

MINUTES

APRIL 19, 2017

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

BOARD MEMBER ABSENT: Steven Rank

GUESTS: Raul Garcia, 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 – Tammy Maisetti moved to approve the March 15, 2017, minutes of the Downtown Improvement District Board of Director's Meeting. Don Phillips 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 May/June Gallo Center for the Arts magazine is the best ever.

Raul explained that Modesto Performing Arts will be celebrating their 50th Anniversary. DoubleTree will be busy with many out-of-town guests for this celebration with Paul Tischer. There will be a Big After Party with celebrity guests.

Raul reported that big name Latin artists will be performing at the Gallo Center for the Arts. People will be coming from San Jose, Fresno and Sacramento to see these shows.

Gallo Center for the Arts will be topping their previous records for last year.

Raul explained the Arts & Education Program at Gallo Center for the Arts has been seen by 40,000 children.

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Gallo Center for the Arts Report Continued - Raul also reported on the Bully Program which is touring schools. The program is done in intimate settings and has a producer, director and stage managers. The entire program is all local.

Downtown Modesto Partnership Report – Josh reported that the State of Downtown had good attendance for a first time event. Josh said reviews were good. Approximately, 200 were in attendance. He stated that Downtown Modesto Partnership will be posting a video of the event on their website.

Josh Bridegroom provided the following Downtown Modesto Partnership Administrative Update:

- ! 17,900 total pounds of garbage collected during the month of March
- ! 111 total gutters worked on and cleared out during the month of March
- ! 60 total graffiti spots removed during the month of March
- ! 1,136 total business interactions during the month of March
- ! 434 total homeless interactions during the month of March
- ! 712 total patron interactions during the month of March
- ! 12 sets of lights fully replaced during the month of March
On average 1 hour spent per night checking/replacing the lights
- ! 286 total calls responded to during the month of March by Rank Security

Josh also mentioned that Michele Reeves of Civilis Consultants in Portland, Oregon, will be speaking on May 22nd at 7 p.m. at the State Theatre. The topic will be Leverage Downtown Modesto for Economic Success.

Downtown Safety and Merchant Watch Report – Staff reported our next Downtown Merchant Watch Meeting will be Wednesday, May 3rd, 5:30 p.m. at the Modesto Police Department.

New Business Recognition – Board Members chose the business they would be visiting and welcoming to the Downtown.

Art Walk – Staff reported that improvements to Art Walk are being discussed.

Amgen Tour of California – Monday, May 15th, the Lifestyle Festival starts at 9:00 a.m. to 1:00 p.m. I Street from 9th to 12th will be closed on Sunday at noon.

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Kiwanis Car Parade – Friday, June 9th, 6:00 p.m. to 8:30 p.m. will be the Parade of Cars. The After Parade will be from 9:00 p.m. to 11:00 p.m. with Cars on the Streets and Music in the Plaza.

Downtown Improvement District Budget 2017/2018 – Staff presented the budget for 2017/2018 for approval.

Don Phillips moved to approve the 2017/2018 Downtown Improvement District Budget. Tom Slater seconded. Unanimous approval.

Color Modesto – Staff reported that the Flower Pots from L Street to Needham Avenue will be removed and put into storage at the Corporation Yard. The Flower Pots on H, I, J and K Streets will remain in place. The Flower Pots from 6th to 9th Streets and G Street to North Jefferson Street will also be put in storage at the Corporation Yard.

Trash Receptacles – Downtown Modesto Partnership trash receptacles are being installed, and their Clean Crew will handle the maintenance of all the black metal trash receptacles.

MATTERS TOO LATE FOR THE AGENDA

Chairman David Boring discussed our Board opening and explained that we will be sending out requests for applications.

The Porchfest Event put on by Kate Trompetter and a few others will be July 30th from 2 p.m. to 6 p.m. Patios, porches and parks in the College Neighborhood/Graceada, La Loma Neighborhood and Downtown will have bands, and musicians playing for free at these locations if the owners are willing to let Porchfest use their property. Contact Kate for information. They will make a map of all the porches, yards, and grassy locations being used. Sponsorships are encouraged. They are encouraging downtown to participate.

Music in the Plaza starts Friday, April 28th , from 7p.m. to 9 p.m. every Friday until September 22nd.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT

None

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ADJOURN

The Downtown Improvement District adjourned at 1:52 p.m. to Closed Session to discuss Personnel Matters.

Respectfully submitted,

Nancy Young