

MINUTES

FEBRUARY 15, 2017

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BOARD MEMBERS PRESENT: David Boring, Bart Barringer, Steve Rank, Tammy Maisetti, Susie Fagundes, Don Phillips, Brad Morad

BOARD MEMBERS ABSENT: Norma Reed, Tom Slater

GUESTS: Raul Garcia, Josh Bridegroom, Bill Ames

POLICE: Lieutenant Brandon Gillespie

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman David Boring at 12:07 p.m.

APPROVAL OF MINUTES – Bart Barringer amended the January 18, 2017, minutes of the Downtown Improvement District Board of Director's Meeting to include the following two (2) items: Susie Fagundes seconded. Unanimous approval.

Bart Barringer moved to approve the Downtown Improvement Board of Director's Meeting minutes for January 18, 2017, as amended. Tammy Maisetti seconded. Unanimous approval.

Introductions were made.

CORRESPONDENCE – Staff reported all correspondence had been delivered.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report – Raul Garcia reported that Gallo Center for the Arts has added four (4) events. This weekend is the show Colored People. Fifteen shows are scheduled in March bringing more people to downtown.

Tammy Maisetti and Brad Morad stated they are very thankful for the Gallo Center for the Arts and its patrons.

David Boring stated the Gallo Center for the Arts is a positive for Modesto and downtown.

Downtown Modesto Partnership – Josh Bridegroom shared the Downtown Modesto Partnership Administrative Updates.

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Downtown Modesto Partnership Continued -Josh discussed the trip to Livermore. He believes the group that attended was impressed with what they saw.

Josh explained the J Street Project is a City of Modesto Project. Downtown Modesto Partnership is trying to make the communication better for businesses and property owners.

David Boring explained that it is important to communicate really well with the businesses. Livermore had weekly meetings with their businesses and monthly fun events to help bring people downtown. Most businesses survived just fine. Businesses that were sold in Livermore were sold at a much higher price after the streetscape.

Josh also discussed Buxton Market Study, which went before the City Council last night. Downtown Modesto Partnership was going to give \$10,000 towards the cost of the study. The City Council did not support the project. General feeling of the discussion was this City Council is a very conservative one regarding spending.

Lengthy discussion followed on retail business in downtown Modesto and how Buxton could really help us bring more retail to downtown.

It was suggested we look into hiring Buxton for downtown only. The Downtown Modesto Partnership, Modesto Chamber of Commerce, Downtown Improvement District and City of Modesto could share in the cost for Buxton to do a downtown study. It was suggested that Josh could look into pursuing Buxton on our terms for downtown.

It was reported that Dave Gianelli and Josh Bridegroom, representing Downtown Modesto Partnership, and David Boring, Bart Barringer, Steve Rank, Tammy Maisetti and Nancy Young, representing Downtown Improvement District, met with the City Manager, Community and Economic Development Director, and Assistant to the City Manager and explained that the D.I.D. is relative to the future of downtown and presented that the D.I.D. would be handling downtown promotions and events. We will work with the Downtown Modesto Partnership, and we will work on combining office locations, equipment, etc.

Tammy Maisetti stated positive things are happening downtown.

David Boring explained what we do well, we will continue to do. The two (2) groups together will make a really strong statement.

David Boring went over the hand-outs that were given to the Board of Directors.

Josh explained that he is meeting with every property owner downtown. He will be meeting with ten (10) property owners per week.

David Boring explained we will keep the board updated on any changes or concerns.

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Downtown Safety and Merchant Watch – Lieutenant Brandon Gillespie explained that they had received the reports on Crow Trading and Intrinsic Elements and have reviewed the camera video.

Lieutenant Gillespie discussed the changes in positions happening at the Modesto Police Department.

Sergeant Ciccarelli has been promoted to Lieutenant, and Officer Tom Fara has moved to Traffic Division.

The Real Time Software has been approved by the City Council and should be up and running by mid-March.

Steve Rank has more cameras and businesses he is covering. Steve Rank has four (4) cameras at Graceada Park.

David Boring explained that the Modesto Police Department and Private Security working together is helpful in the neighborhoods.

Lieutenant Gillespie explained that the Bicycle Patrol is still up and running and looking for events to patrol.

Brad Morad asked the Lieutenant who keeps track of the homeless in Modesto. Lieutenant Gillespie explained that Stanislaus County just took a count a couple of weeks ago. There are 800 – 900 homeless Citywide and 1,500 homeless Countywide. The Modesto Police Department, City of Modesto, and County of Stanislaus are all working together to consolidate services. This group will be able to help give people housing and can also work with them on other services.

Lieutenant Gillespie explained that City Attorney, John Goularte, will talk to a person who has been cited by the Police or Sheriff's Department, and if he/she wants help getting into a program or other help, Mr. Goularte will give him/her time to accomplish what he/she wants and then could reduce or dismiss the charges.

Lieutenant Gillespie reported the new jail will open the end of March or May.

New Business Recognition – David Boring, Bart Barringer and Susie Fagundes will visit new businesses for February.

Art Walk – Staff reported the Downtown Improvement District will be handling the Art Walk for the next six (6) months with the Downtown Modesto Partnership helping us increase attendance.

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MATTERS TOO LATE FOR THE AGENDA – Bill Ames presented The MobiCard, a free digital coupon for businesses to use to attract new or repeat customers daily. Mr. Ames reported the MobiCard is similar to the discount books. Brad Morad asked if a business can change the deal whenever it wants. Mr. Ames explained the program, and if anyone is interested, he/she can contact Bill Ames directly. Mr. Ames asked the Downtown Improvement District board for an endorsement.

Chairman David Boring explained that the Downtown Improvement District does not do endorsements, but Mr. Ames is free to contact the downtown businesses on his own.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT

Tammy Maisetti explained that this year Tresetti's World Caffe will be celebrating Mardi Gras on Saturday, February 25th, the old-school way inside Tresetti's World Caffe. Tickets are \$20 for Cajun Buffet and music. Then on Tuesday, February 28th, they will celebrate Mitchell's Birthday on his favorite holiday, Fat Tuesday!

ADJOURN

1:25 p.m. Board did not adjourn to Closed Session

Respectfully submitted,

Nancy Young