

MODESTO D.I.D. MINUTES

October 28, 2020

BOARD MEMBERS PRESENT: Bart Barringer, David Boring, Charles Doll, Thomas Lopes, Joe Muratore, Tom Slater

BOARD MEMBERS ABSENT: Lauren Trevino

GUESTS: Josh Bridegroom, Jaylen French, Doug Hosner

STAFF: Heidi Savage

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman David Boring at 4:42 p.m.

PUBLIC COMMENT – None

CORRESPONDENCE – None

APPROVAL OF MINUTES – Bart Barringer moved to approve the minutes of the Modesto Downtown Improvement District Board of Director's Meeting of August 19, 2020. Charles Doll seconded. Unanimous approval.

Gallo Center for the Arts Report – Doug Hosner explained that next spring there will be some kind of formal dedication process of the outdoor music garden. They are making progress and it will be an exciting addition to downtown. The Gallo Center is getting more and more engaged in livestream entertainment business, trying to provide some sort of entertainment that their patrons might enjoy in their homes. They showed the DooWop project and are currently doing a series with improv legends Colin Mochrie & Brad Sherwood. More shows will be added. When the Gallo Center opens is anyone's guess. They sold-out of 600 jigsaw puzzles, so they will now do a Christmas one that will be bigger and better. Doug also said they are selling face masks. These efforts are to stay engaged with their patrons, so social media has become very important. The Center has received some donations from companies that normally sponsor and just got word they will receive \$420K from the County. Doug stated that they have a plan for re-opening. Social distancing doesn't work with their business model. Plexiglass at the ticket office and concession stand may become permanent fixtures.

Downtown Modesto Partnership Report - Josh Bridegroom shared that they are working on commemorative wine bottles. He also mentioned the banner designs that Stephanie Foster is preparing. Josh described the parklet program that was developed with Jaylen French at the City. Barrett Lipomi from Red Inc. drew up the parklet floor plans and Heidi has been working on parklet deployment. Most of Josh's time has been spent on the RAD Card. It has been a huge success, where Fuzio leads the pack at around \$30,000 in RAD Card sales. The County approved \$1million in Rad Card funding, with \$325k going to Modesto. Since Modesto on Ice isn't happening, hopefully it will bring patrons downtown. The new round of funding should launch tomorrow, where people can re-load their card with up to \$100 and get \$100 in matching funds. Last time, downtown Modesto sold out \$150k in just over 2 weeks, with the program spreading by word of mouth.

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Heidi explained that she has been assisting the following restaurants with their parklet applications: Deva, Concetta, Food Fix, Cardenas, Fox Pub and Stuart's Pizza. Interest has been really strong, with others including Tokyo Express and Rancho Fresco that wish to apply.

There was a pickup of twenty-one parking stalls in downtown after the J Street re-striping with angled parking. Joe Muratore thanked Josh and Heidi for their hard work and said it seems like a lot is happening in downtown Modesto. There was discussion about Modesto on Ice not happening this year.

City of Modesto Report – Jaylen French wanted to know how the J Street re-striping is going for everyone and what the observations are. There was a brief discussion about bicyclists. Joe likes that traffic has slowed and there's more parking. Josh shared history about the J Street project and that it's part of the City's Master Plan. Jaylen said that the City could use funds next April to stripe it, if needed. This is effectively a test-run, but depending on how everyone reacts to J Street, the City could do something permanent there. Bart said that it's much more pedestrian-friendly and safe around his corner. There used to be an accident once every two weeks, but there haven't been any since the re-striping.

Jaylen said his department released a survey asking how businesses plan to winterize outdoor dining to make it more hospitable for winter months.

The City is looking for an outside developer for 615 I Street Building, which is about block and a half away from Ace Train (which should come sometime before 2023). Someone else is looking at the Crescent building and possibly picking up some other areas. This could potentially be affordable housing due to a new State Law, the Surplus Land Act. The act requires that anytime the government surpluses land, the first right of refusal goes out to affordable housing. Currently, they're in a 90-day period of good-faith negotiations. If it doesn't materialize, then the City can release an RFP for a hotel or maybe mixed-use. There was discussion about US Bank's past and possible continuing interest in building a hotel.

Downtown Merchant Watch Report – No report

MATTERS FOR THE GOOD OF DOWNTOWN

Executive Director's Report – Heidi Savage gave the Executive Director's Report and Financial Report. She then presented an environmental management PowerPoint presentation.

Heidi explained that a credit card will be needed for business purposes. It was moved by Joe Muratore that the Modesto D.I.D. is authorized to have a credit card with a limit of \$5000 a month through Bank of Stockton. Thomas Lopes seconded. Motion passed unanimously. If an expense is over \$1000, Heidi will consult with an executive committee member.

The Memorandum of Understanding and Letter of Agreement between the City of Modesto and the Modesto Downtown Improvement District passed the City's Finance Committee and will be a consent item at the November 10 City Council meeting. Once it passes, it will be sent out

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electronically for signatures. Once signatures are obtained, the reserves of the Modesto D.I.D. will be distributed for deposit in our bank account within 30 days.

New Modesto D.I.D. logo options were reviewed. There was discussion and the board suggested some edits which Heidi will provide to the graphic designer.

There was discussion about the funding of the Modesto D.I.D. and how that could possibly look in the future.

MATTERS TOO LATE FOR THE AGENDA – NONE

Annual Strategic Session - Heidi provided updates on where the organization has met or is still working toward meeting goals established in the January 2019 Modesto D.I.D. Organizational Strategic Planning Workshop. She also presented the Joint Annual Action Plan developed by the DMP and Modesto D.I.D. at their offsite in September. She shared the programs and activities already underway by the staff of both organizations including the RAD Card, a new banner program and efforts to help outdoor dining. Proposed joint projects for 2020/2021 include a food tour, a public art installation and a storefront makeover. It was suggested that the retailer match any funds given for a storefront makeover. The possibility of the public art installation being interactive and even revenue-generating was also discussed. For example, people could pay for personal message on a Valentine's installation. The board thought the joint plan looked great. When Covid is over, the Executive Director's focus would return to marketing, events and public relations.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – None.

Adjourned at 8:47 P.M.

Respectfully Submitted,

Heidi Savage