

MINUTES

June 17, 2020

BOARD MEMBERS PRESENT: Bart Barringer, Joe Muratore, David Boring, and (via Zoom) Lauren Trevino.

BOARD MEMBERS ABSENT: Tom Slater

GUESTS: Josh Bridegroom and Jaylen French

STAFF: Heidi Savage

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman David Boring at 12:11 p.m.

APPROVAL OF MINUTES – Bart Barringer moved to approve the minutes of the Modesto Downtown Improvement District Board of Director's Meeting of April 15, 2020. Joe Muratore seconded. Unanimous approval, with Bart Barringer voting as proxy for Tom Slater.

PUBLIC COMMENT – NONE

Downtown Modesto Partnership Report - Josh Bridegroom explained the rollout of the Downtown Modesto Partnership's new RAD Card Program. The program has \$140,000 in donations to provide economic stimulus into the downtown. Consumers can purchase gift card amounts in quantities of \$25, \$50, \$75 or \$100, with a maximum purchase amount of \$100. The donor funds match the amount, so the value doubles. It is a mobile and contactless system, so it's Covid-friendly. It can be used at any participating businesses downtown, of which there are nineteen, currently. The RAD Card will feature more experience-based businesses like theatres, restaurants (not drive-thru) and clothing stores. The program aims to expose more people to downtown.

City of Modesto Report - Jaylen French explained that the downtown master plan has been ready for approval since March. But since they haven't been able to have public meetings due to Covid, it has been postponed. If public meetings can occur, he's hoping that it will go to the Planning Commission, then the City Council in July (unless it's pushed to August due to meeting restrictions).

The City is currently coordinating with the County on the new courthouse site. Construction on the new courthouse should start this year sometime with a three-year construction window. The City and County are working on some sort of resolution to the State to indicate that the site is very important.

The City has hired a new Economic Development Manager from out of state.

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CrossPoint Church closes down 12th Street each Sunday. They are discussing the possibility of making it like Tenth Street in front of the plaza, where the area can be temporarily closed down for things like outdoor concerts, the start of marathons and races, etc. The street will still be usable but can be adjusted with things like ballers. The street would be closed approximately two percent of the time.

The City was awarded a \$25 million grant to help Archway Commons, an affordable housing project on Ninth Street. \$14 million of the grant will be given to Archway Commons and the City will receive \$10 million to invest in transportation improvements. There will be significant improvements to north 9th Street, so it can become a more usable, less access-controlled road with new sidewalks, new landscape, and separated bicycle paths; improvements that are exactly aligned with the downtown Master Plan. David Boring mentioned that it would be nice to have something that would be more of a grand entrance into Modesto, particularly coming from the south. Half of Archway Commons have already been built and the remaining 74 units will now be developed.

Joe Muratore suggested that as we think of our small number of high-impact projects, we should try to align with downtown Master Plan. For example, we could choose a few streets and get furniture for them.

CORRESPONDENCE

Heidi Savage explained that a check was received from the Stanislaus County Probation Department for \$125. The check was for restitution of damages to Modesto D.I.D. property. \$447 has been paid thus far with \$498.54 remaining.

MATTERS FOR THE GOOD OF DOWNTOWN

Executive Director's Report – Heidi Savage gave the Executive Director's Report.

Office Space Update – Heidi Savage provided details about the move from the former location on J Street over to the Downtown Modesto Partnership's offices. She expects the move to be completed sometime in July.

By-Laws - The process to create new by-laws for the incorporated Modesto D.I.D. was explained by Heidi Savage. Upon review of the by-laws, Bart Barringer asked that for Article III, Section C. to add the word "purpose" so it becomes "purpose/mission". Joe Muratore asked that the new board members and the executive director's names be added to the signature page. With those edits, it was moved by Joe Muratore to approve the By-Laws. David Boring seconded. Unanimous approval, with Bart Barringer voting as proxy for Tom Slater.

Website Updates – Heidi reviewed the website edits and updates that have been made in the last month. There was discussion about what service request options to include on the website. The committee decided that listing the DMP Field Services contact information along with the "GoModesto" app (for downed trees, shopping carts, etc.) would be sufficient.

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Modesto D.I.D. Board Openings – Board member applicants will be vetted by a Search Committee, which would include one person from the Executive Committee.

It was moved by David Boring to approve Charles Doll to fill a board vacancy. Bart Barringer seconded. Unanimous approval, with Bart Barringer voting as proxy for Tom Slater.
It was moved by Joe Muratore to approve Thomas Lopes to fill a board vacancy. David Boring seconded. Unanimous approval, with Bart Barringer voting as proxy for Tom Slater.

Financial Report – Heidi Savage provided a copy of the financial report provided by the City showing approximately 25% of the budget remaining. Heidi plans to secure the services of a bookkeeper or CPA to provide detailed financial information to the Board going forward.

Modesto D.I.D. Brand Refresh – After discussion, it was determined that it had been approximately twenty years since the Modesto D.I.D. updated their logo. David Boring offered to have the logo redesigned by his company at no cost.

MATTERS TOO LATE FOR THE AGENDA – NONE

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – Joe Muratore asked if there were any thoughts on doing an offsite planning for the next fiscal year. Bart Barringer wanted us to first have at least one meeting with our new board members.

Adjourned at 1:19 P.M.

Respectfully Submitted,

Heidi Savage