

## Board of Directors Meeting Agenda

Date of Meeting:	<b>04/8/2026</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	DID Approval of Minutes (4 min)	Amanda H.	
3	DMP Approval of Minutes 4 min)	Gabi G.	
4	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	
5	Downtown Administrative Report (Recap of recent activities and upcoming initiatives: Downtown Ambassadors, Brenden Theatres Cross-Promotion, First Fridays, ARPA, Flower Clock) (10 Min)	Sandra H. / Heidi S.	
6	DID Action: Discuss Financials (10 Min)	Sandra H.	
7	DMP Action: Discuss Financials (10 Min)	Heidi S.	
8	DMP Action: Discuss Annual Report (15 Min)	Gabi G.	
9	Workgroup Reports (45 Min)	Amanda H. / Gabi G.	
10	Board Member Forum (5 min)	Any	
11	<b>Adjourn Regular Meeting</b>	<b>Amanda H. Gabi G.</b>	

**Modesto Downtown Improvement District**  
**Budget vs. Actuals: FY26 P&L**  
**July 2025 - March 2026**

	Total			
	Actual	Budget	Variance	% of Budget
<b>Revenue</b>				
41000 Mill Tax DID	201,112.00	208,500.00	-7,388.00	96.46%
City DID Administration Fee	1,399.13	-7,388.00	8,787.13	-18.94%
<b>Total Revenue</b>	<b>\$ 202,511.13</b>	<b>\$ 201,112.00</b>	<b>\$ 1,399.13</b>	<b>100.70%</b>
<b>Gross Profit</b>	<b>\$ 202,511.13</b>	<b>\$ 201,112.00</b>	<b>\$ 1,399.13</b>	<b>100.70%</b>
<b>Expenditures</b>				
<b>51000 Marketing Expense</b>				
Advertisement and Sponsorship	4,972.11	10,000.00	-5,027.89	49.72%
Social Media	4,800.00	7,560.00	-2,760.00	63.49%
Website Development	100.00		100.00	
<b>Total 51000 Marketing Expense</b>	<b>\$ 9,872.11</b>	<b>\$ 17,560.00</b>	<b>-\$ 7,687.89</b>	<b>56.22%</b>
52025 Field Service Reimbursements	25,362.00	36,000.00	-10,638.00	70.45%
52050 Dues & Subscriptions	1,474.79	4,397.00	-2,922.21	33.54%
52075 Insurance	1,878.39	2,500.00	-621.61	75.14%
52100 Office Lease	4,624.04	8,955.00	-4,330.96	51.64%
52150 Office Supplies & Misc.	1,199.74	2,000.00	-800.26	59.99%
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	2,918.75	3,000.00	-81.25	97.29%
<b>52350 Professional Services</b>				
Accounting Services	4,426.25	6,000.00	-1,573.75	73.77%
CPA Services	750.00	1,000.00	-250.00	75.00%
Misc. Professional Services	74.45	1,000.00	-925.55	7.45%
<b>Total 52350 Professional Services</b>	<b>\$ 5,250.70</b>	<b>\$ 8,000.00</b>	<b>-\$ 2,749.30</b>	<b>65.63%</b>
<b>52400 Programs &amp; Events</b>				
Banners	4,318.68	5,000.00	-681.32	86.37%
Beautification/Area Enhancement	12,457.16	20,000.00	-7,542.84	62.29%
Business Improvement Development	5,250.00	15,000.00	-9,750.00	35.00%
Promotions/Events	3,219.99	5,000.00	-1,780.01	64.40%
<b>Total 52400 Programs &amp; Events</b>	<b>\$ 25,245.83</b>	<b>\$ 45,000.00</b>	<b>-\$ 19,754.17</b>	<b>56.10%</b>
52500 Travel & Entertainment	855.54	2,000.00	-1,144.46	42.78%
52700 Utilities & Telephone	1,196.84	1,500.00	-303.16	79.79%
59050 Bank Charges & Fees	28.00	125.00	-97.00	22.40%
59075 Contingency Reserves	10,000.00		10,000.00	
<b>Total Expenditures</b>	<b>\$ 120,052.52</b>	<b>\$ 201,112.00</b>	<b>-\$ 81,059.48</b>	<b>59.69%</b>
<b>Net Operating Revenue</b>	<b>\$ 82,458.61</b>	<b>\$ 0.00</b>	<b>\$ 82,458.61</b>	
<b>Other Revenue</b>				
48010 Interest Earned	4,788.62		4,788.62	
<b>Total Other Revenue</b>	<b>\$ 4,788.62</b>	<b>\$ 0.00</b>	<b>\$ 4,788.62</b>	
<b>Net Other Revenue</b>	<b>\$ 4,788.62</b>	<b>\$ 0.00</b>	<b>\$ 4,788.62</b>	
<b>Net Revenue</b>	<b>\$ 87,247.23</b>	<b>\$ 0.00</b>	<b>\$ 87,247.23</b>	