

MINUTES

OCTOBER 17, 2018

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

BOARD MEMBER ABSENT: David Boring

MODESTO POLICE DEPARTMENT: Officer Jessica Harris

GUESTS: Doug Hosner, Josh Bridegroom, Chris Murphy

STAFF: Nancy Young

Bart Barringer called the meeting of the Downtown Improvement District Board of Directors to order at 12:10 p.m.

APPROVAL OF MINUTES – Susie Fagundes moved to approve the minutes from the September 19, 2018, Downtown Improvement District Board of Director’s Meeting. Tom Slater seconded. Unanimous approval.

CORRESPONDENCE – Staff reported that 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 – Doug Hosner reported that Gallo Center for the Arts is adding a ZZ Top Show in January. Next year there will be Music on the Lawn at Gallo Arts, which will give downtown another attraction.

Downtown Modesto Partnership – Josh Bridegroom handed out his report By the Numbers – September 2018:

Pounds of Trash Collected: 32,993	Anti-Social Behavior Abated: 97
Graffiti Spots Removed: 105	Patron Interactions: 429
Business Interactions: 496	Patrons Referred to Business/Services: 71
Calls for Service: 58	Rank Security Calls Services: 524
Homeless Engagements: 170	Gospel Mission Pounds of Trash Collected: 2,249
Homeless Referred to Services: 19	

Josh explained that the Downtown Modesto Partnership had done a Survey on the homeless, and 50% are not from Modesto.

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Downtown Modesto Partnership Continued – Tammy Maisetti explained that the Tuolumne River Regional Park area has been cleaned up by volunteers and now the homeless camp area is going close to this area. It was discussed how the Low Barrier Shelter by itself won't solve the problem.

Josh reported that the 3rd Pilates on the Green is this Saturday with a Brunch following.

Josh also reported that Downtown Modesto Partnership 1st Friday Event was big. Three streets were blocked off. For this event the Downtown Modesto Partnership partnered with Three Friends.

The Downtown Modesto Partnership and Downtown Rotary Club will be replanting downtown trees that are missing this Saturday.

DMP have purchased eight (8) new trash receptacles costing \$12,000.00. They will be installed in the 12th and I Streets area.

Susie Fagundes explained that she finds open bags from the dumpster in front of her business.

Tammy Maisetti explained that there are major problems with the dumpsters by The Chartreuse Muse.

Chris Murphy asked if the City of Modesto could set a standard for dumpsters. It was suggested that we contact Vicki Rice with the Recycling Program to see if she can help. Staff will contact Vicki Rice.

Josh also stated that the Downtown Modesto Partnership is working with the City on the replanting of the planters on 10th Street between J and I Streets. The Downtown Modesto Partnership will maintain the planters.

Josh Bridegroom explained the Modesto On Ice Promotion wristbands for the All Day Skate Discounts.

Downtown Modesto Partnership is also putting up holiday decorations this year and will increase decorations every year. The cost this year is approximately \$15,000.00

Bart Barringer stated that we should take a look at Main Street in Escalon. Bart said it looks really nice with electrical, streetscape and wrapped trees.

Downtown Merchant Watch Group – Officer Jessica Harris informed the Board to call dispatch first, and then email her and she will respond if possible. Some board members believe there are more homeless downtown, especially by the Transit Center.

Officer Harris explained that Beard Brook Park is set up and no one knows what the future holds. The area is going to need to expand.

Officer Harris wants to know of issues so she is aware of these problem areas. She reported that they have access to the Mental Health Services if needed.

Tammy Maisetti asked if the Mental Illness is because of drug issues. Officer Harris responded that eight (8) out of ten (10) cases are because of drug issues.

Officer Harris explained that it's a huge deal, a delicate balance.

Tom Slater asked what the definition of camping is. Officer Harris explained that people cannot be on private property.

15th and L Streets is an ugly mess. Officer Harris is aware.

Staff reported that our Business Watch Meeting is Wednesday, November 7th, at 5:30 p.m. at Modesto Police Department.

Launch of Rockin' Holidays – Chris Murphy reported that PatioFest and Music in the Plaza both won Modesto Area Music Awards.

Chris explained what a great event PatioFest was. Music in the Plaza is getting better and growing each year. The 2nd Year Sampler was successful with eleven bands playing and strolling musicians.

Rockin' Holidays opening night is Saturday, December 1st, after the Celebration of Lights Parade. The world famous U S Army Band will play. Rockin' Holidays is live Thursday, Friday and Saturdays. The dates are December 1st, 6th, 7th, 8th, 13th, 14th, 15th, 20th, 21st, 22nd and 23rd from 6:00 p.m. to 9:00 p.m.

The Pixel Tree is one of the tallest animated pixel trees in the USA. This year a few more feet will be added to our tree. This event is free with Santa, Rockin' Sleigh, and free photos. A horse and carriage was also mentioned. Chris Murphy asked if anyone has some new ideas to let him know.

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Launch of Rockin' Holidays Continued – The budget each year for Rockin' Holidays is

\$11,000.00 to \$12,000.00 per year.

The Rockin' Holidays Event is completely family friendly.

Update on Sampler 18 – Tammy Maisetti reported that Sampler 18 was a huge success. 1,067 tickets were sold, twenty-five plus restaurant locations, and everyone stayed open and didn't run out of food. Chris Murphy believes we over sold the year before last. Tammy Maisetti stated everyone seemed happy this year...the restaurant owners and the people who purchased tickets.

Downtown Visioning Process – Joe Muratore stated he was available to attend November 17th Visioning Process.

MATTERS TOO LATE FOR THE AGENDA – None

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – Steve Rank invited the Downtown Improvement District Board to attend a Wage & Hourly Labor Law Seminar on Monday, October 29th, from 9:00 a.m. to Noon at Brenden Theatre. Keynote speakers will be a Labor Lawyer and a Human Resources Specialist.

ADJOURN

1:10 p.m.

Respectfully submitted,

Nancy Young