

## **MINUTES**

**MAY 15, 2019**

**BOARD MEMBERS PRESENT:** Bart Barringer, Susie Fagundes, Tammy Maisetti, Steve Rank, Brad Morad, Joe Muratore, Tom Slater

**BOARD MEMBERS ABSENT:** David Boring, Lauren Trevino

**GUESTS:** Doug Hosner and Josh Bridegroom

**STAFF:** Nancy Young

The Downtown Improvement District Board of Director's Meeting was called to order by Vice Chairman Bart Barringer.

**APPROVAL OF MINUTES:** Tammy Maisetti moved to approve the minutes of the Downtown Improvement District Board of Director's Meeting. Seconded by Steve Rank. Unanimous approval.

**CORRESPONDENCE:** Staff reported that 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 explained the upcoming season at Gallo Center for the Arts. Dionne Warwick is coming in September; Blue Man Group in October; Beautiful in January; David Foster will be here for the first time in January. This season will also have lots of great local talent.

**Downtown Modesto Partnership** – Josh Bridegroom distributed April by the Numbers.

Pounds of Trash Collected – 22,037	Graffiti Spots Removed – 11
Business Interactions – 399	Calls for Service – 58
Homeless Engagements – 46	Homeless Referred to Services – 7
Anti-Social Behavior Abated – 50	Patron Interactions – 266
Patrons Referred to Businesses/Services – 21	Rank Security Calls – 1,174

The Board and others present were given the Downtown Modesto Partnership Annual Report 2018.

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**Downtown Modesto Partnership Continued** – Josh explained that on the Downtown Modesto Partnership website there is a new Events spot that he worked with the State Theatre and Gallo Center for the Arts to put together. Any downtown event can be on this calendar. Doug Hosner believes this calendar will be the best for downtown.

Josh Bridegroom explained that Downtown Modesto Partnership's May First Friday was a great event. Modesto Nuts are a sponsor of First Friday's this year.

Josh explained that the Downtown Modesto Partnership is looking for a Downtown Project Manager to help with improving lighting, helping with improving display windows, and helping with improving the downtown planters. Josh stated that if these improvements help increase business revenue, the property values will increase.

Tom Slater asked Josh if he had a Profit and Loss Statement for the Downtown Modesto Partnership. Josh stated he would get Tom Slater a copy.

**Downtown Merchant Watch Group** – No Report

**Kiwanis Graffiti Parade** – Susie Fagundes reported that the Kiwanis Graffiti Parade is Friday, June 7<sup>th</sup>. The parade starts at 6:30 p.m. and will go to Briggsmore Avenue. The After Party starts around 8:30 p.m. Music will be playing from 5:30 p.m. to 11:00 p.m.

### **MATTERS TOO LATE FOR THE AGENDA**

1. Staff explained to the Board that she had received an email from Lauren Trevino asking for a leave of absence from the Downtown Improvement District Board of Directors from now to October because she will be having a baby. Board wished her well. After a brief discussion, Steve Rank suggested we ask Lauren to resign from the Board, and if she wants to come back after the baby is born, she can reapply.

2. Brad Morad mentioned to the Board that he had discussed the old J Street Antique Emporium property with one of the business owners in that area. Brad explained that people have been hanging out in front of the vacant building with all their belongings. It was explained that Greg Reed is the owner of that building now. The property is completely boarded up in front, and some boards are unpainted. It is a real eyesore.

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**MATTERS TOO LATE FOR THE AGENDA CONTINUED** – Brad suggested doing a

wall wrap and businesses could purchase a section for ads. With a wall wrap the cost of the ads would pay for the wrap.

Brad also explained that Dewz, which is right next door to this property, is one of the top one hundred restaurants.

Joe Muratore explained that the wall wrap and boards make it feel like a cave from the inside.

The Downtown Improvement District will let Greg Reed know about our concerns and see what he has planned for this property.

Bart thanked Brad for bringing this concern to the Downtown Improvement District's attention.

3. Steve Rank and Joe Muratore explained that they have been meeting with the Downtown Modesto Partnership. The Downtown Modesto Partnership is anxious to work with the Downtown Improvement District. Joe and Steve mentioned that there have been no conversations of one organization taking over the other organization.

4. Steve Rank told the Board that the Chamber of Commerce is moving Oktoberfest downtown. The location could be the Centre Plaza Parking Lot. Chamber is looking to partner with the Downtown Modesto Partnership and Downtown Improvement District. Also, the Chamber is working on the State of the Region with the topic being Economic Development. The speaker will be Dr. Jeffrey Michael. The Chamber of Commerce is partnering with the Stanislaus Community Foundation.

5. Tammy Maisetti explained that she was invited to a meeting regarding the Homeless at the City/County Building. It was put on by a private group. Tammy is anxious to see where this group goes. Susie Fagundes stated mental health is the issue out there – per Lonny Davis.

**ADJOURN:**

12:55 p.m.

Respectfully submitted,

Nancy Young