

MINUTES

SEPTEMBER 21, 2016

BOARD MEMBERS PRESENT: David Boring, Don Phillips, Susie Fagundes, Bart Barringer, Steve Rank, Tom Slater

BOARD MEMBERS ABSENT: Norma Reed, Brad Morad, Tammy Maisetti

GUESTS: Raul Garcia, Laurie Smith, David Schroeder, John Wynn, Vickie Higginbotham

STAFF: Nancy Young

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

Approval of Minutes – Bart Barringer moved to approve the August 17, 2016, minutes of the Downtown Improvement District Board of Director's Meeting. Tom Slater seconded. Unanimous approval.

Gallo Center for the Arts – Raul Garcia reported that the kick-off of their season was a big success. Gallo Center for the Arts has just added some new shows for next year, and tickets will go on sale for these shows on April 1st at 2:00 p.m.

Raul informed the Board that he has copies of the 2016 Customer Survey if anyone would like a copy. Either contact him by e-mail, or contact Nancy and she will get you a copy. The most interest was in performances, and customers want the Gallo Center for the Arts to continue to grow.

Raul reported ongoing growth with the Latino Community at the Gallo Center for the Arts.

Raul stated that the Gallo Center for the Arts Face book Page has 84,000 followers. Social Media is the most successful way to get the word out on what is happening at the Gallo Center for the Arts.

David Boring mentioned that Lynn Dickerson asks the audience who is here at the Gallo Center for the Arts for the first time when she is on stage opening the shows. The Valley Talent Project was amazing! One of the best talent shows presented at the Gallo Center for the Arts.

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Gallo Center for the Arts Continued – Gallo Center for the Arts partnered with Mental Health for A Walk in Her Shoes.

Downtown Modesto Partnership – David Boring gave the following update for Josh Bridegroom. **Administration** – Hired four (4) new employees to clean and provide guide services to downtown area. **Operations Team** – Procuring 72 city standard trash receptacles for downtown. Coordinating a community cleanup day for November. Surveying downtown dark spots to add additional lighting. **Promotions Team** – Coordinating marketing and promotions for DoMo Night Market. Conducting interviews for marketing agency first week of November. **Urban Design Team** – Managing J Street Improvements Project (community trip to Livermore in October). Coordinating community art on utility boxes competition. **Economic Restructuring** – Installed monitoring cameras for pedestrian counts at 11th and I and 10th and J Streets. Developing housing model for downtown.

Downtown Safety and Merchant Watch – Staff reported that Lt. Gillespie did not have anything major to report. Staff explained that the next Downtown Merchant Watch Meeting will be Wednesday, November 2nd, at 5:30 p.m., at the Modesto Police Department.

Staff also reported she had met with the Guardian Angels, and they will be walking downtown. They will also be working the Spectrum Event on J Street on September 30th at the promoter's request.

New Business Recognition – David Boring will do a Welcome Visit to The House on 11th Street when they officially open.

Tom Slater mentioned what a great job Mocha Magic on 16th Street between I and J Streets does downtown. Their food is excellent, and they deliver to downtown businesses. Board Members recommend you try it.

Amgen Tour of California – Laurie Smith thanked the Downtown Improvement District for partnering with the City of Modesto and the Local Organizing Committee known as the LOC. The LOC's first meeting will be next Wednesday at Tenth Street Place at 5:30 p.m. Laurie is starting to work on sponsorship packages. The County is loaning the City Andy Johnson to help work on the sponsorships. Andy was the person who handled Amgen when they were last here in Modesto. - Laurie has gotten nothing but positive feedback so far. Laurie stated Modesto is responsible for eighty rooms for the staging crew.

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Amgen Tour of California Continued - Over the next ten (10) months we will have to provide another forty rooms. Laurie reported the Hotel Room Budget is estimated at \$22,000.00. Another large expense will be for Public Safety.

Don Phillips stated he commended her for standing at the podium, very professional.

The race start time will be between 9:00 and 10:00 a.m. The team will be coming from one (1) hour away.

Laurie also reported that the race route will be announced in October. The Amgen Tour is an International Event. They are training for the Tour de France. This event encourages a healthy lifestyle. The LOC puts together a Cancer Walk before the event. The time the Amgen Tour spends in Modesto is really a Community Event.

David Schroeder Photography Show – February 2017 – David Schroeder reported on his background and that he was a Clinical Psychologist. When he retired, he opened and ran The Photographer’s Studio. February 2017 David will be putting together Focus on Photography. Lots of different types of photography will be at the event, some local.

David explained the event kickoff will be the first of February, and he will have maps of who will be showing and where. The primary focus will be downtown Modesto.

Travel Photography Show will be at Candy’s Travel.

The event will be formatted like the Artist’s Open Studio with a map of which photographers are showing where. There will be events such as Premier Night at Mistlin Gallery. Nicole Slater will be at her Artist’s Loft.

Vickie Higgenbotham mentioned that this event could help override the negative opinion of downtown Modesto. Shows at Mistlin Gallery have really improved over the past year.

David Boring stated that his Contentment Health Magazine will do a story ahead of the event.

Harvest Festival October 15th – Staff reported the Harvest Festival will be Saturday, October 15th, from 10:00 a.m. to 4:00 p.m. on Tenth Street from J to K Streets. A car show will be on J Street from Ninth to Eleventh Streets.

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Trunk or Treat October 28th – Staff reported that Trunk or Treat will be on Friday, October 28th, from 5:30 p.m. to 8:30 p.m. The Classic Cars will be on Tenth Street from I to K Streets.

Celebration of Lights Parade December 3rd - Staff reported the parade will be on Saturday, December 3rd, and starts at 5:30 p.m. When we get closer, Staff will report on the Breakfast with Santa, Dickens Faire and the Farmer’s Market.

MATTERS TOO LATE FOR THE AGENDA - Vickie Higgenbotham is interested in the vacant properties in downtown Modesto. Tom Slater explained that the property owners take a loss on their property, so they are not worried about it being vacant. No one wants the property. Big retailers are not in existence any longer.

Vickie Higgenbotham wanted to know if we, as a City, give any incentives for taking property that has been vacant for a long time and getting it rented. Laurie Smith stated there are incentives in certain areas in downtown. Laurie explained that they are several people looking into the old Starbucks property on the corner of 11th and K Streets. Tom Slater stated it is a Catch 22. Loft housing would help downtown.

Vickie Higgenbotham asked about the World Savings Building. Board Members responded there are too many problems with this property. It is unsightly with the boarded up windows. Tom Slater suggested putting art on the windows.

Laurie Smith believes there have been many improvements downtown. Laurie also mentioned that if the Court House ever gets built, Tenth Street will be beautiful.

Vickie mentioned the trees on Tenth Street. Staff explained that she has called the Tenth Street tree problem into the City. They are handling the problem.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT HELP

None

ADJOURN

1:25 p.m.

Respectfully submitted,

