

## Board of Directors Joint Meeting Agenda

Date of Meeting:	<b>2/11/2026</b>	Time:	<b>4:00 PM</b>
Board Chairs:	Amanda Heitlinger/Gabriela Guerrini	Location:	953 10 <sup>th</sup> Street
<b>1. Discussion Items</b>			
#	Topics	Presenter	
1	Open Meeting and Introductions (5 min)	Amanda H. / Gabi G.	
2	Presentation and discussion about board governance work groups	Amy Wolfe	
3	DID Approval of Minutes (2 min)	Amanda H.	
4	DMP Approval of Minutes (2 min)	Gabi G.	
5	Public Comments (The Board of Directors welcomes participation in meetings. This time on the agenda is provided for members of the public to address the Board of Directors of DMP on matters of concern that fall within the jurisdiction of the Board that are not on the agenda. Speakers are encouraged to consult with management prior to agenda preparation regarding any DMP operation or responsibility. As per the Brown act, no action can be taken on non-agenda issues. It is not required, but speakers may provide their name and address. Because these are non-agenda matters, no discussion or comment by the Board should be expected except to properly refer the matter for review or action as appropriate. Public Comments will be limited to five minutes per speaker.) (5 min)	Any	
6	Downtown Administrative Report (Recap of recent activities and upcoming initiatives: Downtown Ambassadors, Board Meeting Schedule, February priorities) (15 Min)	Sandra H. / Heidi S.	
7	DID Action: Discuss Financials (10 Min)	Sandra H.	
8	DMP Action: Discuss Financials (10 Min)	Heidi S.	
9	DMP Action: Discuss 2026 Board Member and Officer Nominations	Heidi S.	
10	DMP: ARPA Beautification Projects Update	Heidi S.	
11	DID Action: Discuss DID/DMP Sponsorship Criteria	Sandra H.	
12	DMP Action: Discuss DID/DMP Sponsorship Criteria	Heidi S.	
13	City of Modesto Updates (10 Min)	City of Modesto Staff	
14	Board Member Forum (10 min)	Any	
15	<b>Adjourn Regular Meeting</b>	Amanda H. / Gabi G.	

**Modesto Downtown Improvement District**  
**Budget vs. Actuals: FY26 P&L**  
July 2025 - December 2025

	Total			
	Actual	Budget	Variance	% of Budget
<b>Revenue</b>				
41000 Mill Tax DID	148,987.00	208,500.00	-59,513.00	71.46%
City DID Administration Fee	1,399.13	-7,388.00	8,787.13	-18.94%
<b>Total Revenue</b>	<b>\$ 150,386.13</b>	<b>\$ 201,112.00</b>	<b>-\$ 50,725.87</b>	<b>74.78%</b>
<b>Gross Profit</b>	<b>\$ 150,386.13</b>	<b>\$ 201,112.00</b>	<b>-\$ 50,725.87</b>	<b>74.78%</b>
<b>Expenditures</b>				
<b>51000 Marketing Expense</b>				
Advertisement and Sponsorship	3,472.11	10,000.00	-6,527.89	34.72%
Social Media	3,000.00	7,560.00	-4,560.00	39.68%
<b>Total 51000 Marketing Expense</b>	<b>\$ 6,472.11</b>	<b>\$ 17,560.00</b>	<b>-\$ 11,087.89</b>	<b>36.86%</b>
52025 Field Service Reimbursements	16,908.00	36,000.00	-19,092.00	46.97%
52050 Dues & Subscriptions	719.88	4,397.00	-3,677.12	16.37%
52075 Insurance		2,500.00	-2,500.00	0.00%
52100 Office Lease	3,097.65	8,955.00	-5,857.35	34.59%
52150 Office Supplies & Misc.	775.89	2,000.00	-1,224.11	38.79%
52170 Contracted Services	30,128.94	70,000.00	-39,871.06	43.04%
52200 Postage & Shipping	16.85	75.00	-58.15	22.47%
52300 Professional Development	500.00	3,000.00	-2,500.00	16.67%
<b>52350 Professional Services</b>				
Accounting Services	2,814.35	6,000.00	-3,185.65	46.91%
CPA Services		1,000.00	-1,000.00	0.00%
Misc. Professional Services	74.45	1,000.00	-925.55	7.45%
<b>Total 52350 Professional Services</b>	<b>\$ 2,888.80</b>	<b>\$ 8,000.00</b>	<b>-\$ 5,111.20</b>	<b>36.11%</b>
<b>52400 Programs &amp; Events</b>				
Banners	5,218.68	5,000.00	218.68	104.37%
Beautification/Area Enhancement	11,091.91	20,000.00	-8,908.09	55.46%
<b>Business Improvement Development</b>				
Promotions/Events	4,800.00	15,000.00	-10,200.00	32.00%
	1,719.27	5,000.00	-3,280.73	34.39%
<b>Total 52400 Programs &amp; Events</b>	<b>\$ 22,829.86</b>	<b>\$ 45,000.00</b>	<b>-\$ 22,170.14</b>	<b>50.73%</b>
52500 Travel & Entertainment	745.56	2,000.00	-1,254.44	37.28%
52700 Utilities & Telephone	838.68	1,500.00	-661.32	55.91%
59050 Bank Charges & Fees	17.50	125.00	-107.50	14.00%
59075 Contingency Reserves	10,000.00		10,000.00	
<b>Total Expenditures</b>	<b>\$ 95,939.72</b>	<b>\$ 201,112.00</b>	<b>-\$ 105,172.28</b>	<b>47.70%</b>
<b>Net Operating Revenue</b>	<b>\$ 54,446.41</b>	<b>\$ 0.00</b>	<b>\$ 54,446.41</b>	
<b>Other Revenue</b>				
48010 Interest Earned	3,186.45		3,186.45	
<b>Total Other Revenue</b>	<b>\$ 3,186.45</b>	<b>\$ 0.00</b>	<b>\$ 3,186.45</b>	
<b>Net Other Revenue</b>	<b>\$ 3,186.45</b>	<b>\$ 0.00</b>	<b>\$ 3,186.45</b>	
<b>Net Revenue</b>	<b>\$ 57,632.86</b>	<b>\$ 0.00</b>	<b>\$ 57,632.86</b>	