

MINUTES

JANUARY 18, 2017

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

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

GUEST: Josh Bridegroom

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman David Boring at 12:17 P.M.

APPROVAL OF MINUTES – Steve Rank moved to approve the December 21, 2016, minutes of the Downtown Improvement District Board of Director's Meeting. Bart Barringer seconded. Unanimous approval.

CORRESPONDENCE – Staff reported all correspondence has been delivered.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts - No Report

Downtown Modesto Partnership – Josh Bridegroom reported on trash collected, graffiti removed, and downtown security calls the Downtown Modesto Partnership employees have been taking care of.

Rank Investigations is patrolling downtown Modesto six (6) days per week sometime between 11:00 P.M. and 6:00 A.M.

The Downtown Modesto Partnership purchased a pressure washer so their employees will now be pressure washing the downtown sidewalks rather than the outside company that they had hired to do that job.

Susie Fagundes asked about the City's water restrictions. Josh explained that the City had given an exemption last year to use the water for cleaning the downtown area.

Josh also reported he will be leading a Field Trip to Livermore on Friday, February 10th. If anyone is interested in going on the Livermore Field Trip, contact Josh.

PAGE 2
MINUTES
JANUARY 18, 2017

Downtown Modesto Partnership Continued – Josh Bridegroom also explained that the Downtown Modesto Partnership has been working on their Strategic Direction for 2017. Josh asked the Downtown Improvement District Board to read through the document, and if anyone has questions, contact him.

Downtown Improvement District and Downtown Modesto Partnership will work together on the Art Walk. The Art Walk needs to increase its attendance and make Art Walk night a more entertaining event.

David Boring suggested we need someone involved in Art Walk who is connected with the Arts Committee. His thinking is we need Champions of the Arts. We need to attract the crowd that is more Art friendly.

Bart Barringer complimented the Clean Team for cleaning the gutters, which keeps the water moving.

Downtown Safety and Merchant Watch – Staff reported that the Merchant Watch Meeting will be Wednesday, February 1st, at 5:30 P.M., at the Modesto Police Department.

New Business – Bart Barringer will make a Welcome Visit to Balanced Staffing.

Amgen Tour of California – Staff reported that the start time has been extended to 11:45 A.M.

Family Cycling Festival – Staff reported that the Family Cycling Festival is a free event on Saturday, May 20th, from 10:00 A.M. to 3:00 P.M. on I Street in front of the Court House lawn. BMX Stunt Team will perform three (3) shows. There will be a Rock Climbing Wall, Bounce Houses, Face Painting, etc. Police, Fire, Public Works will have displays along with free helmets for the kids fitted by the nurses.

Kiwanis Car Parade – Susie Fagundes reported the committee had our first meeting and discussed the parade route and some of the issues with last year's parade with Lieutenant Tait. Downtown Improvement District and Visit Modesto! will be putting on the After Party again this year. The parade date is June 9th.

Art Walk – Staff reported that she is starting to work on the brochure for Art Walk Spring/Summer 2017. Susie Fagundes explained that the Art Walk is very costly for a small business.

MATTERS TOO LATE FOR THE AGENDA – No Report

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – No Report

ADJOURN TO CLOSED SESSION – 12:40 P.M.

**PAGE 3
MINUTES
JANUARY 18, 2017**

RECONVENED DOWNTOWN IMPROVEMENT DISTRICT BOARD OF DIRECTOR'S MEETING –

1:22 P.M.

Don Phillips moved to pursue the proposed direction of the Downtown Improvement District Executive Committee with the Downtown Modesto Partnership Executive Committee. Downtown Improvement District will continue to handle promotional events.

ADJOURN – 1:25 P.M.

Respectfully submitted,

Nancy Young