

MINUTES

DECEMBER 20, 2017

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

BOARD MEMBERS ABSENT:

GUEST: Doug Hosner

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman David Boring at 12:18 p.m.

INTRODUCTIONS

Lauren Trevino and Joe Muratore introduced themselves and were welcomed to the Board of Directors.

Board Members, Guest and Staff introduced themselves.

APPROVAL OF MINUTES: Susie Fagundes moved to approve the September 20, 2017, minutes of the Downtown Improvement District Board of Director's Meeting. Brad Morad seconded. Unanimous approval.

CORRESPONDENCE: Staff reported that all correspondence had been delivered.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report – Doug Hosner reported that they are adding shows. Dancing with the Stars is half sold already. The Long Island Medium is sold out, and they are trying to add a second date. Yanni has been added.

Doug Hosner stated that December is a good month for the Gallo Center for the Arts.

Downtown Modesto Partnership - David Boring stated that Josh Bridegroom had a conflict and wasn't able to make the meeting.

Susie Fagundes reported that her business Intrinsic Elements had participated in the Pajama Party with a skeleton crew and people showed up in their pajamas. Susie stated the event was a success!!!

PAGE 2
MINUTES
DECEMBER 20, 2017

Discussion regarding Downtown Modesto Partnership taking responsibility for care and upkeep of the Downtown Improvement District's Black Metal Trash Receptacles – David Boring explained that it was discussed at a Downtown Modesto Partnership Meeting that D.I.D. should have a signed agreement with the Downtown Modesto Partnership regarding the ten (10) Black Metal Trash Receptacles that the D.I.D. gave to the DMP to take responsibility for emptying and the upkeep of them.

Bart Barringer will draw up an agreement between the two (2) organizations.

Sampler 17 – Tammy Maisetti reported that Sampler 17 was a huge success. People who hadn't been downtown in years attended. Restaurants were happy. The only negative was some restaurants closed down early. It was discussed that it would have been difficult to get to all the participating restaurants.

Brad Morad commented that some restaurants were finished with the Sampler by 6:30 p.m., even though they were supposed to remain open until 9:00 p.m.

Every participating restaurant received correspondence and instructions that stated they needed to remain open and continue serving.

Tammy mentioned that the committee is looking into changing the time of the event to either 5 p.m. to 8 p.m. or 6 p.m. to 9 p.m.

Tammy also explained that she will meet with the restaurants one month before the next Sampler.

Susie Fagundes stated that Sampler 17 was a success!!!

Downtown Merchant Watch – Susie Fagundes explained that Lonny Davis was the guest speaker at the November Downtown Merchant Watch Meeting. Mr. Davis was great, and he had the few people in attendance asking questions and participating. It is very important that we get the word out regarding the meeting for better attendance. Our next meeting will be February 7th at 5:30 p.m. at the Police Department.

Celebration of Lights Parade and Rockin' Holidays – Staff reported a successful parade and Rockin' Holiday's Tree Lighting with Santa, elves and music. Rockin' Holiday's is still happening on Thursday, Friday and Saturday nights until December 23rd.

Denial to allow Marijuana Dispensaries in downtown area – Steve Rank moved

to deny allowing Marijuana Dispensaries in the downtown area. Tom Slater seconded. Unanimous approval.

PAGE 3
MINUTES
DECEMBER 20, 2017

MATTERS TOO LATE FOR THE AGENDA

Downtown Security - A lengthy discussion occurred regarding the broken windows that have been happening in downtown. Bonnie J's is thinking about moving to McHenry Village because her windows have been broken numerous times.

There is a homeless person camping in the side doorway of Rabobank on the alley with many carts and stuff every night. Steve Rank reported that his employees patrol downtown from 11:00 p.m. to 3:00 a.m.

Tom Slater mentioned that Downtown Modesto Partnership is supposed to spend 70% of their budget from curb to building.

Tom Slater and Bart Barringer believe the Downtown Modesto Partnership should put more of their budget towards security in downtown.

Downtown Improvement District Board believes downtown property needs to be protected.

Board discussed the Downtown Modesto Partnership budget.

Upper J Street has many vagrants after midnight and the early morning.

It was mentioned that retail businesses are leaving downtown.

Steve Rank reported he had a discussion with Chief Carroll and the Chief is training six (6) cadets to be on bicycles and cars downtown.

Tammy Maisetti explained that the murder in the Eleventh Street Garage was the exception, not the rule.

It was reported that fifty-five transients were offered bus tickets to wherever they were from and not one accepted the offer.

Board discussed that the Downtown Improvement District supported the formation of the Downtown Modesto Partnership because they said they were going to have security downtown.

J Street – Lengthy discussion on the plans for J Street. Tom Slater explained the problems that he sees. Retailers on J Street won't have cars going by their businesses. J Street will be one (1) way in and one (1) way out with no turn lanes. Diagonal parking on J Street will back up traffic. Businesses like Crow Trading, who load merchandise in and out of their front door, won't be able to do that.

Susie Fagundes stated she has perfect parking right now; the new diagonal parking will hurt her business.

PAGE 4
MINUTES
DECEMBER 20, 2017

J Street Continued - Tom Slater and Bart Barringer stated we have not voted on the J Street Plan yet. So far, all the Downtown Improvement District has only voted to support the Study for the J Street Plan. The Downtown Improvement District has not seen the Study yet.

Tom Slater mentioned that Livermore downtown is only three (3) blocks. In downtown Livermore 80% is restaurants, there is a Western Store, and a furniture store that has changed ownership.

Board requested Staff to invite Josh Bridegroom to the D.I.D. January Meeting, and ask Josh to bring the final traffic study to report and share.

Tom Slater stated that sometimes he has to detour to get to work because of the changes made to College Avenue.

Joe Muratore stated he appreciates Josh, and he is glad Josh did the work that he did when he was employed by the City. Joe believes Josh comes from an honest perspective on Urban Development.

David Boring explained that Modesto Junior College did not embrace the concept of riding your bike to school.

City did their part hoping Modesto Junior College would encourage students to bike to school.

Steve Rank stated that Josh Bridegroom is receptive and approachable. Security was on the top of the Downtown Modesto Partnership's list.

ADJOURN – 1:30 p.m.

Respectfully submitted,

Nancy Young

