

## MINUTES

August 29, 2019

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

**BOARD MEMBERS ABSENT:** Lauren Trevino

**MODESTO POLICE DEPARTMENT:** Officer Clarkson Bradford, Officer Jack Hoke

**GUESTS:** Jaylen French, Doug Hosner, Cecil Russell, Chris Murphy, Dennis Wilson

**STAFF:** Nancy Young

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

**APPROVAL OF MINUTES:** Bart Barringer moved to approve the minutes of the July 17, 2019, Downtown Improvement District Board of Directors Meeting. Steve Rank seconded. Unanimous approval.

### MATTERS FOR THE GOOD OF DOWNTOWN

**Gallo Center for the Arts Report** - Doug Hosner reported on shows coming to the Gallo Center for the Arts. Cheech and Chong are sold out. Doug also mentioned that a number of the shows in October are sold out.

**Downtown Modesto Partnership Report** – Josh Bridegroom couldn't make it today, so Staff handed out the By the Numbers – July 2019 that he had sent her.

Pounds of Trash Collected:	36,868	Graffiti Spots Removed:	41
Business Interactions:	463	Calls for Service:	38
Homeless Referred to Services:	111	Homeless Engagements:	207
Anti-Social Behavior Abated:	54	Patron Interactions:	393
Patrons Referred to Businesses/Services:	22	Rank Security Calls Serviced:	621

Board was interested in the definition of Business Interactions.

Jaylen French reported that Downtown Modesto Partnership and the City are working together on a partnership for heavy metal covers for the outlets at each tree base in the downtown core. This will prevent the homeless or anyone to help themselves to the electricity. The material is approximately \$12,000 and the installation is about \$6,000.

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**Downtown Modesto Partnership Report Continued** - Staff explained that Josh Bridegroom had mentioned in an email to a downtown business owner that the Downtown Modesto Partnership was also working on a charging station for 10<sup>th</sup> Street between the Police Department and the Berberian Building.

**Downtown Merchant Watch Group Report** – The Officers had to leave the meeting to handle a call.

**Acceptance of Resignation Letter from Lauren Trevino** – Tammy Maisetti moved to approve the Acceptance of the Resignation Letter from Lauren Trevino from the Downtown Improvement District Board of Directors. Susie Fagundes seconded. Unanimous approval.

**Electric Scooters** – Jaylen French explained that bringing electric scooters and bikes for rent was an idea that the City Council wanted to explore. The City doesn't want a mess being left around because of scooters and bikes just being left on the sidewalks or in businesses' doorways, etc. Some Third Party Vendors are interested in this venture and three (3) businesses are interested, but the City has no commitments. The local colleges know this business and have more groups that are involved in this business.

Downtown Improvement District Board believes it is a good idea if managed correctly.

City will try to minimize the problems that can happen.

Susie Fagundes stated she is puzzled why people can't make it work without all the problems.

Bart Barringer asked if cities get named in the lawsuits or just the scooter companies. Jaylen didn't think the cities had been named in the lawsuits.

Brad Morad had just returned from Colorado where Lyft is used and the scooters and bikes have GPS that tells where a scooter or bike can be left at the completion of the rental. If the renter does not return it to an area that is designated, the renter's credit card will continue to be charged.

Dennis Wilson, Chris Murphy and Cecil Russell joined the meeting.

**MATTERS TOO LATE FOR THE AGENDA**

Dennis Wilson asked the Downtown Improvement District Board about the Visioning Process Report that was paid for by the Downtown Improvement District. Dennis believes that this should be a public document that is available to the members who are interested. Dennis Wilson would like a copy. Bart Barringer stated he has a copy and will email it to Dennis.

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**MATTERS TOO LATE FOR THE AGENDA CONTINUED** - Dennis believes the Visioning Process is tied to Nancy's termination. A lengthy discussion followed. Some of the subjects that were discussed were renting a desk from the Downtown Modesto Partnership and sharing an office person. It was discussed that the Downtown Improvement District works for the downtown businesses and Downtown Modesto Partnership works for the downtown property owners. Shared space could stream line the process for customers.

The new Executive Director will focus on Marketing, Fundraising and Social Media. It was pointed out by Chris Murphy that some of this is what Nancy has been doing. The Board mentioned that Jeffrey was encouraged to apply for a job at the Downtown Modesto Partnership.

Joe Muratore stated he wants what is best for our organization and how we are spending our budget. The new Executive Director will have to fundraise \$50,000 for the Downtown Improvement District budget. Every July, the Board and new Executive Director will come up with two (2) or three (3) projects. Joe stated he personally believes it is time to pivot.

Steve Rank stated Nancy is amazing and we are not kicking her to the curb. She might be consulting for the Downtown Improvement District on certain projects. Steve believes we need to put our tax dollars to better use or the Downtown Improvement District will go away.

Board believes the Downtown Improvement District has to change but still can be a benefit to the businesses.

Steve Rank explained that the Downtown Improvement District, Downtown Modesto Partnership, Opportunity Stanislaus and the Chamber of Commerce will have representatives from each of these organizations meet on a regular basis so each organization will know what the other organizations are working on.

Dennis Wilson mentioned that the Board still terminated the current Executive Director position.

Chris Murphy asked why the Board terminated Nancy rather than merge her into the re-organization.

Dennis Wilson asked about term limits for the Downtown Improvement District Board. It was answered that there are no term limits.

Tammy Maisetti stated that the Downtown Improvement District has to be relevant to the businesses.

Cecil Russell stated that the Downtown Improvement District cannot legally merge with the

Downtown Modesto Partnership. The Downtown Improvement District is not merging organizations, they are just sharing space. They will contract with the Downtown Modesto

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**MATTERS TOO LATE FOR THE AGENDA CONTINUED** - Partnership for Clean up Services in the area that is not in the Downtown Modesto Partnership boundaries.

Cecil Russell mentioned that one usually has a plan for a 46 year staff member rather than just fire that person.

Chris Murphy stated there is a smooth way to transition an organization with long term staff.

Cecil stated that Nancy had met with him on a regular schedule to discuss downtown issues and concerns.

Cecil explained that he, Nancy, Jennifer Mullen and Josh Bridegroom met monthly putting together the making of the Downtown Modesto Partnership.

Tammy Maisetti explained that the Downtown Improvement District has to make changes. They have no choice if we want to continue to go forward.

**ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT**

None

**ADJOURN TO CLOSED SESSION TO DISCUSS PERSONNEL MATTERS**

1:05 P.M.

Respectfully submitted,

Nancy Young