

Modesto Downtown Improvement District

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

Executive Committee

Special Meeting – MINUTES

Thursday, September 10, 2026 – 2:00 p.m.

Zoom (video conference) – Meeting ID 831 1579 4211

1. Call to Order

Chair Amanda Heitlinger called the Special Meeting of the Executive Committee of the Modesto Downtown Improvement District (DID) to order at 2:03 p.m. on Thursday, September 10, 2026. The meeting was conducted by Zoom video conference.

This Special Meeting was called pursuant to Government Code § 54956. Notice and agenda were delivered to each member of the Executive Committee and to each person who had requested notice of meetings, and were posted at the DID office, 1301 K Street, Suite C, Modesto, CA, a location freely accessible to members of the public, and on DID's website at modestodid.com, on Wednesday, September 9, 2026 at 10:00am not less than twenty-four (24) hours before the time of the meeting. No business other than the item listed on the posted agenda was considered or acted upon.

2. Roll Call and Establishment of Quorum

Committee Members Present: Amanda Heitlinger (Chair), Maria Apodaca, and Sarah Aaronson — all participating by video conference.

Committee Members Absent: None.

Staff Present: Sandra Hilton-Kaepp, Executive Director.

Consultant Present: Amy Wolfe, Mujeres Poderosas.

Members of the Public Present: None.

A quorum of the Executive Committee was established.

3. Public Comment

Chair Heitlinger opened the floor for public comment. As this was a Special Meeting, public comment was limited to the item listed on the posted agenda, as provided by Government Code § 54954.3. No members of the public were present and no public comment was offered.

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

The Executive Committee discussed the development of survey questions to be distributed to downtown stakeholders and DID assessed business owners, the responses to which will inform the DID Strategic Planning Session scheduled for the first quarter of 2027. Consultant Amy Wolfe participated in the discussion.

a. Question format.

The Committee discussed how it wanted the survey laid out and determined that the survey questions will be presented in multiple-choice format.

b. Topic areas.

Topic areas the Committee identified for inclusion in the survey:

cleanliness and safety, marketing and events, parking and access, beautification, business support, communication with DID

c. Preparation and Committee review.

Consultant Amy Wolfe will prepare the survey in SurveyMonkey and will have it ready by October 29, 2026. Once the survey is ready, Ms. Wolfe will send it to each Executive Committee member for feedback or approval.

d. Distribution and timeline.

Following review and approval by the Executive Committee, Executive Director Sandra Hilton-Kaepp will email the survey to downtown stakeholders and DID assessed business owners in early November 2026.

This item was listed on the agenda for discussion; no action was taken.

5. Executive Director Comments

Executive Director Sandra Hilton-Kaepp stated that she is in agreement with the plan as discussed by the Committee.

6. Committee Member Comments

No comments were made by members of the Executive Committee.

7. Adjournment

There being no further business properly before the Executive Committee at a Special Meeting, Chair Amanda Heitlinger adjourned the meeting at 2:58 p.m.

Action Items

- Consultant Amy Wolfe to build the survey in SurveyMonkey and have it ready by October 29, 2026.
- Consultant Amy Wolfe to circulate the completed survey to each Executive Committee member for feedback or approval.
- Executive Director to email the approved survey to downtown stakeholders and DID assessed business owners in early November 2026.

Minutes respectfully submitted by:



Sandra Hilton-Kaepp, Executive Director
Modesto Downtown Improvement District

Approved by the DID Executive Committee on: _____