

MODESTO D.I.D. MINUTES

February 17, 2021

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

BOARD MEMBERS ABSENT: David Boring, Charles Doll

GUESTS: Doug Hosner

STAFF: Heidi Savage

The Downtown Improvement District Board of Director's Meeting was called to order by Vice Chairman Bart Barringer at 12:07 p.m.

PUBLIC COMMENT – None

CORRESPONDENCE – None

APPROVAL OF MINUTES – Bart Barringer moved to approve the minutes of the Modesto Downtown Improvement District Board of Director's Meeting of February 17, 2021. Thomas Lopes seconded. Unanimous approval.

Gallo Center for the Arts Report – Doug Hosner stated that the Gallo Center could be open by mid-July, in time for the annual YES Company musical production. While they likely won't know until March, they are making plans to roll out a 2021-22 season. A lot of performances that were previously planned for the 2020-21 season have been successfully transferred over into the 2021-22 season. They have been doing virtual programming and will be adding more during the remainder of the season.

The music garden will be opened in April. Thanks to a very generous gift from the Porges Family Foundation, they will be upgrading all the television monitors in the lobby, the concession areas and backstage. Video capabilities throughout the building will allow performers backstage to see what's going on on-stage at any time, from almost every dressing room. Lobby monitors will show previews of coming attractions.

A search is underway to find a new CEO to replace Lynn Dickerson. The position has been advertised nationally and is open for people who wish to apply. Lynn will stay on in a consulting role functioning essentially as artistic director, booking the theatre, working in tandem with new CEO for about two years.

DMP Report – Josh Bridegroom reported that Stanislaus County gave another \$1 million for the RAD Card in December and that funding has been nearly exhausted. There are currently \$100,000 in RAD Card purchases per week, with \$50,000 of that amount spent in downtown Modesto. The City of Modesto is considering adding funds and he will update the group if that moves forward. Some businesses report as much as 80% of sales are RAD Card sales, so it is critical to keeping these businesses open (and many have reported that). The parklet at Concetta was hit by a drunk driver a few months ago. They did a crowd source fundraiser to cover the costs of the repairs and pulled together \$3500 in donated funding.

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The DMP's winterization program provided \$9000 for heat lamps and canopies for outdoor dining. They also sold 1,000 beautifully woven Mexican blankets starting in November. Josh noted that the experience engineers have been shorthanded due to illness from Covid. The DMP has set aside \$30,000 to fund parklets, with up to \$3,000 available per parklet. The City and ABC are not currently issuing permits, so the parklet effort is delayed.

The Children's Museum group has a building on 11th Street, which is a great spot in heart of downtown. They presented to the DMP board in January, and they are considering giving them \$250,000 to be an anchor and driver of patron traffic downtown, which will benefit the businesses, and in turn, the businesses will benefit the museum. The full DMP board will consider funding at their March meeting. Based on the museum's anticipated timeline they will acquire the space by end of May and will be ready to open, with exhibits ready, in 2023. Projection is that it will drive over 100,000 people into downtown per year. In first three years, the museum is expected to drive 85,000-95,000 people downtown per year. In terms of its impact for businesses, in creating vibrancy and cementing downtown as the destination location for this region, it will be really huge.

David Boring asked about funding of the RAD Card. Josh replied that the City of Modesto is looking at it. There are areas outside of Stanislaus County have reached out to the DMP about employing the program in their jurisdictions, including: Tuolumne, San Mateo, San Joaquin, and Kern Counties, as well as Reno, Nevada, and Bambridge Island, Washington. He said they'd be willing to expand the program there, if and when the DMP can cover costs and make a little extra money to help amplify their services in downtown Modesto.

There was discussion about the narrowing of J Street and the newly seated City Council's position on it. The DMP had budgeted to help beautify it with some landscaping last year, but the City wanted to wait until City Council approves it permanently. David Boring asked if we could get signage at 5-points that redirects traffic. Josh thought that would be beneficial, so a letter will be sent on behalf of the DMP and Modesto DID to the City requesting signage.

MATTERS FOR THE GOOD OF DOWNTOWN

Executive Director's Report – Heidi Savage gave the Executive Director's Report and Financial Report.

Bart Barringer mentioned the need for the City to require annual renewals of insurance on the part of restaurants who have parklets. The Board discussed the possibility of selling A-frame signs to the businesses downtown, but decided it was better just to encourage businesses to use their own, if they have them.

Heidi shared the first Statement of Activity and Statement of Financial Position since receiving the first disbursement from the City of Modesto for Modesto DID reserves and the first quarter assessment for 2021. She said she will continue to use QuickBooks this year, but there may be a need to switch to using bookkeeping and payroll services once things ramp up.

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Heidi explained that the Modesto D.I.D./DMP collaboration committee will serve as the umbrella organization as the two organizations sync up and work together. Executive committee members of each board will serve on the committee.

The Modesto D.I.D. regular meeting date and time were discussed. It was determined that while a few board members have conflicts, we will keep the meeting date and time, for now. The board would prefer to meet in person when that becomes possible, but it's good to have Zoom as an option in order to have a quorum.

Heidi provided an update on the solar-powered charging station in the late spring at the homeless annex. She also briefed the board on the City of Modesto's new Camp2Home initiative. The program helps the homeless with job training and housing, encourages businesses to hire program graduates, and subsidizes housing costs for a year. The Modesto D.I.D. will agree to help with outreach efforts. Heidi will contact the City to find out if treatment is required for the program and whether there will be business cards made available to promote the program.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT – None.

MATTERS TOO LATE FOR THE AGENDA – Bart said it wasn't a matter, but he wanted to compliment how well the new D.I.D. logo looked on the agenda. Thomas asked who was in charge of the pressure washing in the plaza at 10th Street Place, and Joe Muratore said he would check on that. Thomas said whoever is using the blowers in the plaza area is doing a good job.

Adjourned at 1:33 P.M.

Respectfully Submitted,

Heidi Savage