

MODESTO D.I.D. MINUTES

**August 19, 2020
Zoom Meeting**

BOARD MEMBERS PRESENT: Bart Barringer, David Boring, Charles Doll, Thomas Lopes, Joe Muratore, Lauren Trevino

BOARD MEMBERS ABSENT: Tom Slater

GUESTS: Billy Boyle, Josh Bridegroom, Jaylen French, Doug Hosner

STAFF: Heidi Savage

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

PUBLIC COMMENT – None

CORRESPONDENCE – None

Gallo Center for the Arts Report – Doug Hosner shared that the Gallo Center will be closed until 2021. They hope to be able to do something in March, April or May. During the closure, they created a Gallo Center jigsaw puzzle and have sold almost 600. There are about 25 left at \$30 each. The Center has undergone an extensive and thorough cleaning while it's been closed. The flooring of both stages has been replaced and backstage has been painted. Construction of the Modesto Rotary Foundation music garden on the front lawn has begun and should be done by late October. There will be some kind of grand opening event featuring local talent.

Downtown Modesto Partnership Report - Josh Bridegroom explained that parklets are being installed downtown, which has been a collaborative effort with the City, to provide additional outdoor dining space. A prototype was built in front of Commonwealth and there are now about twelve restaurants downtown that want parklets. There has been a number of groups willing to donate funds and labor for construction of the parklets.

The RAD Card was launched twelve days ago. It has been a huge success with 1,500 unique users and \$100,000 in funds purchased. Downtown businesses are reporting seeing new customer faces, so it's drawing in a new customer base into downtown that will hopefully enjoy their experience enough to come back again.

Josh Bridegroom explained the proposal for a temporary closure or partial closure of some of the downtown streets, namely J and 11th over the weekends to allow customers to access their favorite businesses in a socially distant way. He explained that this is also provided for under the OpenAir Ordinance. There was discussion. Josh clarified that they aren't asking to close J Street but rather reduce it down to 2 travel lanes in each direction, and only on the weekends; Friday night through Sunday night. Josh went to all the businesses in that area and said only one wasn't in support of the closure.

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It was moved by Joe Muratore to endorse the idea of a partial closure of J Street for limited period of time for restaurants to have easier access and slow the traffic down. Seconded by Thomas Lopes. Motion passed with Bart Barringer voting as proxy for Tom Slater who opposed. Josh clarified that the proposed closure was only to 13th Street. There was discussion about presenting to Council on street closures. Joe Muratore expressed that we should say this as part of our action plan, that we're all in favor and show a united front.

There was discussion about how the Modesto D.I.D. could support landscaping or beautifying parklets using reserves. It was moved by Joe Muratore to designate \$10,000 toward parklet beautification and make it go as far as we can. Thomas Lopes seconded. Unanimous approval with Bart Barringer voting as proxy for Tom Slater.

City of Modesto Report – Jaylen French shared that the Downtown Master Plan was adopted by the City Council last week. The City was awarded a \$25 million grant to help Archway Commons, an affordable housing project on Ninth Street. \$14 million of the grant will go to complete the project's second phase. Then \$6 million will go into the ground on 9th Street, which will provide better access to businesses, more aesthetic quality, along with both bicycle and pedestrian improvements.

Downtown Merchant Watch Report – Officer Billy Boyle provided an update on window smashes in downtown. There were nine in the downtown area, with most occurring during late night hours or early morning. There were no cameras in the vicinity or by those properties. The Modesto Police Department is trying to focus on their Trespass Program where participants are provided a red reverse sticker to put inside their window that lets people know that this business partners with the MPD. Officer Boyle encouraged people to get cameras and partner with MPD's Real Time Crime Center. If a downtown business gives MPD access to their camera, they can login to their IP address and review footage as the crime is unfolding. Officer Boyle also explained MPD's Authority to Arrest program, which is effectively a stay-away order for businesses. Special "No Trespassing" signs are also available for businesses that further show a partnership with MPD.

Regarding the influx of new homeless downtown, Officer Boyle informed the board that a large encampment on Tuolumne and 99 was a Cal Trans and CHP run area. There was a tragic death in the homeless community when a man was killed running across highway. Three different encampments were given 72 hours to vacate. Also, there a limited amount of resources due to the Salvation Army going into quarantine. The Mission opened up just a little this last week. Encampments at Pelandale and 99 also probably sent people downtown.

APPROVAL OF MINUTES – Bart Barringer moved to approve the minutes of the Modesto Downtown Improvement District Board of Director's Meeting of June 17, 2020. Joe Muratore seconded. Unanimous approval, with Bart Barringer voting as proxy for Tom Slater.

MATTERS FOR THE GOOD OF DOWNTOWN

Executive Director's Report – Heidi Savage gave the Executive Director's Report. She reviewed the different websites the Modesto D.I.D. hosts. There was discussion about the

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history of the event and who has helped run it in the past. The Modesto D.I.D. received applications and did the administrative side of things. The decision was made to keep website name and reimagine what the event can be, possibly turning it into our fundraiser.

Heidi Savage informed the board that the City Manager had the Modesto D.I.D. banners removed for the George Floyd protests. The banners would need to be re-installed or replaced with something else. The decision was made to place banners in the Hot Zone from 9th-12th and K to I Streets since it gets the most foot traffic and visibility, with Heidi Savage the Josh Bridegroom working together on a banner campaign for the high impact zone. There was discussion about giving businesses the opportunity to sponsor banners on 10th Street. Sponsorships would need to be available to all the businesses, with a limit of one or two per business, offered at a high enough price that the funds not just go toward advertising, but also show support for downtown.

Financial Report – Heidi Savage shared the financial report prepared by the City of Modesto.

Music in the Plaza Donation – Heidi Savage stated that Modesto D.I.D. had earmarked a \$1500 donation to Music in the Plaza 2020. MIP is not happening this year due to the pandemic. Thomas Lopes, explained that live music is being played outside of Ralston's Goat every Friday and Saturday at a cost of \$250-\$300, creating similar effects to MIP. Thomas has asked if we could offer the funds otherwise earmarked for MIP to help offset Mike's costs. There was discussion. It was moved that we authorize the release of \$500 to Ralston's Goat for live music, Charles Doll seconded. Unanimous approval with Bart Barringer voting as proxy for Tom Slater. Thomas Lopes noted that there will still be \$1000 in the bank for next year.

Social Media During Covid – There was discussion about how to support downtown businesses during Covid restrictions when some businesses don't always use safe practices. The decision was made to use discretion, promote downtown and leave enforcement to the City.

Modesto D.I.D. Board Openings – Thomas suggested the two Jeff's that own Commonwealth and Churchkey and will reach out to them. Bart thinks another retailer or someone in the service industry is the heart of whom we should represent.

Annual Strategic Offsite – Heidi will send out a Doodle poll to identify a date. The goal of the meeting would be to be proactive and identify two to four key initiatives.

MATTERS TOO LATE FOR THE AGENDA – NONE

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – None.

Adjourned at 2:10 P.M.

Respectfully Submitted,

Heidi Savage