

MINUTES

JULY 19, 2017

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

BOARD MEMBERS ABSENT: Don Phillips and one (1) Vacancy

GUEST: Councilman Tony Madrigal

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman David Boring at 12:15 p.m.

APPROVAL OF MINUTES: Staff explained that the Board Members Absent line should read one (1) vacancy, not none. Bart Barringer moved to approve the amended June 21, 2017, minutes of the Downtown Improvement District Board of Director's Meeting. Tom Slater seconded. Unanimous approval.

CORRESPONDENCE: Staff reported all correspondence had been delivered.

MATTERS FOR THE GOOD OF DOWNTOWN

Councilmember Tony Madrigal – Request Co-Sponsorship – Councilmember Madrigal presented pictures of Halloween Pole Decorations which hang from brackets. The decorations are 20 inches tall. There are fourteen poles plus another five (5) poles with brackets that could be used. The cost of large decorations is between \$500 to \$1,200 per decoration. Councilmember Madrigal would like the Downtown Improvement District to co-sponsor the decorations for use during October and the Trunk or Treat Event.

Councilman Madrigal explained that we had expanded Trunk or Treat to form a U Shape using 10th St. between J and K Sts., J St. from 10th to 11th Sts. and 11th St. from J St. to the mid-block crosswalk. The event will be the Friday before Halloween, October 27th.

The Trunk or Treat event will be advertised in the 77,000 distributed utility bills that the City of Modesto mails out.

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Councilmember Tony Madrigal – Request Co-Sponsorship Continued – David Boring stated that both the Downtown Modesto Partnership and the Downtown Improvement District could contribute to the decorations. Tony Madrigal would have to put together the numbers and come back to the organizations for the financial support once he has the numbers he needs and the costs.

Councilmember Madrigal believes having the decorations would make downtown more of a family-friendly environment.

Tony explained that he has brought many events to downtown, such as the 4th of July After-Party, which this year had 2,000 people attend, Celebration of Lights with the Downtown Tree Lighting, the Downtown Ice Rink and Trunk or Treat.

Bart Barringer requested that Councilmember Madrigal get the dimensions and prices of the decorations because they will need to be stored when they are taken down.

Brad Morad suggested the bigger decorations so that we might not need as many.

David Boring agreed bigger is better, and that way we only need decorations on every other pole.

Councilmember Madrigal will look into what the dimensions are.

Gallo Center for the Arts Project – David Boring reported that YES Company will be performing the Footloose Production this weekend.

Downtown Modesto Partnership Report – David Boring explained that Josh Bridegroom e-mailed Downtown Modesto Partnership by the Numbers – June 2017.

Pounds of Trash Collected: 26,661	Homeless Referred to Services: 34
Graffiti Spots Removed: 22	Anti-Social Behavior Abated: 125
Business Interactions: 1173	Patron Interactions: 531
Calls for Service: 74	Patrons Referred to Businesses/Services: 168
Homeless Engagements: 176	Rank Security Calls Serviced: 320

Tammy Maisetti questioned how Josh Bridegroom comes up with the numbers.

Tom Slater reported two (2) of the Downtown Modesto Partnership Employees came to visit him. Tom Slater wanted to know their route and schedules. They did not have any answers for him.

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Downtown Modesto Partnership Report Continued – Bart Barringer recommended that Tom Slater give Josh Bridegroom a call and ask his questions.

Susie Fagundes reported that her garden in front of her store was removed again and thrown all over the sidewalk. Jeffrey cleaned it up.

Tom Slater explained it would be nice if the businesses know Downtown Modesto Partnership's clean team's schedule.

Bart Barringer stated Tom Slater's suggestion would be great to put out a Downtown Modesto Partnership Clean Team schedule for businesses to be able to see. This schedule would make sure there are no concerns about all areas being covered.

Steve Rank explained his Unit is downtown for four (4) hours per night between 11:00 p.m. and 3:00 a.m. working for Downtown Modesto Partnership.

David Boring explained the key is to keep communicating. The Downtown Modesto Partnership is new.

Downtown Improvement District Advisory Board Applications – It was discussed that a committee of three (3) will interview the applicants to the Downtown Improvement District Advisory Board.

Bart Barringer moved to appoint a committee of three (3) to move forward and interview the applicants. The committee of three (3) will be Steve Rank, Tom Slater, and Brad Morad. Steve Rank seconded. Unanimous approval.

Ratify E-mail Vote on Postponing Downtown Modesto Partnership Meeting until July 24th - Staff opened a sealed envelope from Don Phillips and distributed the contents to each board member. Board members read contents. Contents attached to minutes.

Bart Barringer stated the contents were without truth.

Bart Barringer moved to ratify the vote that was taken by e-mail. Susie Fagundes seconded. Unanimous approval.

Staff opened a second sealed envelope from Don Phillips and distributed the contents to each board member. Contents attached to minutes.

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Ratify E-mail Vote on Postponing Downtown Modesto Partnership Meeting until July 24th **Continued** - Steve Rank moved to accept the resignation of Don

Phillips. Tammy Maisetti seconded. Unanimous approval.

MATTERS TOO LATE FOR THE AGENDA – None

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – None

ADJOURN TO CLOSED SESSION – 12:50 p.m.

Respectfully submitted,

Nancy Young

RETURNED FROM CLOSED SESSION - 1:55 P.M.