



MINUTES

JANUARY 20, 2016

BOARD MEMBERS PRESENT: David Boring, Susie Fagundes, Steve Rank, Bart Barringer, Tammy Maisetti, Tom Slater, Don Phillips

BOARD MEMBERS ABSENT: Brad Morad, Norma Reed

GUEST: Raul Garcia

MODESTO POLICE DEPARTMENT STAFF: Lt. Brandon Gillespie

STAFF: Nancy Young

Meeting was called to order at 12:20 p.m.

APPROVAL OF MINUTES: Bart Barringer moved to approve the December 16, 2015, minutes of the Downtown Improvement District Board of Director's Meeting. Tom Slater seconded. Unanimous approval.

CORRESPONDENCE: Staff reported that all correspondence has been delivered to the Board of Directors.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts Report - Raul Garcia reported that he will now be our liaison with the Gallo Center for the Arts. Raul's title is Community Engagement Manager.

Gallo Center for the Arts is meeting their budget so far this year.

There are still tickets available for many of the Gallo shows. Two (2) shows were just added. The two (2) shows just added are Dana Carvey and Jewel.

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Gallo Center for the Arts Report Continued - Raul explained that he will be heading a new talent show called Latino Talent Show in May. This show will be like Valley's Got Talent.

Refund Loan from Community Benefits District - Board discussed receiving our refund back from the Community Benefits District. Bart Barringer said he believes we should ask for our refund back rather than allowing the Community Benefits District to keep our \$500.00 loan. Downtown Improvement District Board agreed.

Steve Rank moved to request the \$500.00 refund of our loan to the Community Benefits District. Tom Slater seconded. 5-Yes Votes 2-Abstain

Downtown Safety and Merchant Watch - Lt. Gillespie reported that the Beauty Salon Parking Permits are being handled. The couple of problems we have had have been taken care of. The Parking Enforcement Crew are aware of the Beauty Salon Parking Permits and handling them correctly.

The problems on 15th Street with the homeless have been taken care of. The people sleeping there on private property have been moved on.

Sgt. Tom Ciccarelli and Officer Tom Fara are working the downtown area.

Lt. Gillespie likes what the downtown businesses and property owners are doing downtown.

Susie Fagundes asked if the Police Dept. has noticed new vagrants downtown. She has noticed new homeless, but and she doesn't see them every day. Susie also asked about all day parkers, which she has noticed on her block. She was curious if the Parking Enforcement people were working downtown on a regular basis.

Susie is always glad to see the Parking Enforcement people working on patrolling downtown.

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Downtown Safety and Merchant Watch Continued - Lt. Gillespie explained to the Board that anyone in the County who gets booked at the downtown jail in Modesto when they are released, they are released in downtown Modesto. David Boring explained that by the beginning of 2017 when the new jail is finished, it will have a major impact on downtown. The new jail will displace the issue.

Don Phillips reported the Courts are trying video arraignments so they don't have to transport prisoners to the Courthouse.

New Business Recognition - The Board chose which businesses they wanted to pay a visit to:

Bart Barringer will visit: Mason Attorney Service and Central Valley Attorney Support Services and Legal Documents

Steve Rank will visit: Sierra Auto Repair

David Boring will visit: Engaged By Reggie Rucker and Vision Creative Design

Don Phillips will visit: Omega Marketing Solution, Inc.

Modesto on Ice-Monthly Follow Up - Staff reported that Modesto on Ice met their goal of 30,000 skaters. They will be closing on January 24th.

J Street Survey - Tom Slater stated he didn't like the design of the survey. Tom explained that many studies about J Street have been done. Tom and Tammy both believe there are big differences between downtown Modesto, Turlock and Livermore. Tom explained that if diagonal parking is put on J Street, getting out of the parking spaces will be a major problem.

Tom Slater reported that in Merced, 20% of the businesses closed and never came back when they did their street improvements. Tom explained that the Antique

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J Street Survey Continued - Emporium on J Street has closed, and he has heard others are thinking about closing.

Tom believes we will have major problems with businesses if we start changing J Street.

Steve Rank stated people come downtown for a specific purpose.

Bart Barringer explained that the City of Modesto has received grant money, and we could add improvements/changes on to the construction.

Tom Slater requested that staff invite Bob Barzan to a Downtown Improvement District Meeting.

David Boring explained that other streets are affected by what happens on J Street.

Tom Slater commented that one must be careful when one tries to slow down traffic or eliminate it.

Graffiti Car Parade-Monthly Follow-up - Susie Fagundes explained that the Downtown Improvement District and Visit Modesto will be working on the After Party following the Graffiti Car Parade. The Parade participants will be able to park downtown and have their cars on display. We will have music on the Gallo Plaza area, and we hope to have some private security through Rank Investigations to watch the cars, so the owners can walk around and enjoy the music, downtown restaurants, etc. Hopefully, the event will be advertised in the Modesto Bee and ModestoView.

MATTERS TOO LATE FOR THE AGENDA

Tammy Maisetti explained that Tresetti's Mardi Gras celebration will be on Saturday, February 6th. They will have Fire Twirlers, Stilt Walkers, Marching

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MATTERS TOO LATE FOR THE AGENDA CONTINUED - Bands, and floats. The Parade will start at 9:00 p.m. This event will replace Fat Tuesday.

The Mural on the building at 10th and J Streets was brought up, and some people are not happy with the poster child being Ricky, one of our regular downtown homeless. Ricky would be mean and nasty sometimes and would take people's food off their plates when they were eating on the patios of our downtown restaurants.

Staff will speak with the owners of Ralston's Goat to let them know that this unhappiness could affect their business. Customers might choose to dine elsewhere.

ISSUES THAT NEED DOWNTOWN IMPROVEMENT DISTRICT SUPPORT

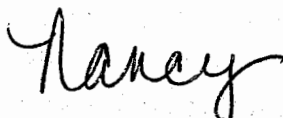
Bart Barringer and David Boring explained that they have been serving on the Downtown Improvement District Board and Modesto Improvement Partnership Board. They have been having discussions regarding the homeless, graffiti removal and other downtown issues at the Modesto Improvement Partnership. As for the Downtown Improvement District re-structuring, it is going towards the promotional and marketing arm of downtown-looking to promote downtown as a place to do business and advocating for businesses and people downtown.

David and Bart believe we need to define what direction the Downtown Improvement District will be moving to the Modesto Improvement Partnership. We need to have a voice in what we want for our organization. We need to promote the benefit of doing business downtown. The Downtown Improvement District must have a say in what kind of businesses we want downtown. We need a brand for ourselves.

ADJOURN

1:40 p.m.

Respectfully submitted,



Nancy Young