

MINUTES

APRIL 18, 2018

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

BOARD MEMBERS ABSENT: Joe Muratore, Lauren Trevino

GUESTS: Doug Hosner, Josh Bridegroom

STAFF: Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Chairman Boring at 12:05 p.m.

APPROVAL OF MINUTES: Steve Rank moved to approve the March 21, 2018, minutes of the Downtown Improvement District Board of Director's Meeting. Susie Fagundes seconded. Unanimous approval.

CORRESPONDENCE: Staff reported that all correspondence has been delivered.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report – Doug Hosner reported that the 2018/2019 Season Brochure has gone to press.

The Fun Show with Cat & Nat will be May 16th at 8:00 p.m. They are a Mom duo most known for their Mom truths.

David Boring asked how Art Garfunkel did. Doug stated he was almost sold out and did a great show.

David Boring reported that The Valley Talent Project 2018 will be August 3rd & 4th.

Closed Session - David Boring asked the Downtown Improvement District Board to get out their calendars to pick a date for a Closed Session Meeting. The date, time and place decided on is Thursday, May 10th, at Noon. Downtown Improvement District Board Members will meet to discuss the future of the Downtown Improvement District. The meeting will be at Rank Investigations located at 1301 K Street, Suite G.

Modesto Centre Plaza 30th Anniversary Celebration – Laurie Smith explained that 2018 is the 30th Anniversary of the Modesto Centre Plaza. The City is partnering with the DoubleTree Hotel and the Chamber of Commerce.

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Modesto Centre Plaza 30th Anniversary Celebration Continued – They are starting to plan a V.I.P. Celebration and Open House for the public. Laurie reported that they will be meeting monthly to plan this event. David Boring asked that the Downtown Improvement District Staff be included in the meetings and help with the V.I.P. Celebration.

Laurie explained that the Centre Plaza has held over 15,000 events over the past thirty years.

The party will be Wednesday, September 26th, at 6:00 p.m. David Boring stated the Modesto Centre Plaza had an important impact on the downtown. He believes that the City was headed in the right direction when the Centre Plaza was built. The Centre Plaza was the first redevelopment project that gave the private sector a ray of hope for downtown.

David believes the event name should be “Bringing People Together for 30 Years”.

Downtown Modesto Partnership Report – Josh Bridegroom reported the Utility Boxes are complete. Susie believes they make us aware we are a community. The Downtown Partnership will lead 110 volunteers for Love Modesto. A few of the projects the volunteers will be doing are refreshing the paint on the Musical Crosswalks, weeding and replanting Tenth Street planters.

Downtown Modesto Partnership will have three (3) different projects going on simultaneously.

First Friday will be on May 4th, from 6 p.m. to 10 p.m.

Bart asked about the Public Art Cork Screw being damaged. Josh explained two (2) possible explanations might have happened. 1) Someone backed their car into it or 2) someone sat on it for a picture and it broke. Josh explained that this artwork was sponsored by Pires, Lipomi & Navarro, and they will arrange for the repair work.

Josh also explained that the Downtown Modesto Partnership will be sending out letters to property owners asking them to replace their boarded up windows on their property. It really affects the entire downtown and their neighbors.

Josh Bridegroom gave the following "By The Numbers" for March 2018:

Pounds of Trash Collected: 33,118	Graffiti Spots Removed: 69
Business Interactions: 659	Calls for Service: 49
Homeless Engagements: 158	Homeless Referred to Services: 17
Anti-Social Behavior Abated: 40	Patron Interactions: 553
Patrons Referred to Businesses/Services: 64	Rank Security Calls Serviced: 50

Kiwanis Graffiti Car Parade – Susie Fagundes reported that everything is going well with the planning. They are looking ahead and still trying to extend the route to Briggsmore Avenue. The Grand Marshall still hasn't been chosen, but we should find out about the extension of the

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Kiwanis Graffiti Car Parade Continued - route and who will be the Grand Marshall at our meeting today. Tammy Maisetti stated it is a very well run event with amazing cars and the ability to keeping the cars going.

Family Cycling Festival – Staff reported the Family Cycling Festival event is Saturday, May 12th, from 10 a.m. to 2 p.m.

Third Thursday Art Walk – Staff reported Third Thursday Art Walk is tomorrow, Thursday, April 19th, from 5 p.m. to 9 p.m.

Music in the Plaza – Staff reported that Music in the Plaza begins Friday, May 4th, from 7 p.m. to 9 p.m. The first Music in the Plaza event will be partnering with the "May the 4th Be With You" Event.

MATTERS TOO LATE FOR THE AGENDA – Tom Slater asked if anyone knew why the California Highway Patrol was parking all day long and giving tickets on J Street.

Tom Slater also reported he visited Glitz Fine Clothing on J Street to welcome them into the Downtown Improvement District.

Susie Fagundes reported she went to Coffee with the Mayor at Sam and Dave's Market. Susie said it was a very informative get together. The J Street Project was discussed, and the Mayor stated this project doesn't have much momentum at this time. The 100 year old utilities need to be handled before this project can begin.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT -
NONE

ADJOURN

1:05 p.m.

Respectfully submitted,

Nancy Young