

## **MINUTES**

**OCTOBER 19, 2016**

**BOARD MEMBERS PRESENT:** David Boring, Don Phillips, Bart Barringer, Steve Rank, Tom Slater, Brad Morad, Tammy Maisetti

**BOARD MEMBERS ABSENT:** Norma Reed, Susie Fagundes

**GUESTS:** Raul Garcia, Kevin Valine, Josh Bridegroom

**STAFF:** Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman David Boring at 12:10 p.m.

**APPROVAL OF MINUTES** – Bart Barringer moved to approve the September 21, 2016, minutes of the Downtown Improvement District Board of Director's Meeting. Tom Slater seconded. Unanimous approval.

**DOWNTOWN MODESTO PARTNERSHIP** – Josh Bridegroom reported he has hired his sixth person who started working last week. The Downtown Modesto Partnership Crew is going to Sacramento for training this Friday. The Police Department has met with the Downtown Modesto Partnership Crew, and they have been given officers' cell phone numbers. The crew is out in the field working with the homeless and picking up trash, etc. Josh reported the crew has collected 20,000 pounds of trash in two (2) months. Pressure washing started last week. Josh will be looking into private security for the downtown area.

A marketing firm has been hired. This firm has worked for four (4) or five (5) other cities.

The Downtown Modesto Partnership is working with Craig Stott for a downtown clean up day on Saturday, November 12<sup>th</sup>.

The night parking rates for city garages and lots will go to City Council next Tuesday to lower the night rates.

Josh is taking a group of business people for a Livermore Tour on Thursday, November 3<sup>rd</sup>. On this tour they will meet with Livermore's mayor, downtown executive and

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**DOWNTOWN MODESTO PARTNERSHIP CONTINUED** - downtown business owners. The group will learn about what happened during construction of their main downtown street.

Modesto on Ice will be opening on November 19<sup>th</sup>. Downtown Modesto Partnership is looking into a Tuesday Promotion with downtown businesses and Modesto on Ice. Brenden does a \$5.00 Tuesdays. Maybe restaurants will offer a percentage off one of their dishes on Tuesdays.

Tom Slater stated he is glad the Downtown Modesto Partnership Crew are coming around and introducing themselves.

The vandalism downtown is not always caused by the homeless downtown. Often, it is by young people.

Vandalism with metal theft downtown is big.

Tom Slater explained we have a big mental health problem downtown.

Downtown Modesto Partnership will be purchasing seventy-two trash receptacles and requesting that the City of Modesto install them. These receptacles will be in the core area, and the older aggregate receptacles that belong to the Downtown Improvement District will be moved further out into the district.

Tom Slater stated that Saturday and Sunday nights are when the most problems happen in downtown.

**GALLO CENTER FOR THE ARTS REPORT** – Raul Garcia reported that Gallo Center for the Arts is working with the City of Modesto to have a Piano Keyboard crosswalk installed at the intersection of 10<sup>th</sup> and 11<sup>th</sup> Streets on I Street. A special durable paint will be used so that it will last with cars going over it and the weather. Raul will keep us informed on this project.

Gallo Center for the Arts has added many shows, and some will be back to back.

Ben Folds is a great show this Saturday with Aaron Durr opening.

Richard Thompson, a Top 20 guitarist, and the Blind Boys of Alabama will be performing on Thursday, October 27<sup>th</sup>. David Boring gave Richard Thompson's

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**GALLO CENTER FOR THE ARTS REPORT CONTINUED** – background and explained how great it was to showcase local talent at the Gallo Center for the Arts. School performances have started. The students are coming from throughout the region.

Tammy Maisetti explained that Lynn Dickerson is good at letting the restaurants know how the sales for each show are going.

**DOWNTOWN SAFETY AND MERCHANT WATCH** – Staff reported that the next Downtown Merchant Watch Meeting will be Wednesday, November 2<sup>nd</sup>, at 5:30 p.m. at the Modesto Police Department. We will tour the Real Time Crime Office.

**NEW BUSINESSS RECOGNITION** – Brad Morad will handle a Welcome Visit to La Oficinia Bar & Restaurant. This business has a new name and new owner.

**HARVEST FESTIVAL** – Staff reported we had approximately 3,000 people throughout the day. There were lots of fun things for the kids to do at no charge.

**TRUNK OR TREAT** – Staff reported this event will go on rain or shine. The owners of the classic cars will give away candy to the kids. The event will be on Tenth Street from I to K Sts.

**CELEBRATION OF LIGHTS PARADE** – Staff reported that the Celebration of Lights Parade will be on Saturday, December 3<sup>rd</sup>, with the parade starting at 5:30 p.m. Staff asked if any of the board would like to be a judge at this year's parade. Chairman David Boring stated he would like to be a judge this year. Staff will give his name to the Parade Committee.

**AMGEN TOUR OF CALIFORNIA** – Staff reported that there haven't been any updates from AEG. Our LOC meeting date has been changed to the middle of November. Kevin Valine stated that in 2008 the City of Modesto was a start city. Some of the Downtown Improvement District Board Members believe there is much more interaction with riders if you are a start city.

**MATTERS TOO LATE FOR THE AGENDA** – Bart Barringer explained that if anyone has an idea for something fun or artistic for downtown to please let the Downtown Modesto Partnership know your thoughts. We can have these ideas all over downtown, not just at the Gallo Center for the Arts.

Tammy Maisetti stated if we do this, we can say, "Look what Modesto did."

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**MATTERS TOO LATE FOR THE AGENDA CONTINUED** – David Boring explained it's similar to wrapping the utility boxes so that they don't look like utility boxes.

Staff reminded everyone that another Murals In Motown is coming in early November.

**ADJOURN**

12:55 p.m.

Respectfully submitted,

Nancy Young