

MINUTES

AUGUST 15, 2018

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

BOARD MEMBERS ABSENT: Tammy Maisetti, David Boring

MODESTO POLICE DEPARTMENT: Sergeant Michael Hammond and Officer Jessica Harris

GUESTS: Josh Bridegroom and Annie Benisch

STAFF: Nancy Young

Tom Slater called the meeting of the Downtown Improvement District Board of Directors to order at Noon.

Introductions were made.

APPROVAL OF MINUTES – Susie Fagundes moved to approve the minutes of the Downtown Improvement District Board of Directors Meeting on July 18, 2018. Steve Rank seconded. Unanimous approval.

CORRESPONDENCE – Staff reported all correspondence has been delivered to the Downtown Improvement District Board of Directors.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report – No Report

Fasm Creative Battle Modesto's 1st Mural Festival – Annie Benisch spoke about Modesto's 1st Mural Festival and handed out packets to the Board.

Aaron Vickery (Fasm) could not be in attendance as he was in another state doing a mural.

Annie explained that seven (7) Artists will be brought to Modesto from all over the world. Artists will come from as far away as Korea and as close as San Francisco and Sacramento. This event is for children and families.

The Chartreuse Muse has donated their wall. The Artist spaces will be 18.5 ft. x 25 ft. September 7th is the kick-off in partnership with Downtown Modesto Partnership's First Friday's. The next day Saturday, September 8th, the artists will continue with their murals. Also, on Saturday the festival will have art, music, Trac's on Wax DJ and food trucks.

PAGE 2
MINUTES
AUGUST 15, 2018

Fasm Creative Battle Modesto 1st Mural Festival Continued - Brad Morad, Skewer's owner, offered to donate lunch or dinner at his restaurant for the seven (7) artists.

Lauren Trevino, Owner of Trevino's Barbershop, said their shop would be open for haircuts, shaves, etc.

Susie Fagundes, Owner of Intrinsic Elements, said they would be interested in a sponsorship.

Bart Barringer thanked Annie for bringing the event downtown.

Downtown Modesto Partnerhsip – Josh Bridegroom reported the following By The Numbers – July 2018:

Pounds of Trash Collected: 33,118	Homeless Referred to Service: 48
Graffiti Spots Removed: 92	Anti-Social Behavior Abated: 107
Business Interactions: 630	Patron Interactions: 707
Calls for Service: 80	Patrons Referred to Businesses/
Services: 106	
Homeless Engagements: 226	Rank Security Calls Serviced: 71

Josh went over the projects that he and his staff are working on. Josh also explained that they will be hiring one or two interns.

Tom Slater asked if the Downtown Modesto Partnership is working on the vacancies downtown. Is the Downtown Modesto Partnership helping the property owners get their buildings ready for tenants? Tom also asked if there are incentives for bringing your business downtown. Josh explained that the City of Modesto has incentives for new businesses. Josh also explained that he is matching property owners with businesses that want to open in downtown.

Brad Morad asked if the Modesto Bee has done any articles on the incentives offered by the City of Modesto. Josh reported that the Modesto Bee has done articles, but it has been awhile.

Josh explained that some of the First Friday Crafters want to open businesses in downtown.

Susie Fagundes suggested we have a Downtown Open House.

Tom Slater asked if the grass area on Needham is in the Downtown Improvement District or Downtown Modesto Partnership. This area is packed with homeless people. Josh Bridegroom also stated that the Downtown Modesto Partnership will be taking another survey on the homeless.

PAGE 3
MINUTES
AUGUST 15, 2018

Downtown Merchant Watch Group – Officer Harris explained that she was still working on I Street. It is much better, but she still must push the loiterers along.

Joe Muratore stated he will get a bid on the fencing for the I Street Planter.

Officer Harris stated her new focus will be on the Court House Lawn area.

Sergeant Hammond explained that they are working on posting these grassy areas as traffic medians so that way, they cannot be used for resting, sleeping or loitering.

Downtown J Street Project – It was reported that the J Street Project is currently on hold and will not be going back to the City Council until sometime next year.

Downtown Events – Staff reported that she is working on Downtown Harvest Festival on October 13th, Trunk or Treat on October 26th, and Celebration of Lights on December 1st. Music in the Plaza will end the season at the end of September for 2018

Fasm Creative Battle Modesto's 1st Mural Festival Continued – Bart Barringer moved to help sponsor Fasm Creative Battle Modesto's 1st Mural Festival in the amount of \$2,000. Brad Morad seconded. Unanimous approval.

MATTERS TOO LATE FOR THE AGENDA – None

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – None

ADJOURN – 12:45 P.M.

Respectfully submitted,

Nancy Young