

**PUBLIC NOTICE
MIRACLE MILE IMPROVEMENT DISTRICT
EXECUTIVE COMMITTEE MEETING**

DATE: Wednesday, June 21, 2017

TIME: 4pm

PLACE: **Property Management Experts, 2nd Floor**

TO: Miracle Mile Improvement District Board Members: David Cherry, Jeff Gamboni, Nancy Moore, Lenzi Leonard, Phil Herrera, Les Fong.

GENERAL MEETING REQUIREMENTS:

Brown Act: All Miracle Mile Improvement District Board meetings are held pursuant to the Brown Act as codified in Government Code Section 54957.5.

Public Comments: The law provides the opportunity for the public to be heard on any item within the subject matter jurisdiction of the Board, before or during the discussion of that item by the Board. For all items, including items not on the agenda, the public comment time is at the start of each meeting and is limited to five minutes per person unless additional time is granted by the meeting chairperson. State law does not allow action to be taken on an issue not listed on the Agenda.

AGENDA

1. Call to Order/Introductions – President David Cherry
2. Public Comments
3. Action Items
 - April Meeting Minutes and Emergency Executive Committee Meeting Minutes
 - April and May Financials
4. Informational Items
 - Merchants Committee Update
 - Improvement Committee Update
 - Safety Committee Update
4. Adjournment– 2017 President – David Cherry

**Miracle Mile Improvement District
Minutes of the Executive Committee Meeting
April 13, 2017
PME Conference Room
200 W. Harding Way
Stockton, CA 95204**

Executive Committee Members Attending: David Cherry, Jeff Gamboni, Lenzi Leonard, Nancy Moore

Absent: Ken Fong, Phil Herrera

Others present: Executive Director Mimi Nguyen, CSO Sean Raines of the SPD

Call to order: David Cherry, President, called the meeting to order at 4:14 PM in the PME Conference Room.

Public Comments:

Action Items:

Minutes: It was moved, seconded (Leonard/Gamboni), and passed unanimously to approve the minutes of the February 8, 2017, Executive Committee Meeting as presented.

Financial Report: It was moved, seconded (Moore/Leonard), and passed unanimously to approve the March and April financials as presented.

Budget Update: Our Renewal Consultant ran our district square footage information and found that our assessment amounts had increased by \$4,071 due to a net increase in square footage. This money has been allocated to Advertising/Marketing/Events and Website. Public Safety and Security increased \$4300 to respond to the need in our district. It was moved/seconded (Leonard/Gamboni) and passed unanimously to approve the budget revisions.

Updates:

Security Update: The Stockton Police Department came out to the District to begin the process of setting up a business watch. Our security company has finally merged with Allied Barton, so we are now working with a new area manager. We've agreed they will hire and train more officers, and have their officers go through a more extensive training period for our site. CSO Raines presented recent crime statistics for our area. He reviewed types of calls and locations and stressed the importance of calling in problems in order to increase coverage.

PBID Renewal: President Cherry and ED Nguyen reviewed current progress toward the renewal .We're currently gathering petitions for renewal. We should be over 51% by next week. May 9th the City Council is scheduled to decide whether our renewal will go to a vote of property owners. Discussion followed as to the best actions we can take to encourage renewal and benefit the Miracle Mile.

Merchants Committee: meets the first Tuesday of the month at 9:00 AM at the MMID office. The group has decided to move forward with a video, social media advertising, and e-mail newsletter updates (merchant specific ones, generic ones, more often). Erin Diego from Port City Marketing was there to give advice and direction for the group's marketing and branding efforts.

Budget: \$17,000 total for 2017

\$3000 to event planners

\$2000 in web updates and graphic design

\$2250 in SJ Magazine (April, May, July, November, December)

Remaining \$9750 divided into 3 quarters (\$3250 each)

Art & Seek \$600 for permits, \$400 for beer and wine. Revenue from this event will go back into the advertising budget.

Q2:

Radio Advertising: \$436+

San Joaquin Magazine: \$450 half page, \$600 full page

Facebook Advertising: \$1 (or more)/day

Instagram Advertising: \$1 (or more)/day

Social Media Video: \$500 production

The Current: \$850 for strips on 5 consecutive pages. \$750+ for other sizes

The Record: \$275+, Time Out: \$169 x 6 issues =\$1014, or \$189 with no commitment

Nominations are being taken for person to report back to the Board.

Improvement Committee: Working with the City to start spending the Harding Way dollars, and exploring new decorative banners on Pacific Avenue and Harding Way.

Old Business: none

New Business: none

Adjournment: It was moved and seconded (Leonard/Gamboni) that the meeting be adjourned at 5:19 PM. Motion passed unanimously,



MMID Executive Committee
Meeting Minutes – June 1, 2017 at 4pm

Board Members Present: David Cherry, Jeff Gamboni, Lenzi Leonard, Les Fong
Board Members Absent: Nancy Moore, Phil Hererra

Guests Present: Mimi Nguyen, Steve Reid, Kevin Dougherty

1. Call to Order at 4:01pm by David Cherry
2. Public Comments: There were none.
3. Action Items:
 - a. Approval of Attorney Contract: David gave background on the renewal process. Kevin Dougherty shared that we have been given word that Pat Craig plans to litigate. The contract is hourly at the rate of \$350 per hour. Les motioned to approve the contract with Mike Hakeem, not to exceed \$5,000. Anything above that must go to the Board of Directors for approval. Jeff Gamboni seconded. Motion carried unanimously.
 - b. Management District Plan Changes: David went over the feedback given during property owner outreach and during negotiations with Pat Craig. As a result, we will be asking the City Council to approve the following changes in our Management District Plan. Lenzi motioned to approve the proposed changes. Jeff Gamboni seconded the motion. Motion carried unanimously.
 - The term for the renewal will be 5 years.
 - The annual assessment increase clause of up to 4% will be removed. The assessments will remain consistent, as they have for the last 10 years, through the next 5 year term.
 - The marketing budget will be increased to 18% of the total assessed budget or approximately \$42,000 annually. This will allow more opportunities for events and support for the MMID's new marketing and branding campaign.
 - Board members will be allowed to serve for two consecutive two year terms. They can be elected again after one year off of the Board of Directors. This change will be reflected in the organization's bylaws.
 - The office parcels north of Castle Street on Beverly Place will now be designated as part of Zone Two
4. Adjournment: Les Fong motioned to adjourn the meeting at 5:55pm. Lenzi Leonard seconded. Motion carried unanimously.

Miracle Mile Improvement District

Statement of Assets Fund Balances

April 30, 2017

Assets

Current Assets

Petty Cash	\$	250.00
Cash-F&M Bank-Operating/Prking		<u>5,200.27</u>

Total Current Assets **5,450.27**

Property and Equipment

Furniture and Fixtures		500.00
Other Depreciable Property		<u>1,026.01</u>

Total Property and Equipment **1,526.01**

Other Assets

Deposit - State Fund		402.00
Deposit - Rent		<u>700.00</u>

Total Other Assets **1,102.00**

Total Assets **8,078.28**

Liabilities and Stockholders' Equity

Current Liabilities

Accounts Payable		783.13
Federal Payroll Liabilities		(2,332.91)
State Payroll Liabilities		<u>927.70</u>

Total Current Liabilities **(622.08)**

Long-Term Liabilities

Total Long-Term Liabilities		<u>0.00</u>
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Total Long-Term Liabilities **0.00**

Total Liabilities **(622.08)**

Fund Balances

Prior Year Excess Receipts		14,126.06
Owners Equity		(7,701.21)
Excess (Deficit) Current Year		<u>2,275.51</u>

Total Fund Balances **8,700.36**

Total Liabilities & Fund Balances **8,078.28**

Unaudited - For Management Purposes Only

Miracle Mile Improvement District
Statement of Revenue and Disbursements
Compared with Budget
For Four Months Ending
April 30, 2017

	Month to Date	Month to Date	(Under)	Year to Date	Year to Date	(Under)	Annual
	Actual	Budget	Budget	Actual	Budget	Budget	Budget
Revenues							
Assessments, Property Owners	0.00	-	-	102,032.92	102,032.00	0.92	231,122.00
UOP Voluntary Assessment	0.00	0.00	-	0.00	0.00	0.00	5,000.00
UOP Supplemental Security	0.00	-	-	5,000.00	10,000.00	(5,000.00)	20,000.00
Supplemental Security	157.34	609.00	(451.66)	1,194.59	2,436.00	(1,241.41)	8,158.00
RTD Maintenance Contract	-	800.00	(800.00)	1,800.00	2,400.00	(600.00)	7,200.00
Renewal Savings	0.00	-	-	0.00	9,756.00	(9,756.00)	5,700.00
Merchants Committee Events	0.00	-	-	0.00	-	0.00	3,000.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	-
Total Revenue	157.34	1,209.00	(1,051.66)	110,027.51	126,624.00	(16,596.49)	280,180.00
Expenses							
Administrative							
Staff Payroll	4,574.92	4,575.00	(0.08)	18,299.68	18,300.00	(0.32)	52,788.00
Payroll Tax Expenses	349.98	378.00	(28.02)	1,567.94	1,512.00	55.94	4,500.00
Health Insurance	378.00	378.00	0.00	1,512.00	1,510.00	2.00	3,768.00
General Liability & D/O Insurance	111.00	0.00	111.00	3,238.00	3,500.00	(262.00)	3,500.00
Workers Compensation Insurance	43.35	175.00	(131.65)	185.35	350.00	(164.65)	644.00
Office Rent (utilities included)	785.00	785.00	0.00	3,140.00	3,140.00	0.00	9,180.00
Storage Unit	61.00	61.00	0.00	244.00	244.00	0.00	672.00
Copier Rent	267.26	200.00	67.26	1,091.18	800.00	291.18	3,000.00
Telephone	168.24	180.00	(11.76)	336.48	720.00	(383.52)	2,160.00
Office Supplies	0.00	66.00	(66.00)	209.61	266.00	(56.39)	900.00
Dues & Subscription	45.00	105.00	(60.00)	200.00	270.00	(70.00)	700.00
Postage Expense	0.00	45.00	(45.00)	0.00	90.00	(90.00)	315.00
Bank Charges	20.00	30.00	(10.00)	113.75	120.00	(6.25)	360.00
Accounting Expense	289.00	365.00	(76.00)	3,208.25	2,895.00	313.25	5,815.00
Legal Expense	0.00	1,716.00	(1,716.00)	14,396.00	13,548.00	848.00	1,200.00
Total Administration Expenses	7,092.75	9,059.00	(1,966.25)	47,742.24	47,265.00	477.24	89,502.00

Miracle Mile Improvement District
Statement of Revenue and Disbursements
Compared with Budget
For Four Months Ending
April 30, 2017

	Month to Date Actual	Month to Date Budget	(Under) Over Budget	Year to Date Actual	Year to Date Budget	(Under) Over Budget	Annual Budget
Marketing/Promotions							
Marketing/Promotions/Advertising	2,200.97	1,000.00	1,200.97	5,839.56	3,950.00	1,889.56	13,167.00
Internet/Network/Website	0.00	210.00	(210.00)	1,400.00	735.00	665.00	2,045.00
Printing	0.00	200.00	(200.00)	456.78	800.00	(343.22)	2,400.00
Total Marketing/Promotions Expenses	2,200.97	1,410.00	790.97	7,696.34	5,485.00	2,211.34	17,612.00
District Services							
Trash/Graffiti Removal/Watering							
Sidewalk Cleaning	4,230.77	4,148.00	82.77	21,049.43	16,591.00	4,458.43	49,774.00
RTD Contract							
Trash & Graffiti Supplies	321.60	100.00	221.60	530.64	500.00	30.64	750.00
MMID Security	8,312.49	7,800.00	512.49	30,033.48	31,200.00	(1,166.52)	89,300.00
Ambassador Program Expenses	0.00	0.00	0.00	0.00	0.00	0.00	150.00
Infrastructure/Improvements/sidewalk program	0.00	1,000.00	(1,000.00)	113.87	3,000.00	(2,886.13)	12,842.00
Other expense	0.00	0.00	0.00	0.00	0.00	0.00	-
Total District Services	12,864.86	13,048.00	(183.14)	51,727.42	51,291.00	436.42	152,816.00
Net Revenue & Expense	(22,001.24)	(22,308.00)	306.76	2,861.51	22,583.00	(19,721.49)	20,250.00

Miracle Mile Improvement District

Statement of Assets Fund Balances

May 31, 2017

Assets

Current Assets

Petty Cash	\$	250.00
Cash-F&M Bank-Operating/Prking		<u>28,310.85</u>

Total Current Assets **28,560.85**

Property and Equipment

Furniture and Fixtures		500.00
Other Depreciable Property		<u>1,026.01</u>

Total Property and Equipment **1,526.01**

Other Assets

Deposit - State Fund		402.00
Deposit - Rent		<u>700.00</u>

Total Other Assets **1,102.00**

Total Assets **31,188.86**

Liabilities and Stockholders' Equity

Current Liabilities

Accounts Payable		783.13
Federal Payroll Liabilities		(2,332.91)
State Payroll Liabilities		<u>927.70</u>

Total Current Liabilities **(622.08)**

Long-Term Liabilities

Total Long-Term Liabilities		<u>0.00</u>
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Total Long-Term Liabilities **0.00**

Total Liabilities **(622.08)**

Fund Balances

Prior Year Excess Receipts		14,126.06
Owners Equity		(7,701.21)
Excess (Deficit) Current Year		<u>25,386.09</u>

Total Fund Balances **31,810.94**

Total Liabilities & Fund Balances **31,188.86**

Miracle Mile Improvement District
Statement of Revenue and Disbursements
Compared with Budget
For Five Months Ending
May 31, 2017

	Month to Date	Month to Date	(Under) Over	Year to Date	Year to Date	(Under) Over	Annual
	Actual	Budget	Budget	Actual	Budget	Budget	Budget
Revenues							
Assessments, Property Owners	53,904.18	-	53,904.18	155,937.10	102,032.00	53,905.10	231,122.00
UOP Voluntary Assessment	0.00	0.00	-	0.00	0.00	0.00	5,000.00
UOP Supplemental Security	0.00	5,000.00	(5,000.00)	5,000.00	15,000.00	(10,000.00)	20,000.00
Supplemental Security	153.00	609.00	(456.00)	1,347.59	3,045.00	(1,697.41)	8,158.00
RTD Maintenance Contract	-	600.00	(600.00)	1,800.00	3,000.00	(1,200.00)	7,200.00
Renewal Savings	0.00	-	0.00	0.00	9,756.00	(9,756.00)	5,700.00
Merchants Committee Events	1,765.00	500.00	1,265.00	1,765.00	500.00	1,265.00	3,000.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	-
Total Revenue	55,822.18	6,709.00	49,113.18	165,849.69	133,333.00	32,516.69	280,180.00
Expenses							
Administrative							
Staff Payroll	4,574.92	4,575.00	(0.08)	22,874.60	22,875.00	(0.40)	52,788.00
Payroll Tax Expenses	349.98	378.00	(28.02)	1,917.92	1,890.00	27.92	4,500.00
Health Insurance	378.00	378.00	0.00	1,890.00	1,888.00	2.00	3,768.00
General Liability & D/O Insurance	0.00	0.00	0.00	3,238.00	3,500.00	(262.00)	3,500.00
Workers Compensation Insurance	0.00	0.00	0.00	185.35	350.00	(164.65)	644.00
Office Rent (utilities included)	785.00	785.00	0.00	3,925.00	3,925.00	0.00	9,180.00
Storage Unit	61.00	61.00	0.00	305.00	305.00	0.00	672.00
Copier Rent	261.20	200.00	61.20	1,352.38	1,000.00	352.38	3,000.00
Telephone	0.00	180.00	(180.00)	336.48	900.00	(563.52)	2,160.00
Office Supplies	0.00	66.00	(66.00)	209.61	332.00	(122.39)	900.00
Dues & Subscription	210.00	30.00	180.00	410.00	300.00	110.00	700.00
Postage Expense	0.00	0.00	0.00	0.00	90.00	(90.00)	315.00
Bank Charges	20.00	30.00	(10.00)	133.75	150.00	(16.25)	360.00
Accounting Expense	289.00	365.00	(76.00)	3,497.25	3,260.00	237.25	5,815.00
Legal Expense	8,580.00	1,716.00	6,864.00	22,976.00	15,264.00	7,712.00	1,200.00
Total Administration Expenses	15,509.10	8,764.00	6,745.10	63,251.34	56,029.00	7,222.34	89,502.00

For Management Purposes Only

Miracle Mile Improvement District
Statement of Revenue and Disbursements
Compared with Budget
For Five Months Ending
May 31, 2017

	Month to Date Actual	Month to Date Budget	(Under) Over Budget	Year to Date Actual	Year to Date Budget	(Under) Over Budget	Annual Budget
Marketing/Promotions							
Marketing/Promotions/Advertising	5,576.70	850.00	4,726.70	10,236.63	4,800.00	5,436.63	13,167.00
Internet/Network/Website	106.25	155.00	(48.75)	2,685.88	890.00	1,795.88	2,045.00
Printing	0.00	200.00	(200.00)	456.78	1,000.00	(543.22)	2,400.00
Total Marketing/Promotions Expenses	5,682.95	1,205.00	4,477.95	13,379.29	6,690.00	6,689.29	17,612.00
District Services							
Trash/Graffiti Removal/Watering	4,230.77	4,148.00	82.77	25,304.08	20,739.00	4,565.08	49,774.00
Sidewalk Cleaning							
RTD Contract							
Trash & Graffiti Supplies	79.86	250.00	(170.14)	586.62	750.00	(163.38)	750.00
MMID Security	6,600.00	7,800.00	(1,200.00)	36,633.48	39,000.00	(2,366.52)	89,300.00
Ambassador Program Expenses	0.00	0.00	0.00	0.00	0.00	0.00	150.00
Infrastructure/Improvements/sidewalk program	206.00	500.00	(294.00)	319.87	3,500.00	(3,180.13)	12,842.00
Other expense	40.92	0.00	40.92	40.92	0.00	40.92	-
Total District Services	11,157.55	12,698.00	(1,540.45)	62,884.97	63,989.00	(1,104.03)	152,816.00
Net Revenue & Expense	23,472.58	(15,958.00)	39,430.58	26,334.09	6,625.00	19,709.09	20,250.00

Executive Director Report
June 2017

Action Items:

April Financials:

The amount in Marketing/Promotions includes the cost of the 19 Alcohol & Beverage Licenses for the April Art and Seek event and website update/design costs for Port City Marketing.

Trash and Graffiti supplies have been trending higher than budgeted; this is due to the increased amount of graffiti we have had.

May Financials:

We received our second installment of assessment dollars from the City this month. We still expect about \$75K in assessments between now and year end.

Dues and Subscriptions includes the cost of 3 months of alarm service, and our regular monthly Constant Contact subscriber fee. Beginning in the next quarter, we will no longer be using Constant Contact, as we will be transitioning to Port City Marketing's e-mail newsletter service, Sharpspring.

Marketing/Promotions is high as we have paid the first installment to Port City Marketing for their services, reimbursed Good Stock Productions for Art and Seek expenses (musicians, wine and final contract payment), and paid for beer for Art and Seek. The financials will no longer reflect separate billing for design or website updates as that has been built into our agreement with them.

Other Expense is a lunch meeting with our SUSD representative to discuss the renewal.

Information Items:

Merchants Committee Update:

The Merchants Committee Continues to meet on the first Tuesday of each month at 9am. We're exploring other options for meeting times, since it was shared that many of our merchants are unable to attend on Tuesdays at 9.

Port City Marketing has been contracted to help with our branding and marketing plan. They will attend the next Merchants Committee Meeting on Tuesday, July 11 (time TBA) to share updates and get feedback. They are in the process of designing out new e-mail newsletter; we expect to launch within the month of June.

The next event on the Miracle will be Mamarama on the Mile on Saturday, June 22. We've gotten good feedback from merchants indicating that they would like to participate. This event will be a great chance for our merchants that cater to family and children to share their businesses with our community. We will also be offering an opportunity for local performing groups to perform – the opportunity will be extended to our yoga, martial arts and dance studios on the Miracle Mile first.

San Joaquin Magazine continues to partner with the MMID for a two page spread. The spread includes 3 short editorial pieces, 6 advertising opportunities (\$175 per merchant), and space for an MMID branding ad. We have committed to 4 months, and have had positive feedback from our merchants.

Improvement Committee Update

Attached in this packet, is the improvements map for Harding Way. The City is expecting to begin work on the sidewalks late summer/ early fall. We've been meeting with property owners to get their feedback on the improvements on Harding Way – some of the feedback includes trash can placement and tree removal.

As you know, nine of our Miracle Mile businesses were shut down at the beginning of June due to code violations. We've reached out to each of the businesses to offer support and resources. Several community partners have reached out to help: The Bull Radio station, San Joaquin County Worknet, Small Business Development Center. As of yet, Centrale has relocated to Brookside permanently and Salon Serendipity is temporarily sharing space at the BeeHive in Lincoln Center. Balance Physical Therapy and Pilates is looking into options for relocating on the Miracle Mile. The property owner is working with the City to get the building back up to code for reopening.

Safety Committee Update

Many businesses have expressed that they would like to stop paying the weekly additional security assessment. This affects our annual budget by about \$7,500. The elimination of supplemental security program would mean less security hours.

We have partnered with San Joaquin County Mental Health to provide better assistance to our transient population on the Miracle Mile. So far, they have been able to talk to David (he carries the dead squirrel on his shoulder). The Mental Health Liaisons are working with David while he's in jail (he had a warrant), and hope to provide him with resources before he is released. They will continue to work with the Police Department to identify individuals to provide service to.