

MINUTES

FEBRUARY 17, 2016

BOARD MEMBERS PRESENT: David Boring, Steve Rank, Tammy Maisetti, Tom Slater, Don Phillips, Norma Reed, Brad Morad

BOARD MEMBERS ABSENT: Susie Fagundes, Bart Barringer

GUEST: Kristi Ah You, Raul Garcia

MODESTO POLICE DEPARTMENT STAFF: Lt. Brandon Gillespie

STAFF: Nancy Young

Meeting was called to order at 12:10 p.m.

APPROVAL OF MINUTES: Steve Rank moved to approve the January 20, 2016, minutes of the Downtown Improvement District Board of Director's Meeting. Tom Slater seconded. Unanimous approval.

CORRESPONDENCE: Staff reported that all correspondence has been delivered to the Board of Directors.

Board and guests introduced themselves. Kristi Ah You explained that she is married to Bart Ah You, and between the two (2) of them, they have six (6) children.

Kristi said she was a concerned citizen and wants to make the city better.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report - Raul Garcia informed the Board that Kenny G. is being added on April 5th.

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Gallo Center for the Arts Report Continued- On April 2nd, a Young Pop Rock Latino Band will perform. Over 700 tickets have already been sold.

Raul reported on the Security Guard being hurt at the break in of the Gallo Center for the Arts. They are still unsure of how the burglars gained entry.

David Boring reported that the Rotary Fundraiser, The McCartney Years is February 18th.

Downtown Safety and Merchant Watch - Lt. Gillespie reported that our February 3rd Downtown Merchant Watch Meeting had 25-30 attendees and good conversation.

The Crime Tracking Program was explained, which ran from January 1st through today (February 17, 2016). 207 calls for service were made on Fridays, Saturdays and Wednesdays from 8:00am to 3:00-4:00pm.

Vehicle accidents have increased dramatically. Only two (2) motor officers are working now. In March the number will increase to four (4). Lt. Gillespie reported there had been sixteen fatalities last year, with eleven involving pedestrians.

The number one (1) complaint the Police Department hears concerns the homeless/vagrancy and panhandling. The Police Department will be doing outreach to engage the homeless.

Brad Morad stated that the homeless downtown do not look before they walk out into the streets. Lt. Gillespie explained that the Police Department will be out giving jay walking tickets.

David Boring suggested the public be given information on defensive driving. Lt. Gillespie explained that the Police Department is open to anyone who has ideas for educational campaign information.

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Downtown Safety and Merchant Watch Continued - The Board discussed the Modesto Bee reporting a shooting downtown that technically was not downtown. It occurred on 3rd and H Streets by Modesto High School and another was in the alley between 16th and 17th between F and G Streets.

Tom Slater stated he has met with the Modesto Bee and they are not pro Modesto. He has asked the Bee how they expect him to pay \$3,000.00 to \$4,000.00 to advertise his business that is located in the downtown area when they report negative things happen downtown that are not technically in the downtown core.

Lt. Gillespie will advise the Police Department not to say downtown Modesto to the Modesto Bee when reporting on crimes surrounding the downtown area to the Modesto Bee.

Lt. Gillespie mentioned that, so far, in 2016 we have had three (3) fatalities with the potential of another two (2) or three (3) should they pass away.

Lt. Gillespie also informed the Board that the No Trespassing letters have a six (6) month life before the property owner needs to fill out another one. The homeless trespassing is a hot topic at this time. Quality of life for both the businesses and the homeless is a balancing act.

The Board wants the Modesto Bee to be positive, not negative.

New Business Recognition - The Board chose which businesses they will visit to make a personal welcome.

Modesto on Ice-Monthly Follow Up - Staff reported that Modesto on Ice had a total goal of 30,000 visitors, and they exceeded their goal. The total visitors were close to 34,000 in two (2) months' time.

Kristi Ah You wondered if the restaurants did get people from the skating rink.

Brad Morad explained that any Skewer's customer who showed an Ice Rink ticket received a free appetizer.

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Modesto on Ice-Monthly Follow Up Continued- Staff reported she had heard some of the restaurants were happy with the business that they received from the Ice Rink.

J Street Survey - Tom Slater explained that the property owners received a survey by email regarding J Street. Tom Slater anticipates diagonal parking and single lane traffic like Livermore. He explained that coming onto J Street from McHenry or Needham, there are two (2) lanes that make a blind turn into J Street. He also mentioned there might be a parking problem in the core but not down at the other end of J Street by his business (Slater's). Tom is afraid the City has decided we need to do this J Street work to capture the funds that will pay for this project.

Tom Slater explained the main problems that happened to customers and employees when Merced did major repairs for Eleven (11) months. For two (2) months you could not gain access to Tom's store in Merced. During the construction process, access is still needed for delivery trucks and fire engines.

Tom Slater reported that since the light on 16th Street, there have not been any major accidents; only some fender benders. Tom stated he is not against progress.

David Boring would like to hear pro's and con's regarding the J Street survey. He stated he does not want to see any business fail.

Livermore has 58 wineries and many more people than Modesto.

A Tasting Room in downtown Modesto was mentioned. Some believe Gallo is listening more.

Kristi Ah You asked what the Board thinks about hiring the retail consultant for \$60,000.00

David Boring explained that some retail businesses maintain a track record for their companies. Sometimes relationships with these businesses can be finessed rather than hiring a consultant.

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J Street Survey Continued- Tom Slater believes we do not have a need for a Nordstrom Rack or Cheesecake Factory.

Brad Morad explained that people do not eat at Cheesecake Factory every day.

Graffiti Car Parade-Monthly Follow-up - None

MATTERS TOO LATE FOR THE AGENDA - None

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT-
None

ADJOURN

1:38 p.m.

Respectfully submitted,

Nancy Young