

MINUTES

OCTOBER 21, 2009

BOARD MEMBERS PRESENT: Frank Boots, Norma Reed, David Boring, Bart Barringer, Tom Slater, Georgia Anderson

BOARD MEMBERS ABSENT: Tammy Maisetti, Eric Benson

GUEST: Doug Hosner

CITY STAFF: Margaret James, Laurie Smith, Heather Graves

STAFF: Nancy Young

Chairman Frank Boots called the meeting to order at 12:10 p.m.

CORRESPONDENCE – All correspondence has been delivered.

APPROVAL OF MINUTES – Bart Barringer moved to approve the September 16, 2009 minutes of the Downtown Improvement District Board Meeting. David Boring seconded. Unanimous approval.

COUNCILMEMBER GARRAD MARSH - Did not attend the Board Meeting.

MATTERS FOR THE GOOD OF DOWNTOWN

Gallo Center for the Arts – Doug Hosner reported that it was going to be a busy weekend at the Gallo Center for the Arts. Doug Hosner mentioned some of the Center's upcoming shows.

Economic Partnership Meeting – Staff explained that she had met with the City (Greg Nyhoff, Brent Sinclair, Margaret James and Laurie Smith), The Alliance (Bill Bassett, Delyn Myers), Chamber of Commerce (Joy Madison), Convention and Visitors Bureau (Jennifer Mullen), regarding Economic Partnership.

Staff explained that we have a second meeting on October 16th and if any board member would like to attend with her, let her know. David Boring stated he was interested. Staff explained that the City seems to want to know what each of our organizations do.

Laurie Smith asked to speak, and explained that the City is educating themselves on what each organization does. The City has eliminated their Economic Development Division, so getting together with these groups maximizes all our resources. These meetings are to see how we can work together. Laurie Smith explained that she and Margaret have been working with the Alliance.

El Viejo Post Office – Staff explained that former Board Member Lew Franklin, Jr. called and asked to have this put on the agenda

El Viejo Post Office Continued - Staff explained why it is important for the Downtown Improvement District to support keeping the El Viejo Post Office open downtown. Georgia Anderson mentioned that we must save the murals at the Post Office.

Tom Slater moved that the Downtown Improvement District support keeping the El Viejo Post Office open and in full operation. Send a letter to the Postmaster and our Congressman. Georgia Anderson seconded. Unanimous approval.

BEAUTIFICATION REPORTS

Redevelopment Update – Laurie Smith reported she had attended the California Redevelopment Regional Group briefing in Merced. It was reported that the Regional Group had filed a lawsuit yesterday against the State of California to stop them from taking Redevelopment Funds. The group has filed six (6) weeks sooner than last year.

10th and H Streets Project is continuing along.

COLOR MODESTO – Staff reported that the pots are still supposed to be planted in November.

PARKING AND TRANSPORTATION REPORT

11TH Street Parking Garage – Heather Graves reported that the elevator in the 11th Street Parking Garage is being worked on. This project will take approximately six (6) weeks.

NEWSLETTER REPORT

Downtown News – Staff reported that the next newsletter should be out to the businesses by the end of November.

PROMOTION REPORTS

Downtown Entertainment District Report – Heather Graves reported that the Entertainment Commission talked about those businesses that have not turned in their Entertainment applications. There are approximately five (5) that have not turned theirs in yet. It was mentioned again that the application is lengthy.

Holiday Parade – Staff reported the Parade is Saturday, December 5th, at 5:30 p.m. The Streets will be closed around 4:00 p.m.

ADJOURN

The meeting was adjourned at 12:50 p.m., and went into Closed Session to discuss the applications for the Downtown Improvement District Board.

Respectfully submitted,

Nancy Young