

**BOARD MEETING MINUTES  
APRIL 15, 2020**

**Meeting conducted via Zoom**

**BOARD MEMBERS PRESENT:** Bart Barringer, David Boring, Brad Morad, Joe Muratore, Lauren Trevino, and Tom Slater

**BOARD MEMBERS ABSENT:** Tammi Maisetti

**GUESTS:** Doug Hosner, Jaylen French, Josh Bridegroom

**STAFF:** Heidi Savage, Nancy Young

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

**APPROVAL OF MINUTES** - Joe Muratore moved to approve the Downtown Improvement District Board of Director's meeting minutes of January 15, 2020. Brad Morad seconded the motion. Unanimous approval.

**MATTERS FOR THE GOOD OF DOWNTOWN**

**Sampler** - Since the Board was expecting a report on the Sampler from board member, Tammy Maisetti who was not in attendance, Nancy Young provided a brief history of the event. She explained that the Modesto Events Group took it over. Tammy's husband tried to get it going. Warren Groeschel had the idea to put it together and had done it for three years as of this October. The money is kept in a separate account and is used for events all over downtown like Patio Fest, Trunk or Treat, Rockin' Holidays, and Music in the Plaza. The Sampler meeting was cancelled due to the pandemic. If meetings resume, the new DID person is invited. When the event first started, some of the participants were from the State Theatre, and Downtown Modesto Association. Also, Liz Robbins, as an individual, brought music from Sonora, Coulterville, La Grange, etc. It used to look like it was presented by the DID and our logo has always been on it.

**Office Space Update** - David Boring stated that the Downtown Modesto Partnership offices are closed due to shelter-in-place orders. We will continue to have the space on J Street for the time being.

**Store Update** - David Boring explained that due to the pandemic, it's hard to get bids or responses. He suggested that this is not a good time to start a store. Stakeholders like the County, Visit Modesto and others will have their funds affected. The consensus was to pause and wait until the Fall to bring it up again. Two leases won't make sense. Our revenue will be significantly impacted due to the shelter-in-place orders, estimated anywhere between 50%-70% of normal. The D.I.D. will shift from doing events to helping stakeholders stay more relevant and help with merchandising. Tom Slater wants us to help restaurants and businesses.

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Josh Bridegroom indicated that the information regarding restaurants that are open during Coronavirus on Domo page is most accurate because they have the resources to keep it updated.

Jaylen French gave an update regarding the City's response to Coronavirus to help small businesses including \$250,000 in forgivable loans for those with less than 50 employees. The applications would become available on their website tomorrow (April 16).

Brad Morad suggested that the D.I.D. provide all the restaurants masks when they re-open. There are a lot of local people sewing masks at home that might want to participate. The option to purchase quantities of masks online was also discussed.

**Gallo Center for the Arts Report** - Doug Hosner reported that due to Coronavirus, during the months of March, April and May, sixty (60) shows were cancelled and \$200,000 was refunded to ticket holders. While the Gallo Center is closed due to the virus, they are doing upgrades, replacing both stages. They are currently working on the 2020-2021 season, which will start one month later than usual on June 1<sup>st</sup>. The months of July, August and September are still in question. Doug explained that for cancelled shows, ticket holders have options besides refunds, including exchanging tickets for another show, a gift certificate or a credit. Ticket holders may also exchange tickets valued at \$150 to become a Friend of the Center, and can gift that to a family member.

Jaylen French said they are considering a gift card or gift campaign. Now's the time to support, utilizing the services later. Another option would be to buy \$75 to receive \$100 in services later. The group discussed which entity could take this on. It was agreed that Opportunity Stanislaus might be good.

**Report on Application from Lauren Trevino for D.I.D. Board** - Lauren Trevino's application to serve on the D.I.D. Board was accepted last night.

**Request from Garden Club for \$3,000 to Purchase Plants for Pots on Downtown Street Corners** - Nancy Young explained that since the Garden Club had to cancel all of their fundraising events due to the virus, the money to plant flowers downtown is not available. Consequently, the Garden Club has asked the D.I.D. for \$3,000. There was discussion. It was moved by Joe Muratore to fund half of the request at \$1,500. Bart Barringer seconded. The motion passed unanimously.

**MATTERS TOO LATE FOR THE AGENDA** – Jaylen French noted that the master plan was pushed from March to May due to the Coronavirus. The City is looking forward to implementation.

**ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT** - Brad Morad thinks social media for locals sewing masks could be good for downtown. We could also buy them, but perhaps there's a story there for the *Modesto Bee*.

Meeting adjourned at 1:17pm

Respectfully Submitted,

Heidi Savage