

MINUTES

AUGUST 16, 2017

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

BOARD MEMBERS ABSENT: Brad Morad and two (2) Vacancies

GUEST: Doug Hosner, Chris Murphy, Steve Perry, Chris Ricci, Josh Bridegroom

STAFF: Heather Bettencourt

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: Tom Slater moved to approve the July 19, 2017, minutes of the Downtown Improvement District Board of Director's Meeting. Tammy Maisetti seconded. Unanimous approval.

CORRESPONDENCE: Staff reported all correspondence had been delivered.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Project – Doug Hosner stated he would be back on a regular basis. Raul has shifted to new responsibilities at the Gallo Center. Doug stated that once they announce a season, they go back and periodically add shows. They have recently added shows. Doug Hosner shared survey results with the Board. He will share more regarding growth and market when completed.

Downtown Modesto Partnership Report – Josh Bridegroom reported that the Safe and Clean Operations numbers have been going up. They are down one (1) guide, so a few numbers related to guide services have slightly gone down. Josh shared a document that shows progress over the last three (3) months. He explained they are going to transition their downtown ambassadors from guide staff and clean street staff to all downtown ambassadors so everyone will now do everything. Chris Murphy asked if they get training on downtown culture and businesses. He asked Josh Bridegroom if they would like someone to provide Modesto history and downtown education to the ambassadors.

Downtown Modesto Partnership Report Continued –Josh Bridegroom stated he had thought about bringing some people in who know points of interest and history. Josh asked Chris Murphy if he'd be interested in doing it, and Chris Murphy said sure. David Boring said they can probably create a workshop on what happens at Gallo, all the restaurants that have music, getting maps from the museum and mansion. David Boring stated that if they want to think even bigger, they can create a workshop on what hospitality means when people come to downtown. Why not train everyone so that all frontline people can talk intelligently about downtown. David Boring also suggested that Josh can probably partner with Opportunity Stanislaus on this project. Josh Bridegroom discussed the First Friday Street Fair. The event was down a bit from the previous two (2) events but still had a great vibe. The Concert in the Plaza Series and the Street Fair has great synergy when tied together.

Josh Bridegroom stated he has been working with Chris Ricci on the Art Walk, and Chris Ricci is trying to bring a new image to it. Josh Bridegroom is trying to assist on his end, and they will potentially be providing some financial assistance. Chris Murphy believes this event can be built into something bigger than it is right now. It can be something that everyone is in to, not just the art galleries.

Josh Bridegroom spoke about the Anti-Social Behavior Initiative. Josh will keep the D.I.D. abreast as they move forward.

Josh Bridegroom discussed parking and that the City has been working on it for a long time. They hired a second parking consultant to come in and find out how to make parking better. Her recommendations followed those of the first consultant. Tammy Maisetti asked if there was something recently in the paper stating that the city is moving forward. Josh Bridegroom said he didn't see it but possibly.

Sampler 17 Report – Tammy Maisetti gave the report. She stated there are now over 25 businesses that are interested. At this point an informational document has been sent out to restaurants asking what they would like to see and if they would be interested in participating in the Sampler should it come back. Tuesday October 3rd has been chosen for the event as it is the best date available. With the interest of the restaurants, the Sampler Committee has begun moving forward with the assistance of Chris Murphy and Chris Ricci. Warren Groeschel with The River stated The River would back the event for free, which is how the idea to bring back the Sampler started. Now, it can be taken to the next level with looking into bands, trolley system, possibly having people rotate on and off buses to the 25 restaurants.

PAGE 3
MINUTES
AUGUST 16, 2017

Sampler 17 Report Continued - Tammy Maisetti said they are trying to figure out a poster that reflects what they are trying to do with the event. Chris Murphy shared a copy of the most current image for the poster. Chris Murphy stated that with Nancy Young and Tammy Maisetti's leadership the committee has been organized well and their experience is key. Board members, as well as Chris Ricci, shared their thoughts

and made suggestions regarding the Sampler poster. Steve Rank stated he would like to see the Downtown Improvement District's presence on marketing/advertising materials. The D.I.D. Board and Steve Perry discussed other advertising idea, such as social media, live feed from The River as well as Facebook live. Tammy Maisetti reported that 1,500-2,000 tickets will be for sale. Chris Murphy believes we should provide businesses with information on how to promote and work the Sampler. Tammy Maisetti discussed details regarding the budget and believes that no funds will be taken from the D.I.D. budget. Tammy explained how the alcohol will be controlled and stated there will be no fencing of downtown. Tom Slater believes it should not just be a sampler of restaurants but a sampler of what's going on downtown, which led to a brief discussion of business advertisement and A frames downtown. David Boring said the Sampler is a great idea; however, there are two (2) issues. One, we should include Gallo when planning events, and two, he hasn't heard about it until today. Tammy Maisetti stated it was previously discussed. David Boring disagreed. Tammy Maisetti stated it was discussed and has it noted.

Tom Slater moved to go forward with the Modesto Downtown Sampler 17. Steve Rank seconded. Unanimous approval.

Downtown Improvement District Advisory Board Applications – David Boring asked Tom Slater to report on the D.I.D. Advisory Board updates as he needed to briefly step out of the meeting. Tom Slater stated there is nothing to report until all interviews are finished. There are another three (3) applicants to interview.

MATTERS TOO LATE FOR THE AGENDA – Chris Murphy requested to make a statement on the record. He stated his support for Nancy Young and all she has done. She is instrumental to downtown's success. She provides a good message that is followed through on. He wants to give support and recognize her for her experience and Jeffrey Newberry's experience as it is vital and a key aspect for the Downtown Improvement District. Susie Fagundes stated that there seems to be a lot of talk around town and that there is a side for Nancy and a side not for Nancy. She asked Chris Murphy if this is what he is referring to. Chris Murphy restated his support and confirmed his belief that there is a side for Nancy and a side not for Nancy and suggests to further refer to the Board.

PAGE 4
MINUTES
AUGUST 16, 2017

MATTERS TOO LATE FOR THE AGENDA CONTINUED –Tom Slater stated he hasn't heard anything. Susie Fagundes states, as a board member, she's never heard a personal attack. Steve Rank stated they have had discussions that seem to have been taken out of context. He believes we need to move forward in our best interest and the Board needs to reinvent itself. Chris Murphy explained that he is here as a volunteer. He has heard that Nancy Young wants to retire which he knows is not true. Tom Slater stated he is not worried about the Board, but the businesses and people the Board represents. He voiced his concerns regarding the future of the Downtown Improvement District. David Boring explained that discussions started due to the Downtown Improvement District being summoned by City Hall. The questioning of why both organizations exists lead to the discussions with Nancy Young and asking her how long

would she like to continue working, while others didn't receive such an opportunity.

Bart Barringer arrived at 1:25pm.

Tom Slater believes we need to get along but remain two (2) different groups - One (1) as property owners and one (1) as business owners. Steve Rank suggested adjourning the meeting so that this discussion is not on the record. Tom followed with stating he believes we just need to stay D.I.D. Chris Murphy stated he believes in both the Downtown Modesto Partnership and Downtown Improvement District and agreed with what Tom has been stating. Chris Murphy also believes there was a lot of discussion that occurred two (2) years ago while Nancy Young was injured that may or may not be relevant today. Steve Rank stated that his interest is in the businesses downtown and who that includes in the future will be decided on later, but his heart is with the businesses downtown. Susie Fagundes and Tammy Maisetti agreed with Steve Rank. David Boring discussed the financial loss that lead to the Downtown Modesto Partnership being formed and explained that if we work together, it will create a successful downtown.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – None

ADJOURN TO CLOSED SESSION – 1:28 p.m.

Respectfully submitted,

Heather Bettencourt

RETURNED FROM CLOSED SESSION – Held outside of office