

MINUTES

MARCH 21, 2018

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

BOARD MEMBER ABSENT: Brad Morad

MODESTO POLICE DEPARTMENT: Sergeant Michael Hammond, Officer James Shackelford, Officer Mateo Arnold

GUESTS: Doug Hosner, Josh Bridegroom

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman Boring at 12:07 p.m.

APPROVAL OF MINUTES: Bart Barringer moved to approve the February 21, 2018, minutes of the Downtown Improvement District Board of Director's Meeting. Tom Slater seconded. Unanimous approval.

INTRODUCTIONS: Introductions were made.

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 Theresa Caputo was a huge success with three (3) sold out shows. Many of these attendees had never been to the Gallo Center for the Arts. This news was exciting.

The Gallo Center for the Arts is finishing up bookings for 2018/2019 Season.

This season will be one of the busiest yet. Doug Hosner mentioned that Burt Bacharach will be coming to the Gallo Center, and The Gallo Center for the Arts should have 50,000 visitors by the end of this season.

Doug also mentioned that he is working on a new idea. The Gallo Center for the Arts will spotlight a downtown business on their Facebook page twice a month.

Gallo Center for the Arts Report Continued - Tom Slater told the story of a person not knowing where his store was, but they knew where the Chuck Wagon Restaurant was, which was right across J Street from Slater's. It is amazing how many people don't know what is downtown.

Downtown Modesto Partnership Report - Josh Bridegroom reported on the State of Downtown event put on by the Downtown Modesto Partnership. It was reported that they paid \$5,000 to bring in their guest speaker Peter Kageyama.

Josh reported they sold 125 tickets and gave away 144 tickets. In attendance were 250.

Both City Council members and Stanislaus County Board of Supervisors were in attendance.

The Downtown Modesto Partnership Annual Report was distributed. The Downtown Modesto Partnership has almost collected over 400,000 pounds of trash.

Josh Bridegroom explained that this year was a good one for the Downtown Modesto Partnership. Downtown Modesto Partnership is going on its third year, and next year should be even better.

Josh mentioned that the DoMo Crew has been counting cars in the parking structure to get a count.

Josh reported that a developer is looking at putting housing at Tenth and I Streets by The Chartreuse Muse.

Another developer is looking on H Street. Joe Muratore stated he is looking for a local lender.

Josh also reported that the Downtown Parking Consultant gave a presentation and is ready to work with the City. The goal is to make parking more convenient for our clients and customers.

Joe Muratore stated he had a new idea. With there being two (2) downtown groups, he believes we need to have one (1), two (2) or three (3) things that are different between the two (2) groups. For example, the Downtown Improvement District would focus on Marketing. Bart Barringer stated we started down a path and got interrupted. We made a plan, but it didn't happen.

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Downtown Modesto Partnership Report Continued - After a brief discussion it

was decided on a closed session for our April Meeting to meet on our own and discuss what D.I.D. is going to do going forward.

Steve Rank explained that one never has to apologize for new ideas with this board.

David Boring explained that this Board Meeting in April is a critical one at the Downtown Improvement District Office.

Downtown Merchant Watch Group – Sergeant Mike Hammond reported that he will have a team of eight (8) Officers. Downtown will have a Full-time Officer who will be walking, in a car, or on a bike. Downtown is like its own Beat.

It was reported that Vernon is in custody, not sure for how long he will be in custody. They are looking at rebooking him on some charges today.

Mental health is a big problem.

Susie reported she had a new person in her store recently.

Tom reported he is seeing new people daily.

David asked how many patrol cars the Police Department has. David suggested putting ghost cars around downtown every now and then. Sergeant Hammond stated the fleet is depleted. Officers keep crashing cars.

Kiwanis Graffiti Car Parade – Susie Fagundes reported that we should have an answer about extending the Graffiti Parade route out to Briggsmore Avenue at our meeting this afternoon. There hasn't been a Grand Marshall selected yet. Some suggestions from the Downtown Improvement District Board Members are Allan Beebe, Glen Wild, and the Faros as a group.

Family Cycling Festival – Staff reported the Family Cycling Festival is Saturday, May 12th, from 10:00 a.m. to 2:00 p.m.

MATTERS TOO LATE FOR THE AGENDA

Staff reported that she had received a phone call from a property owner/business owner, Richard Doscher on 13th Street, who wanted to let us know that he is very upset

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MATTERS TOO LATE FOR THE AGENDA CONTINUED - with the Low-Barrier Shelter being put downtown. He would like to see it out on Crows Landing or the County of Stanislaus land out on Hackett. Richard also stated that his partner is also not

happy with this project being located at 9th and D Sts.

Tom Slater stated he believes that the Low-Barrier Shelter to be located at 9th and D Streets is going in the wrong place and isn't going to solve the problem.

Lauren Trevino stated that this location will be for people that want help. The others will still be downtown.

Bart Barringer stated the committee in charge had to pick there for now. This location is better than doing nothing.

Sergeant Hammond stated this is the short term location for three (3) years. Long term will be out by the jail.

David Boring stated it has taken many volunteers to get to this point.

Tom Slater wonders how they are going to get these containers converted.

Stanislaus Foods still hasn't committed the land, and once tomato season starts, there is concern about how they can control pedestrians and the tomato trucks.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT

Bart Barringer explained that there is a group that is very unhappy about boarded windows at the old Antique Emporium on J Street. The group wants the City to require property owners to fix up the property. Replace the windows, etc.

Joe Muratore is working with The Shire and putting housing upstairs above the property they are fixing up on H Street between 12th and 13th Streets. Joe believes there is a tenant for every building.

ADJOURN

1:05 p.m.

Respectfully submitted,

Nancy Young