

MINUTES

MARCH 15, 2017

BOARD MEMBERS PRESENT: David Boring, Steve Rank, Tammy Maisetti, Susie Fagundes, Don Phillips, Tom Slater

BOARD MEMBERS ABSENT: Bart Barringer, Norma Reed, Brad Morad

GUESTS: Raul Garcia, Heidi Savage

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman David Boring at Noon.

Introductions were made.

APPROVAL OF MINUTES: Steve Rank moved to approve the February 15, 2017, minutes of the Downtown Improvement District Board of Director's Meeting. Tammy Maisetti seconded. Unanimous approval.

CORRESPONDENCE: Staff reported all correspondence had been delivered.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report – Raul Garcia reported that the Taj Mahal Band has been added to the Gallo Center for the Arts. March has many shows. Marvin Gaye Experience is almost sold out. April has six (6) shows and many rentals. Raul explained that they are winding down the 2016/2017 season. Gallo Center for the Arts will be adding shows in the summer.

The Townsend Opera Players were discussed.

Downtown Modesto Partnership – David Boring explained that Josh Bridegroom couldn't make the meeting today because he had a conflict. Staff distributed the Downtown Modesto Partnership Administrative Update which Josh had e-mailed her.

David Boring stated he has seen the Clean Team actually out there cleaning up downtown. It was mentioned that the teams seem to be more visual.

Steve Rank reported that Rank Investigations is working downtown from 11:00 p.m. to 3:00 a.m.

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Downtown Modesto Partnership Continued – It was reported that the new jail is open. They no longer process downtown.

Fred Silva is the new chairman of the Downtown Modesto Partnership.

David Boring explained that the Downtown Improvement District, Downtown Modesto Partnership and City of Modesto will be meeting regarding having a Music Festival downtown.

The Downtown Modesto Partnership adopted their new logo and signage.

Tom Slater asked who the panelists will be at the State of Downtown on April 14th and wondered how their Board of Directors is selected.

David Boring mentioned the Downtown Improvement District and Downtown Modesto Partnership are looking for shared office space.

David explained that Downtown Modesto Partnership received a grant from the Brenden Foundation to fund a project "Living Downtown".

Downtown Safety and Merchant Watch – Staff explained that Lieutenant Gillespie was at SWAT Training. Our next Safety and Merchant Watch Meeting is Wednesday, May 3rd, 5:30 p.m., at the Modesto Police Department.

New Business – Susie Fagundes and Staff will make the New Business Recognition visits this month.

Art Walk – Staff reported we have three (3) new locations on the Art Walk. They are Sandude, Art Time and Sip Wine, and Sam and Dave's Market.

Tom Slater had many suggestions to help make the Art Walk more successful and have a larger crowd attending, such as getting the restaurants involved with Specials and Facebook promoting the specials. It was also suggested that we incorporate various activities for people while walking the Art Walk. These activities might help draw a larger crowd. More music spread out on the Art Walk was also suggested. Working with Mistlin Gallery was suggested. There is a need to work on more ways to make Art Walk more inclusive among the downtown businesses in order to attract more attendees.

Tammy and Nancy to work on making 3rd Thursday Art Walk in downtown better.

Amgen Tour of California – Staff reported on the upcoming Amgen Tour of California on May 15, 2017, in downtown Modesto.

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Family Cycling Festival – Staff reported the Family Cycling Festival will be on Saturday, May 20, 2017, from 10:00 a.m. to 3:00 p.m. Free helmets will be fitted on the children; we will have the BMX Stunt Team performing three (3) shows, a kids' play area, and a rock wall. There will be many different fun family things to do.

Kiwanis Car Parade – Susie Fagundes reported we have just started meeting on the Kiwanis Car Parade planning. The Downtown Improvement District and Visit Modesto will be hosting the After Party again this year with cars and music. Hopefully, the restaurants will offer specials.

MATTERS TOO LATE FOR THE AGENDA

Tom Slater stated this meeting was a great one, even better than usual due to the good discussions.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT

David Boring explained his plans for a Music Festival in downtown.

ADJOURN

1:30 P.M.

Respectfully submitted,

Nancy Young