

Board of Directors Meeting Minutes

Date of Meeting:	05/14/2025	Time:	4:00 PM
Minutes Prepared By:	Elizabeth Buenrostro	Location:	1003 10 th St. Suite A

Attendance

Present	DMP: Sue Zwahlen, Gabriela Guerrini, Chad Hilligus, Blake Humble, Carlos Villapudua DID: Amanda Heitlinger, Maria Apodaca (proxy for Esperanza Vargas), Paul Adams, Edward Rubalcaba, Julie Betts-Albert, Michelle Patino, Thomas Guerrero
Absent	DMP: Ann Endsley, Blaine Cox, Chelsie Webster, Mike Moradian DID: Esperanza Vargas, Sarah Aaronson
Others	Heidi Savage, Elizabeth Buenrostro, Sara Lowry-Dominguez, Jessica Hill, Felicia Constantine

Discussion

#	Topics	
1	Open Meeting and Introductions - Gabriela opened the meeting at 4:10 p.m.	Gabriela G./Amanda H.
2	DID Approval of 3/12/2025 Joint Board Minutes - Amanda called for approval of the minutes for the meeting of 3/12/2025 o Board approved the minutes as presented (J. Betts-Albert, P. Adams; Unanimous)	Amanda H.
3	DMP Approval of 3/12/2025 Joint Board Minutes - Gabriela called for approval of the minutes for the meeting of 3/12/2025 o Board approved the minutes as presented (B. Humble/ C.Villapudua; Unanimous)	Gabriela G.
4	DMP Action: Discuss Annual Assessment Rate Increase - Treasurer, Carlos Villapudua, presented a recommendation that the board increase the annual assessment of downtown CBD properties by 5%. o Board approved annual assessment rate increase as presented: (S. Zwahlen/C. Hilligus; Unanimous)	Carlos V.
5	Public Comments - No public comments were made	Any
6	Downtown Administrative Report - Heidi recapped both recent and upcoming activities, programs and initiatives.	Heidi S.
7	DID Action: Discuss Financials - Amanda presented the July 2024 - April 2025 financials to the board o Board approved the financials as presented (P. Adams/ E. Rubalcaba; Unanimous)	Amanda H.

8	DMP Action: Discuss Financials	Heidi S.
	<ul style="list-style-type: none"> - Heidi presented the YTD 3/31/25 financials to the board <ul style="list-style-type: none"> o Board approved the financials as presented (C. Hilligus/ C. Villapudua; Unanimous) 	
9	DID Action: Discuss Recommendation of 2025/2026 Budget	Amanda H.
	<ul style="list-style-type: none"> - Amanda presented the board with the proposed DID 2025/2026 budget. <ul style="list-style-type: none"> o The board approved the proposed 2025/2026 budget as presented (M. Apodaca/ M. Patino; Unanimous) 	
10	City of Modesto Updates	Jessica H.
	<ul style="list-style-type: none"> - Jessica provided a comprehensive update on current City of Modesto initiatives, recent developments, and upcoming projects relevant to the downtown district. 	
11	DMP Action: Discuss Downtown Modesto Partnership Branding	Felicia C.
	<ul style="list-style-type: none"> - Felicia introduced the board to the initial concept and goals of a proposed rebrand for the Downtown Modesto Partnership. The rebranding effort aims to streamline communications and strengthen the organization's overall identity. The board was in support of starting this process. No action taken. 	
12	Board Member Forum	Any
	<ul style="list-style-type: none"> - There was a general round table discussion 	
13	Adjourn Regular Meeting	Gabriela G.
	<ul style="list-style-type: none"> - Gabriela adjourned the meeting at 5:27 p.m. 	
	NEXT MEETING	
	<ul style="list-style-type: none"> - Date: 09/10/2025 	Time: 4:00 p.m
		Location: 953 10 th Street