



Miracle Mile Community Improvement District

Promotions Sub-Committee

Wednesday, February 21, 4:00 pm

via Zoom

AGENDA

1. Call to Order Open Session – *John Precissi, Chair*
2. Public Comment (3-Minutes Max Per Person)
Please keep comments directed to the item being discussed.
3. Newsletter Plans
 - a. Committee chair & board members content contributions
 - b. Frequency
 - c. Printed version – Promotions/Civil Sidewalk members agreed to distribute
 - d. Committee members to provide input on newsletter categories
4. Review of Calendar Events (2024 & 2025)
 - a. Taste of the Mile - June 22 (at Tuxedo)
 - b. Car Show & Concert - September (Pacific Ave)
 - c. BOO-tique Market - October 26 (Tuxedo Court)
 - d. UOP Welcome Back Night, - Planning Meeting set for 2/28 @ 3pm
 - e. Stockton Cruise Night
 - i. Event Permit & Insurance
 - ii. SPD Cost (covered via Sponsorship) & Maintenance
 - iii. With event permit, MMCID can contain Pop-Ups and Food Vendors. ½ off for merchant “friends”, full price \$40/45 for others. By application and acceptance only. Special pricing for pre-paid advance bookings for the whole series. (verify requirement for food preparation).
 - iv. Other ideas: Sip & Cruise, Suds & Cruise, Theme Nights
5. Old Business
6. New Business
 - a. Google Drive access & review of punch list set for 2/27
 - b. Annual Sponsorship Package – committee to review example provided for feedback
 - c. Farmer’s Market – no update
 - d. Merchant Marketing Program – no update
7. Next Meeting: **February 27st, 2024, at 5:00 pm, person at The AVE and via Zoom**
Join Zoom
Meeting <https://us06web.zoom.us/j/3301623156?pwd=ZE8yZDladGJkRIBKR01CUHlwdIR1Zz09>
Meeting ID: 330 162 3156
Passcode: 8GhiJt
8. Adjournment

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

P.O. BOX 4016 · STOCKTON · CALIFORNIA 95204

209.644.1146 · STOCKTONMIRACLEMILE.COM

