – Josh Bridegroom reported that his office will be located in the Modesto Bee Building. The Downtown Modesto Partnership has 3,000 square feet and parking for their use. To get to their office, enter the building on the Fourteenth Street side of the building. There is room for all the cleaning equipment and an area for the workers to clean off the equipment before they bring it inside. The jobs that are available for the cleanup workers are advertised on Craig's List.

The Ambassadors for the Downtown Modesto Partnership will be working and communicating directly with the Modesto Police Department.

Josh is pleased with the DoMo Night Market. The attendance has been good. The Night Market is every Thursday night from 5:00 p.m. to 9:00 p.m. Josh stated that people who normally don't come downtown were in attendance. Approximately 200 people have been attending. The Market is also putting together a list of ModShop Vendors, who if they so desire, may sign up for a Night Market that they would like to participate in and sell their merchandise. They would share a booth with other ModShop Vendors to keep the cost down. Josh also explained that they are setting aside a booth for restaurants to give out tastes of their menu each week. Tammy Maisetti explained that so far, there has been only a small amount of reach-out to the restaurants, and she is interested in participating. Josh explained why Thursday night was selected for the Night Market. Thursday nights are known as open your wallet and get ready for the weekend. The Downtown Modesto Partnership is not making any money off the market yet. Tammy Maisetti stated it is an uphill battle. Bart Barringer believes it will be interesting to see what happens tomorrow night when we have the Art Walk, DoMo Night Market, MoBand Concert and Chamber of Commerce Mixer at Never Boring and Warden's Office.

Josh explained that events that are of a positive interest to downtown are what the organization is interested in.

Susie Fagundes asked if Josh felt differently when he was a City Employee. He stated he does not feel differently.

Susie believes that those signs that say Downtown Closed or Open – Event Happening, hurt the downtown businesses, not help them.

Page 3
Minutes
June 15, 2016

David Boring explained that financial or inconvenience issues regarding events downtown, financial takes precedent.

The Night Market is looking for more Craft Vendors. Josh explained that the market is set up so the Vendors are facing the sidewalk so that the visitors have to walk by the businesses.

Josh also explained that he is purchasing furniture and equipment for the office and hiring employees.

Downtown Safety and Merchant Watch – Lt. Gillespie stated Traffic Accidents on 6th and 9th Streets are the hot spots every month.

The Police Department will focus on enforcement downtown from Noon to 4:00 p.m.

They will be setting out Ghost Cars with signs that show the speed drivers are traveling.

Real Time Crime Center is getting their furniture installed. Computers and Screen will be installed this afternoon.

Safe and Clean Staff is letting people know that heroin is on the upscale. Needles are in the trash receptacles, planters and pots. Drugs and Paraphernalia will warrant a misdemeanor citation.

Lt. Gillespie reported the Brenden Mann Foundation Grant will fund the Downtown Bike Officers again.

Amy Vickery asked about the person hit by the train at 9th and B Streets. Lt. Gillespie stated the person might have had earphones on or was under the influence and didn't hear the train.

Lt. Gillespie explained that the Quiet Zone means the train conductor can still use the horn, just not the horn that sounds miles away.

The Lieutenant mentioned that at the Downtown Modesto Partnership meeting, Dellanora and her aggressive singing downtown was discussed. Staff told Lt. Gillespie to talk with Sue Richardson, who is also having trouble with her.

New Business Recognition – The Board and Staff decided on the businesses they were going to make calls on.

Page 4
Minutes
June 15, 2016

Graffiti Car Parade –Lt. Gillespie reported that the Police Department had no issues or problems this year.

Tammy Maisetti stated Graffiti Parade was very well put together with 1,000 cars. People were putting their chairs out at 9:00 a.m.

Staff explained that the After Party was very successful. We filled the blocks we had with cars that came back downtown and parked and showed their vehicles. Music in the Plaza had people dancing in the streets. Seemed like everyone that stayed downtown after the parade was having a good time.

4th of July Parade Update – Staff reported the Parade starts at 9:30 a.m. The After Festival starts at 11:00 a.m. and ends at 3:00 p.m. in the Tenth Street Plaza and J Street from 9th to 10th Streets.

MATTERS FOR THE GOOD OF DOWNTOWN

Fat Cat has been sold to the owner of Three Amigos Auto Center. Staff had heard they wanted to make it into an upscale nightclub.

ISSUES THAT NEED D.I.D. SUPPORT

None

ADJOURN

1:15 p.m.

Respectfully submitted,

Nancy Young