

MINUTES

NOVEMBER 16, 2016

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

BOARD MEMBERS ABSENT: Don Phillips, Norma Reed

MODESTO POLICE DEPARTMENT: Lt. Brandon Gillespie

GUESTS: Raul Garcia, Josh Bridegroom, Laurie Smith

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

APPROVAL OF MINUTES – Steve Rank moved to approve the October 19, 2016, minutes of the Downtown Improvement District Board of Director's Meeting. Tom Slater seconded. Unanimous approval.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report – Raul Garcia reported that Gallo Center for the Arts has added Bonnie Raitt on February 20, 2017.

Raul stated that tickets go on sale this Friday for shows, except for Bonnie Raitt. Some shows are sold out already.

Raul discussed that car break-in's along Tenth Street have started at night.

Today is the first day Rank Investigations is taking over security at Gallo Center for the Arts.

Downtown Modesto Partnership – Josh Bridegroom reported the Downtown Modesto Partnership is fully staffed and work Tuesday through Saturday until 9:30 p.m. If there is a problem area, just let Josh know.

David Boring stated that the Homeless topic comes up at every meeting. People are discussing this topic in their neighborhoods, at work, socially, etc.

Josh gave the statistics of what his staff has accomplished since they started in August.

Josh supervised a special fall cleaning. There were approximately 45 volunteers. It was reported that the gum on the sidewalks is a bear to remove. They tried the freeze spray, but it was difficult to remove even with that. Pressure Washing Service has begun, and they clean

Downtown Modesto Partnership Continued - different areas of downtown each week. The cost is \$1,300 for one (1) block, both sides of the street, each week. They started three (3) or four (4) weeks ago.

Downtown Modesto Partnership has hired Rank Investigations to patrol downtown six (6) days a week for four (4) hours starting at midnight. The patrolled area will be L Street to G Street and 7th Street to 19th Street. Steve Rank reported he is making lots of contacts but not making friends.

The Police Department, Behavioral Health, District Attorney's Office, and Probation are all meeting and working together on the Homeless. The Sheriff's Office is not yet involved.

Josh also reported that he has put together a DoMo Discount Day on Tuesday's. For example, Modesto on Ice is \$8 instead of \$10 to skate. Brenden Theatres has their \$5 movies on Tuesday's. Fuzio's offers a 20% discount on certain menu items.

Tom Slater asked about a newsletter from DoMo.

Susie Fagundes stated she hopes the discounts don't just focus on restaurants.

Josh explained that in order to participate, let him know. Retail is welcome to participate.

Tom Slater believes it should be open to everyone who wants to participate.

Josh explained that the discount is 20% off something in your business.

Susie Fagundes asked that in the future, could Josh let the Downtown Improvement District know of these promotions.

Josh explained that Modesto on Ice reported they had 34,000 waivers plus watchers last year for an estimated 37,000 attendees.

Downtown Safety and Merchant Watch – Lt. Gillespie reported our first meeting in six (6) months was on November 2nd at the Police Department. Those attending took a tour of the Real Time Crime Center Office. The group saw all the cameras and the calls holding, type of calls, etc. Lt. Gillespie is still evaluating the camera systems downtown.

Steve Rank has installed cameras in Graceada Park. Pod Camera is installed at Enslin Park.

The Downtown Bike Patrol is growing, and they want to get involved in more downtown events.

Lt. Gillespie is reminding people not to leave items in plain sight in their vehicles.

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Downtown Safety and Merchant Watch Continued - The former Volkswagen repair service at Ninth and J Streets has had all the copper wiring stripped from the walls. Years ago, the recycle places accepted manhole covers and hand rails.

Lt. Gillespie reported that Officer Mike Hammonds has been promoted to Sergeant.

Christmas Lights – Laurie Smith – Laurie Smith requested \$1,000 from the Downtown Improvement District for tree lights at the Centre Plaza. Laurie explained that the DoubleTree had put lights on their trees.

Steve Rank moved to have the Downtown Improvement District partner with the City of Modesto for Centre Plaza Tree Lights at a cost of \$500. Tom Slater seconded. Unanimous approval.

Steve Rank offered \$250 and Brad Morad offered \$250 for a total of \$500. The total amount for the City of Modesto Tree Lights is \$500 from the Downtown Improvement District, \$250 from Steve Rank personally, and \$250 personally from Brad Morad. Laurie Smith will send an invoice to Nancy at the Downtown Improvement District.

David Boring suggested that he, Laurie, and Josh meet regarding an Electronic Reader Board at the Centre Plaza.

Trunk or Treat – October 28th – Staff reported we were ready to move the event to the 11th Street Parking Garage if the rain continued, but the weather dried out for our event. Approximately 5,000 people attended the event. We went through all the candy we had been given and what we had to purchase. Everyone seemed to have a good time. Some changes will be made to next year's event.

Celebration of Lights parade – December 3rd/Rockin' Holidays – December 8,9,10,15,16,17,22,23 - Staff let the Board know the times the downtown streets will be closing down. Judges need to be there by 5:00 p.m. The parade starts at 5:30 p.m. Rockin' Holidays immediately follows the parade on December 3rd, and the time for the other dates is 6:00 p.m. to 9:00 p.m.

Amgen Tour of California – May 15, 2017 - No new information.

Downtown Pots – Staff reported that the Garden Club will only plant pots on I, J and K Streets and the City will water those pots only. The other pots will be put into storage until the City can water them.

Bart Barringer suggested the Garden Club asked the Downtown Modesto Partnership to cover the watering bill and become a partner. If the Downtown Modesto Partnership , Garden Club

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Downtown Pots Continued - and the Downtown Improvement District contribute to this partnership, the City should work with us even as far as going to the City Council to request this partnership work.

Small Business Saturday – Staff reported that we have the canvas tote bags, door mats, balloons, stickers, etc. ready to be distributed before Saturday. The balloons we will fill with helium and distribute to the businesses on J Street that will be open for business.

Mod Shop – Staff reported that Mod Shop is Saturday night, November 26th, from 5:00 p.m. to 9:00 p.m.

Tom Slater explained that it is crazy downtown during the Mod Shop Event. Tom explained the Mod Shop used to be on one (1) block. The organizers have now expanded off the one (1) block. Nicole, Tom's wife, will be at Ralston's Goat.

MATTERS TOO LATE FOR THE AGENDA

Brad Morad explained we need more exposure for our Facebook Media. Brad believes we should have 10,000 likes. Brad also believes we should use Social Media mainstream, \$50 program for our page, and we focus on the Modesto Area we want. Brad believes this is best for our organization. We focus on businesses and events. Heading could be Downtown Events – sponsored by the Downtown Improvement District.

Susie Fagundes asked about badges for the Downtown Improvement District Board. The Board would prefer the magnetic backing. It was suggested we look at the Trophy Shop on McHenry.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT - NONE

ADJOURNED TO CLOSED SESSION - 1:40 p.m.

Respectfully submitted,

Nancy Young