



## MODESTO D.I.D. MINUTES

July 14, 2021

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

**BOARD MEMBERS ABSENT:** David Boring

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

**STAFF:** Heidi Savage

The Downtown Improvement District Board of Director's Meeting was called to order by Vice Chair Bart Barringer at 12:25 p.m.

There was no Public Comment or Correspondence.

**APPROVAL OF MINUTES** – Bart Barringer moved to approve the minutes of the Modesto Downtown Improvement District Board of Director's Meeting of May 19, 2021. Joe Muratore seconded. Unanimous approval.

### **MATTERS FOR THE GOOD OF DOWNTOWN**

**Gallo Center for the Arts Report** – Doug Hosner reported that ticket sales for the new season at the Gallo Center are off to a great start with record sales. The first on-stage event will be the 30<sup>th</sup> anniversary of YES Company. Fill-in shows will be added. They have done an excellent job preparing to safely reopen. The Center is now fully staffed and the transition with the new CEO is going great. Doug said the brown bag concert series could become a recurring series.

**DMP Report** – Josh Bridegroom reported that the second round of RAD Card funding was received and released two weeks ago. \$500,000 of \$650,000 in funds have been deployed onto people's devices. With the doubling of funds, that equates to \$1,000,000 on the devices of 25,000 users. The vast majority of funds and participating business are downtown. Currently, they are working on an overhaul to the app, rebuilding it from the ground up and adding some features. The patent and copyright have been received. They also released the app last month in San Joaquin County.

This year, DoMo Walls will focus on walls that face west on I street. Josh met with Brian Gini with Collins Electric about the lighting on J Street. First Fridays are coming back in September. DMP is looking for sponsors for both the RAD Card and First Fridays. There are developers interested in building a new hotel in downtown. Valley First Credit Union wants to build headquarters downtown, which could bring a lot of new interest.

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**City of Modesto Report** - Jaylen French said the City of Modesto is preparing permanent parklet guidelines. For the permanent guidelines, the City is considering longevity, possibly aesthetics, maintenance, and how they fit in the right of way. The plan is to take the guidelines to a Council Committee August 2<sup>nd</sup> and then to Council later that month. Heidi asked if the City would seek any feedback from DMP or D.I.D. before it goes to Council. He indicated that Marcus should already be contacting both organizations.

City Council approved the comprehensive general plan two weeks ago. They will go through robust public engagement like they did for the downtown master plan. They are working on a housing plan for downtown to identify barriers and opportunities. He thinks we're close to the point where downtown housing starts to make sense. Interviews for a new economic development manager were conducted today.

**Executive Director's Report** – Heidi Savage provided the Executive Director's and Financial reports. She stated that the RFP to artists for the parklet art installation will go out in two days. They are leaning toward having it placed in front of Gallo Center. The review committee will include members from both DID and DMP boards. Separately, she is working on contracts with Michele Reeves with CIVILIS Consultants for the window improvement program. Michele is tentatively scheduled to conduct a city leadership roundtable in August and a workshop for businesses in October. Events have started again, with a July 3<sup>rd</sup> parade and Graffiti Summer events in August. Usually the DID installs Graffiti banners, but those were mistakenly discarded by the installer. There was discussion of what we could offer in lieu of banners. September 3<sup>rd</sup> and October 1<sup>st</sup> will be First Fridays. Heidi asked Thomas about Music in the Plaza. Thomas said he'd prefer to wait a year, but if they decide to do it he would help manage it. He wants to start with enough time to plan, next year.

Heidi explained that an expenditure policy is needed regarding budget line items. If a line item is \$2000 over or under, that item would still be considered *on budget*. Another expenditure policy is needed regarding new, unbudgeted items. Such items may be brought to the board and voted on. If approved, financial reserves would be used if the amount exceeds the current available budget. There was agreement.

This will be Joe Muratore's final meeting. There was discussion about methods to get people to serve on the DID board.

**MATTERS TOO LATE FOR THE AGENDA** – None.

Adjourned at 1:40 P.M.

Respectfully Submitted,

Heidi Savage