

**Miracle Mile Improvement District
Minutes of the General Board Meeting
March 8.2017
MidTown Creperie
2319 Pacific Avenue
Stockton, CA**

Directors Attending: David Cherry, Kevin Dougherty, Les Fong, Jeff Gamboni, Matthew Grizzle, Carol Hirota, Kellie Jacobs, Lenzi Leonard, Paul Marsh, Nancy Moore

Absent: Karen Carlson, Patrick Day, Phil Herrera, Janice Miller

Others present: Mimi Nguyen, Peter Martin, Teddy Southern, Kevin Hernandez, Jonnee Bardo, Maria Fumiani

1. Call to order/Introductions: David Cherry, President, called the meeting to order at 4:04 pm.

2. Public Comments: Peter Martin referred to the letter he had submitted which is in the Board packet on the subject of marketing and promotions. This is an agenda item at today's meeting. He stressed the importance of professionalism and follow through. Jonnee Bardo asked for email addresses of board members in order to improve communications.

Kevin Hernandez spoke about the importance of improvements in the district. He is especially concerned about unsafe sidewalks. He talked about the parklets that are going in downtown and suggested applying for grants to fund similar projects.

Maria Fumiani asked about the lights in the trees. She said that many lights by Stockton Art League are dangling and not bright enough to be seen. These are scheduled to be removed.

Teddy Southern suggested a monthly Farmers Market/music festival. This could be held without closing the streets in order to keep costs down.

3. Action Items:

Minutes: It was moved/seconded (Gamboni/Leonard) and passed unanimously to approve the Minutes of the January 11, 2017 Board meeting as presented.

Financials: The February financials are not completed yet. Nguyen will email them when she receives them.

4. Informational Items:

Executive Committee Update: Cherry reported that at the Merchants Committee meeting on February 7 and the Executive Committee meeting on February 8, there was discussion about the marketing direction for 2017. The action taken in closed session at the Executive Committee meeting has been voided. The issues discussed will be the subject of a Special Meeting of the full Board to be held at 4:00PM on March 24th. As with all Board Meetings, this will be open to anyone who wishes to attend. Any actions which change the structure of the organization need to be made by the full Board.

Marketing: This item was requested by Peter Martin. A letter from him is included in the Board Packet. Peter reported that he would like to see a marketing program for the district as a whole. He feels the ED used to be a marketing person. Merchants need input. There needs to be follow through. Parking and trash are also ongoing issues. He suggested that funds could be shifted from the security budget to cover these expenses. Carol Hirota said she feels that safety and security need to be our number one issue. Word of mouth is powerful and merchants need to be careful about negativity. Paul Marsh said that business owners want follow through on marketing. This topic will be the subject of the Special Board Meeting on March 24th.

2018 Renewal Update: We've finalized the Intercept Survey, hired an engineer to complete the Engineer's Report for the Management District Plan, and submitted the completed Management District Plan to the City of Stockton for review. As of Friday, March 3, 2017, we were given the approval to move forward with our petition process starting Monday March 8. We're required to get signatures from 51% of the property owners (weighted) in our district. The Board's help is needed in getting the needed signatures. The deadline for the entire petition process is March 31. If we get signed petitions totaling 51% of the assessments in our District, we will be able to move forward with a hearing and a ballot in April.

Kevin Dougherty gave a brief history of the MMID and its predecessor, the MMIA. The MMIA fees were voluntary and were paid by property owners and merchants. It was an all-volunteer organization. MMID provides a legal structure. MMID is responsible for the public venue and merchants and property owners are responsible for their individual spaces.

Les Fong commented that when the merchants were taxed they were more involved in marketing.

Security: We are continuing to work with the Stockton Police Department to reduce the incidents of vandalism, to give trespassing citations when appropriate, and to proactively combat crime and other unwanted activities in our District.

We've had some turnover in our Security team. Sid now works the day shift instead of the night shift, and the new officer works evenings. Both officers have been working to build a stronger relationship with the University of Pacific Police, the Stockton Unified School District Police, and the Stockton Police Department.

Nguyen recently attended the Neighborhood Watch Captains meeting to meet the captains in our area and share with them happenings in our District.

Improvement Committee: Jeff Gamboni gave an update on the plans to spend the \$600,000 grant for Harding Way. The City will be using about \$200,000 to repair and improve the sidewalks in the area. Now we can begin to implement the rest of the plans for this grant – trees, other plantings, etc. We want to be sure that the parking lot at El Dorado and Lincoln is brought up to standards as well. We are removing the drooping tree lights.

Events: At the last Board meeting, the Board approved contracting out three events this year. Nguyen and Leonard made the decision to hire Stylish and Savvy and Goodstock Productions to coordinate the following three events:

The Art Walk will be coordinated by Goodstock Productions, as they have extensive connections in the Stockton Art Community. It will be on Saturday April 29, from 2pm-6pm. The purpose of this event is to bring foot traffic to Mile merchants and raise funds for future events, projects, and improvements through event ticket sales. The vision is to showcase artists and offer adult beverages along the various venues and merchants in our district. We hope to have music throughout the venues. Artists will not be charged a fee to participate in this event.

Mamarama will be held July 22, 10am-4pm, and will be coordinated by Stylish and Savvy. They put on last year's successful Mamarama and they have already started recruiting vendors for the event. The purpose of the event is to raise funds for our organization through vendors fees and raffle opportunities and to invite families to explore the Mile. We hope this event will bring together resources and shopping opportunities for moms and their children in our community. Outside vendors will be set up along the merchant storefronts for this event.

The Holiday Event will be held on December 3rd and will include photos with Santa, carolers throughout the district, and opportunities for outside vendors to set up along the district. This event is to raise funds for the organization through vendor fees and

raffle opportunities. In addition, the event is targeted at drawing holiday shoppers to the area. This event will be coordinated by Stylish and Savvy.

The Stockmarket open air markets will be held at Caldwell Park this year. They will be from 10am-4pm on the 3rd Saturday of every month, April through September. This location will eliminate the costs associated with closing the street. They will also adopt the park. Our maintenance staff will assist with cleanup. Miracle Mile merchants will be planning events on the same days.

Paul Marsh suggested Caldwell Park might be a good location for a Farmers Market. Tuxedo Court would be another possible location as well as the Stockton Adult School parking lot. That location would be free, but would need to be coordinated with the Adult School schedule.

Kellie Jacobs suggested the meeting minutes be posted even before they are approved at the next meeting. It would be noted that the minutes have not yet been approved.

Kevin Dougherty reminded property owners to pick up their renewal petitions.

Adjournment: It was moved/seconded (Fong/Marsh) and passed unanimously that the meeting be adjourned at 5:21 pm.

Nancy Moore, Secretary

