

## MINUTES

JUNE 20, 2018

**BOARD MEMBERS PRESENT:** Tammy Maisetti, David Boring, Bart Barringer, Joe Muratore, Lauren Trevino

**BOARD MEMBERS ABSENT:** Susie Fagundes, Tom Slater, Steve Rank, Brad Morad

**MODESTO POLICE DEPARTMENT:** Officer Jessica Harris

**GUESTS:** Doug Hosner

**STAFF:** Nancy Young

Chairman David Boring called the meeting of the Downtown Improvement District Board of Director's to order. Board Members were given notes to the May 10, 2018 Closed Session Meeting.

**CORRESPONDENCE** – All correspondence has been delivered to the Downtown Improvement District Board of Directors

### **MATTERS FOR THE GOOD OF DOWNTOWN**

**Gallo Center for the Arts Report** – Doug Hosner reported that the Gallo Center for the Arts 2018/2019 Season has launched. The shows are selling really well. Doug also noted that they have added some great shows.

Doug also reported that YES Company is being absorbed into the Gallo Center for the Arts under their Arts Education Programs.

David Boring mentioned that the Townsend Opera Players also did well this year.

**Downtown Modesto Partnership** – No Report

**Downtown Merchant Watch Group** – Modesto Police Officer Jessica Harris introduced herself as our new Downtown Police Officer. Officer Harris explained that she has been working on I Street and cleaning up that area of downtown; which is a gateway into downtown. Officer Harris is no longer allowing the transients to sleep, drink or smoke all day on I Street. Jessica is looking into fencing the area where the City installed a planter that includes a sitting area which has now become a gathering area for transients. The City has no money for the fencing, so Officer Harris asked if the Downtown Improvement District and the Downtown Modesto Partnership would partner in this effort to fence this area and then plant flowers or trees. Jessica is not currently sure of the cost for this fencing and landscaping.

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**Downtown Merchant Watch Group Continued** - Joe Muratore commented that he just completed fencing on one of his properties and he will meet with Officer Harris to view the area. Bart Barringer and David Boring will take the information for the fencing and landscaping of the planter sitting area to the Downtown Modesto Partnership when estimated costs have been identified. Officer Harris believes this will be a permanent solution to keeping the transients from sitting on the planter all day.

Bart Barringer mentioned that he went to Livermore for a concert on a Wednesday and their downtown was vibrant, and that it was still packed after 9:30 p.m.

Lauren Trevino mentioned that she and her family went to Merced on a Monday, and people with families were out walking around.

TV, Radio and Instagram were discussed as ways to promote our downtown.

David Boring mentioned that we should do more to market our downtown because we have a lot to offer.

Doug Hosner suggested advertising on a billboard on Highway 99.

**Modesto Centre Plaza 30<sup>th</sup> Anniversary Celebration** – Staff reported that the committee is working on a VIP Celebration to be held on Wednesday, September 26<sup>th</sup> from 5:00 p.m. to 6:30 p.m. A celebration open to the public is scheduled for this same date from 6:00 p.m. to 8:30 p.m.

Staff asked the Board if the D.I.D. would be willing to donate \$500 to the Modesto Centre Plaza fund to help with the cost of the Modesto Centre Plaza 30<sup>th</sup> Anniversary Celebration.

Bart Barringer moved to donate \$500 to the Modesto Centre Plaza 30<sup>th</sup> Anniversary Celebration. Joe Muratore seconded. Unanimously approved.

**Downtown J Street Project** – Staff noted that the City's J Street Project is on the City Council Agenda for Tuesday, July 10<sup>th</sup> at 5:30 p.m. David Boring asked the Board members to put it on their calendar, and to try and attend.

David explained that there are three (3) conceptual design options currently under consideration:

- More traffic control. Two (2) lanes. Remove traffic lights and install four (4) Way Stop Signs at certain streets.

- Make ADA changes to J Street and extended corner curb cutouts.

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**Downtown J Street Project Continued** – 3) No Changes

David Boring believes people can be retrained to use another route.

**PatioFest** – Tammy Maisetti reported that PatioFest will be on Saturday, June 30<sup>th</sup> from 6:00 p.m. to 9:30 p.m. Over seventeen (17) restaurants/bars in downtown Modesto will feature music on their patios. The Downtown Events Group is paying for the music at all locations. Several retail businesses are planning to have specials that evening.

**Downtown Events** – Staff provided brief comments on the downtown events that were held in May and part of June.

**MATTERS TOO LATE FOR THE AGENDA**

Tammy Maisetti commented that she would like to see lights in the trees and flags on J Street to help make the street more pedestrian friendly. Tammy believes the least amount of hardship on the downtown businesses is the best solution.

**ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT**

Bart Barringer commented that the Downtown entrance and exit points, like Maze Boulevard to I Street, need to be cleaned up.

Staff informed the Board that Jeffrey cleans these areas at least two (2) to three (3) times per week.

Tammy Maisetti commented that fixing up small things and making small changes really will help make our downtown better.

Officer Jessica Harris mentioned that painting walls and/or painting murals also help brighten and clean up areas that are run down.

Joe Muratore reported his company has renovated the building and parking lot on the corner of 5 Points.

**ADJOURN**

1:00 p.m.

Respectfully submitted,

Nancy Young