

Modesto Downtown Improvement District

1301 K Street, Suite C, Modesto, CA 95354 | 209-529-9303 | modestodid.com

SPECIAL MEETING OF THE EXECUTIVE COMMITTEE AGENDA

Date	Thursday, September 10, 2026
Time	2:00 p.m.
Location	Zoom (video conference)
Join Meeting	https://us02web.zoom.us/j/83115794211?pwd=UkVXFzM6NTQ8SSNZARAfdMb9F0ijb.1
Meeting ID	831 1579 4211
Meeting Chat	https://us02web.zoom.us/jc/83115794211

AGENDA

1. Call to Order

2. Roll Call and Establishment of Quorum

3. Public Comment

Members of the public may address the Executive Committee on the item listed on this agenda. Pursuant to the Brown Act, public comment at a special meeting is limited to matters on the agenda. Comments are limited to three (3) minutes per speaker.

4. Discussion Item: Development of Stakeholder and Business Owner Survey Questions for the Q1 2027 Strategic Planning Session

The Executive Committee will discuss and prepare survey questions to be distributed to downtown stakeholders and DID assessed business owners. Survey responses will inform the DID Strategic Planning Session scheduled for the first quarter of 2027.

Suggested points of discussion:

- Survey purpose, goals, and how results will be used in the strategic planning session
- Target audiences: assessed business owners, property owners, downtown employees, and other stakeholders
- Topic areas to cover (e.g., cleanliness and safety, marketing and events, parking and access, beautification, business support, communication with DID)
- Question format and length: rating scales, multiple choice, open-ended; target completion time
- Distribution method, timeline, and response goal
- Assignments and next steps for finalizing and launching the survey

5. Executive Director Comments

6. Committee Member Comments

7. Adjournment

NOTICES

Special Meeting Notice: This special meeting has been called pursuant to Government Code Section 54956. Only the item(s) listed on this agenda may be discussed or acted upon.

Accessibility: In compliance with the Americans with Disabilities Act, individuals requiring accommodation to participate in this meeting should contact the DID office at 209-529-9303 or Sandra@modestodid.com as soon as possible in advance of the meeting.

Agenda Materials: Any writings or documents provided to a majority of the Executive Committee regarding an item on this agenda will be made available for public inspection at the DID office, 1301 K Street, Suite C, Modesto, CA 95354.

Posted: Thursday, September 10, 2026