

Board of Directors Meeting Minutes

Date of Meeting:	11/17/2021	Time:	4:00PM
Minutes Prepared By:	Elizabeth Buenrostro	Location:	1003 10 th Street, Ste. A

Attendance

Present	DMP: Lynn Dickerson, Kirstie Boyett, Blake Humble, Barrett Lipomi, Erin Doran, Kristy Rupp, David Darmstatler, Kathryn Davis, Josh Bridegroom DID: Charles Doll, Bart Barringer, Thomas Lopes,
Absent	DMP: Fred Silva, Saul Trujillo, David Boring, Ryan Swehla, Ann Endsley DID: David Boring
Other	Heidi Savage, Doris Brima, Stephanie Foster, Elizabeth Buenrostro, Jaylen French

Discussion

#	Topics	
1	Open Meeting and Introductions - Lynn opened the meeting at 4:15 p.m. and introductions were made around the table	Lynn. D
2	DID Approval of Minutes - DID minutes not approved due to lack of quorum	Heidi S.
3	DMP Approval of Minutes - Lynn called for approval of the minutes for the meeting of 09/15/2021 o Board approved the minutes as presented (B. Lipomi/K Boyett; Unanimous)	Lynn D.
4	Public Comments - No public comments were made	Any
5	Downtown Administrative Report - Josh recapped recent activities and upcoming initiatives.	Josh B.
6	DMP Action: Discuss Financials - Doris presented the financials to the board o Board approved financials for YTD 11/01//2021 as presented (K. Boyett/ B. Lipomi; Unanimous)	Doris B.
7	DID Action: Discuss Revised 2021/2022 Budget	
8	DMP Action: Executive Team Recommendation – Discuss 2022 Annual Action Plan - Barrett presented the 2022 Annual Action Plan recommendation of the Executive Team, which included working with DID on a shared Mission, Vision and Strategic Direction, launching a window grant program with five grants to downtown businesses, expanding food tour to a minimum of 40 tours, producing seven First Fridays events that collectively generate \$30,000 in net revenue, and generating a minimum of \$50,000 in net revenue from RAD Card o Board approved the 2022 annual action plan, as presented (Lipomi/Humble; Unanimous)	Barrett L.

9	DMP Action: Executive Team Recommendation – Discuss 2022 Operating Budget <ul style="list-style-type: none"> - Lynn presented the 2022 operating budget to the board <ul style="list-style-type: none"> o Board approved 2022 operating budget as presented (B. Lipomi/ K. Boyett; Unianimous) 	Lynn D.
10	DMP Action: Executive Team Recommendation – Discuss 2022 Board Member and Office Nominations <ul style="list-style-type: none"> - Lynn presented the nomination of Charles Doll to the board and the appointment of Barrett Lipomi as Board Chair, Ryan Swehla as Vice President, Kathryn Davis as Treasurer and Kirstie Boyett as Secretary <ul style="list-style-type: none"> o Board approved the nominations and appointments, as presented (Dickerson/Doran; Unanimous) 	Lynn D.
11	Discuss DID Fiscal Year <ul style="list-style-type: none"> - This item was tabled for future discussion 	Heidi S.
12	DMP Action: Discuss Modesto Children’s Museum Sponsorship <ul style="list-style-type: none"> - Josh presented a proposal to sponsor the Modesto Children’s Museum at the \$250,000 level, reminding the board that it had already discussed this and had asked Fred and Josh to work on ensuring the sponsorship provided value to the mission and efforts of the organization. Josh informed the board that the Modesto Children’s Museum had created a sponsorship deck that provides various levels of sponsorship with valuable assets assigned to them, and relayed the assets assigned at the \$250,000 level. Josh told the board that most of the sponsorship levels had already been claimed by other entities/organizations, including MID and TID. Josh went on to inform the board that the Gallo Center for the Arts found in a 2012 study that patrons spent approximately \$2,000,000 at food and beverage establishments downtown annually, in addition to making other purchases. At the time, the Gallo Center had 143,000 visitors annually. The Modesto Childrens Museum is projected to have 85,000 annual visitors, and it is likely that many of them will patronize downtown shops also. Assuming a similar level of patronage from its participants, the Childrens Museum would contribute to over \$1,000,000 in sales ad downtown food and beverage establishments. <ul style="list-style-type: none"> o Board approved sponsorship of Modesto Children’s Museum as presented (L. Dickerson/ B. Lipomi; Unianimous) 	Josh B.
13	Board Member Forum <ul style="list-style-type: none"> - There was a roundtable discussion on items of interest to the Board of Directors. 	Any
14	Adjourn Regular Meeting <ul style="list-style-type: none"> - Lynn adjourned meeting at 5:48 p.m. 	Lynn D.

Next Meeting (if applicable)

Date: 3/18/2022

Time: 4:00 p.m.

Location: 1003 10th St. Suite A