

## **MINUTES**

**JUNE 17, 2009**

**BOARD MEMBERS PRESENT:** Tammy Maisetti, Bart Barringer, Frank Boots, David Boring, Tom Slater

**BOARD MEMBERS ABSENT:** Georgia Anderson, Eric Benson, Norma Reed

**CITY STAFF:** Margaret James and Heather Graves

**GUESTS:** Raul Garcia

**STAFF:** Nancy Young

Chairman Frank Boots called the meeting to order at 12:20 p.m.

### **CORRESPONDENCE**

All correspondence including a letter from the Modesto Jaycees has been delivered to the Board of Directors.

### **APPROVAL OF MINUTES**

Bart Barringer moved to amend the May 20<sup>th</sup> minutes to include the Approval of Minutes. Tammy Maisetti seconded. Unanimous approval.

Bart Barringer moved to approve the May 20, 2009 minutes. Tammy Maisetti seconded. Unanimous approval.

### **Matters For The Good Of Downtown**

**Gallo Center for the Arts** – Raul Garcia reported that ticket sales begin Friday for the 09/10 Season. Raul mentioned that if an event is being planned downtown he would like to be notified. David Boring asked if this is the earliest the Season brochure has gone out. Raul said yes.

**Accept resignation from Andrew Mendlin from Downtown Improvement District Board of Directors** – Bart Barringer moved to accept Andrew Mendlin's resignation from the Downtown Improvement District Board of Directors. Tammy Maisetti seconded. Unanimous approval.

**Accept letter from U. S. General Services Administration** – Board acknowledged receipt of letter from U. S. General Services Administration.

## **Beautification Reports**

**Redevelopment Update** – Margaret James introduced herself. Margaret explained the City of Modesto's position is no marketing for new businesses. The City will only respond to inquiries. Brent Sinclair will be the lead for the Redevelopment Commission. His team will be Laurie Smith, Rolly Stevens, Assistant City Attorney, and Margaret James.

10<sup>th</sup> and H Street Project is moving along. FMC Project is continuing. September 30<sup>th</sup> escrow should close. The Regional Water Board is taking the lead on this project.

As of yesterday The Alliance will continue to partner with the City. The Alliance will not handle Redevelopment.

Tammy Maisetti stated she is still concerned that Margaret and Rolly Stevens are the only ones who know Redevelopment Law. She is concerned that Brent Sinclair has no knowledge of Redevelopment Law. Tom Slater explained he understands in a way since the Housing portion has been taken away from Redevelopment. Bart Barringer feels the Redevelopment situation is worse because there is no money to be lent. Tom Slater feels that what has gone up really fast goes down really fast. Bart feels we will never see it back to where it was. Tammy Maisetti feels we do have to plan. We need to go back to the Master Plan and see how we have been effective and what has gone away. David Boring stated even though the sky is falling, we need to plan. David commented that it feels like it was in the 1970's. David also stated that there is a shortage of land for commercial use. He wondered what was left at FMC site and Beard Industrial.

**Color Modesto Update** – Staff reported she is working on having a City of Modesto 1,000 hour employee do the watering and the Downtown Improvement District pays their wages.

## **Parking and Transportation Report**

**No Report**

## **Newsletter Report**

**Downtown News** – Staff reported the next newsletter will be out the end of August or beginning of September.

## **Promotion Reports**

**Downtown Entertainment District** - Staff reported that the passing out of handbills improved. There are a lot less being left on the ground. Police Dept. is having another training session for club employees. Xclamation Fest is Saturday, July 18<sup>th</sup>. The California Highway Patrol will be attending the DED meetings when they are available.

There continues to be trouble by Downtown Market and Modesto Sports Bar & Grill. Rudy Baca is having his private security help with the problems.

The Downtown Entertainment District group wants to look into changing the loitering ordinance to have no loitering downtown.

**McClatchy Square Report** – Staff reported that the City is working on a \$10.00 fee for a permit to drink in the parks.

**Half Marathon Report** – Heather Graves reported that on Saturday, August 8<sup>th</sup> there will be a Half Midnight Marathon in downtown. The race will cap at 1,500 participants. They expect 10,000 people to attend. The Race will start at 9:00 p.m. and the walkers will be the last in around 12:30 a.m. Registration will begin at Noon at the Centre Plaza.

### **NON-AGENDA ITEMS**

Tom Slater suggested trying to get the Farmer's Market to have a night Market in conjunction with the Third Thursday Art Walk. This would be once a month and it could be on I Street or 11<sup>th</sup> Street. Staff to arrange a meeting with a representative from Farmer's Market and board members Tom Slater, David Boring and Tammy Maisetti to see if we can get a nighttime Farmer's Market going downtown.

Board asked staff to arrange for different Councilmember's to attend a Downtown Improvement District meeting, so they get to meet and talk with each one individually.

Frank Boots stated we have a re-modeled building at 1213 13<sup>th</sup> Street. Yosemite Farm Credit has moved into the building.

### **ADJOURN**

1:15 P.M.

Respectfully submitted,

Nancy Young