

MINUTES

MAY 17, 2017

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

BOARD MEMBERS ABSENT: David Boring, Steve Rank

GUESTS: Lieutenant Steve Stanfield, Raul Garcia, Josh Bridegroom

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Vice Chairman Bart Barringer.

APPROVAL OF MINUTES: Tom Slater moved to approve the April 19, 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.

INTRODUCTIONS: Introductions were made.

MATTERS FOR THE GOOD OF DOWNTOWN

Downtown Modesto Partnership – Josh Bridegroom reported that he had met with Paul Draper today. Josh said the meeting was very successful.

Michele Reese will be part of the Downtown Modesto Partnership Visioning Program at 7:00 p.m. at the State Theatre on May 22nd. Michele is both a property owner and developer.

1st Friday Street Faire will start on June 2nd at Tenth Street Plaza. This event will focus on Crafters. This event will run through October.

Josh distributed By the Number's for April 2017:

Trash Collected - 18,390 Pounds
Storm Drains Cleared – 68
Graffiti Spots Removed – 52

Homeless Referred to Services - 28
Anti-Social Behavior Abated - 66
Patron Interactions - 670

Business Interactions - 1,497
- 137
Calls for Service – 61
– 371
Homeless Engagements – 234

Patrons Referred to Businesses/Services
Rank Security Service Responses

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Gallo Center for the Arts – Raul Garcia distributed the 2017/2018 Gallo Center for the Arts Brochure. The season starts Friday, September 29th, at 8:00 p.m. with Peter Cetera.

There will be a large Latina Talent Competition on June 24th in the Mary Stuart Rogers Theatre. Raul reported that last year this event sold out three (3) weeks before the performance date.

Gallo Center for the Arts ticket sales to the General Public opens on June 26th.

Street Improvement and Urban Greening on J Street – Josh Bridegroom explained that the City of Modesto is applying for a two-million-dollar grant to fund trees, enhance landscaping, irrigation and timers on J Street. This grant is separate from the street paving grant the City received for J Street, but the two would complement one another nicely.

Tom Slater stated it won't work changing two lanes to one lane in each direction.

Don Phillips stated J Street backs up for two (2) blocks now.

Tom Slater stated he is against losing a lane.

Josh explained that it has worked in Turlock and Livermore.

Tom Slater reported the traffic flow is important for customers to do their business downtown.

It was suggested that the City study the people that are coming downtown because the traffic needs to be functional.

It was stated that pretty is nice, but the traffic pattern needs to work.

Bart Barringer explained that studies must be completed on J Street traffic.

Tom Slater explained that eliminating traffic will hurt businesses downtown.

It was mentioned that 108 going from four (4) lanes to two (2) lanes at Five Points would cause collisions. McHenry would have to be changed first. The traffic study is crucial.

It was mentioned that diagonal parking would cause problems on J Street. Some board members believe that the parking should stay the same way it is. Beautify J Street and put electricity to the trees so that we can light the trees on J Street.

It was also mentioned that pretty is vagrant friendly.

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Street Improvement and Urban Greening on J Street continued - Tammy Maisetti moved to approve the Downtown Improvement District support having an investigation on the J Street traffic concept done. Don Phillips seconded. Five (5) Yes – One (1) No Votes

Downtown Safety and Merchant Watch Report – Lieutenant Steve Stanfield reported that his downtown officers are handling other situations rather than 911 calls. At any given time there are at least forty calls waiting in the 911 system.

The Lieutenant recommended that everyone sign a no trespassing form so that if someone is on your property, the problem can be taken care of.

This unit is small, four (4) officers, one (1) for each area of command. The goal of this unit is a little more hands-on in the community. The Lieutenant wants these officers to be progressive, not aggressive. The unit will be getting a sergeant soon, and they are hoping it will be Sergeant Mike Hammond.

Lieutenant Stanfield reported that he will be sitting on the Modesto Gospel Mission Board. The Behavioral Health Programs Outreach Team will consist of Fire, Police, personnel from the Homeless Shelters, and Behavioral Health personnel.

Susie Fagundes explained that if a no trespass letter is signed, the business owner takes responsibility and does what the officers need.

New Business Recognition – Will be included in June's Meeting List

Amgen Tour of California – Staff reported the downtown businesses reported that they had less business then they do normally but is a good event for the community.

Family Cycling Festival – Staff reported the Family Cycling Festival Event is this

Saturday from 10:00 a.m. to 3:00 p.m.

Kiwanis Car Parade – Staff reported the Parade is on Friday, June 9th, and starts at 6:30 p.m. D.I.D. and Visit Modesto will be hosting the After-Party with music and cars until 11:00 p.m.

MATTERS TOO LATE FOR THE AGENDA – None

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – Tammy Maisetti mentioned that we will be looking into bringing back The Sampler.

ADJOURN

1:30 P.M.

Respectfully submitted,
Nancy Young