



Miracle Mile Community Improvement District
General Meeting of the Board of Directors
Wednesday, April 10, 2024, at 4:00 pm
SUSD Annex - SUSD Annex 1661 Pacific Avenue

AGENDA

1. Call to Order Open Session – John V. Precissi, *Treasurer*
2. Public Comment (3-Minutes Max Per Person)
Please keep comments directed to the item being discussed.
3. Approval of the March 13, 2024, Meeting Minutes – *Juanita Pasley, Secretary* *Action Item* p. 2 - 4
4. Approval of the February 2024, Financials – *John V. Precissi, Treasurer* *Action Item* p. 5 - 13
5. Nomination/Election of Open Board President Seat *Action Item*
6. District Reports
 - a. Ad-Hoc Committee – *Rex Dhatt*
 - b. City of Stockton – *Carrie Wright*
 - c. Bylaws – *Yonie Young*
 - d. Civil Sidewalk – *Rex Dhatt*
 - e. Economic Development – *Jeff Gamboni*
 - f. Events & Promotions – *John Precissi*
7. Executive Director Report – *Kim Byrd* p. 14 - 22
8. Director Requests / Announcements
9. Next Meeting: **May 8th, 2024, at 4:00 pm @ SUSD Annex**
10. Adjournment *Action Item*

Brown Act: All MMCID 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 three 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.

Accessibility: If you require special assistance to participate in the meeting, notify Kim Byrd at 209-481-1843 or via email at info@stocktonmiraclemile.com at least 48-hours prior to the meeting.

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT
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MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT GENERAL MEETING BOARD OF DIRECTORS

MINUTES OF THE MEETING

Wednesday, March 13, 2024

SUSD Annex – SUSD Annex 1661 Pacific Avenue

PRESENT: Kim Byrd, Juanita Pasley, John Precissi, Yonie Young, Brian Wright, Lisa Whirlow, Rex Dhatt, Tammy Nguyen, Jeff Gamboni, Carrie Wright, Jason Laurenti, Jovie Lor (joined via dial-in at 4:12pm), Manuel Guizar (arrived 4:22pm), Jean Callahan (arrived 4:24pm)

ABSENT: N/A

GUESTS: Kurt McFadden, Kevin Hernandez, Kevin Dougherty

1. **Meeting Called to Order** at 4:07pm by John Precissi, Board Treasurer
2. **Public Comments (3-Minutes Max Per Person):** Kevin Hernandez spoke on the break in issue and how the ADHOC committee is working to get the cameras up and running as soon as possible. Kevin Dougherty spoke that merchants and property owners need to ensure that they are timely when reporting crimes to PD. He also said that there is another security company that had been walking around trying to ask questions about the possibility of MMCID utilizing them. Kevin H. also spoke about the warming fires that continue to be started on the Mile and the need for them to be reported right away.
3. **Guests:**
 - a. **Kurt McFadden**, McFadden Construction (Bump Out Project @ Pacific Avenue & Adams Street) – Kurt spoke to the board about the project of putting in a concrete curb with a flashing beacon in the street between The Ave and Baskin Robbins. The curb where Bellissima Boutique is located will be fixed to be ADA compliant. City of Stockton came up with the request for McFadden Construction to grind out the road and repave it so that the concrete curbs will have better stability. There will be closure of Pacific Ave. for two days starting from 6am-2:30pm. Work is scheduled to start mid-April and will be completed by May 10, 2024. There will be no parking spaces taken out with this construction.
 - b. **Michael Huber** – Was unable to attend. Rescheduled for next Civil Sidewalk Committee meeting on April 4, 2024.
4. **Approval of the February 12, 2024, Meeting Minutes** – Juanita Pasley, Board Secretary
MOTION to approve Minutes of February 12, 2024:
Motion: Jason Laurenti **Second:** Lisa Whirlow **Vote:** 9/11 **Abstentions:** 2
Motion Approved
5. **Approval of the February 2024, Financials** – John Precissi, Treasurer
Kim said that there is nothing out of the ordinary with the financials. County sent a check for \$489 for interest. With the new Ambassador rollout, calls for service were at 43 total calls. Fulcrum access is coming, and Kim will have a meeting 3/21/24 to dive into analytics. Calls for service are not funded and are not part of the budget. Once we have to fund the calls for service, we will have to come up with a way to fund them. The cost per call is \$35 per call. If the call is less than half an hour, the Ambassador will stay in the district for the remainder of the time. Calls are generally starting to come in at the

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11:00am. Discussion was made into the social media marketing contractor and the spend of \$1,500 per month. The existing contract will be reviewed, by Jean and Kim and the board will decided whether or not the spend is warranted. All other items were normal spend.

MOTION to approve February 2024 Financial Statements:

Motion: John Precissi **Second:** Rex Dhatt **Vote:** 11/11 **Abstentions:** 0

Motion Approved

Fund Development Strategy

209Gives – The ask for this campaign will be for Security & Safety – Coming in April 2024.

Annual Sponsorships – Asking larger corporations and businesses for sponsorships of the Miracle Mile. Looking to model TCCA (Tracy City Center Association) annual sponsorship program.

\$40 month/business - \$6K month = \$72K – There are currently 166 businesses on the Mile. Asking for \$40 a month (voluntary) could be an opportunity to raise funds. We could use the ask as a tie in, possibly leveraging social media marketing for the contribution.

Options:

Historicfunding.com – A grant source that can be utilized.

Levitt Foundation –

National Endowment of the Arts –

SJC – Available grants (NOFA). CA Arts Commission –

United Way -

SJ Community Foundation – Jean will be working with Kim to set up a meeting with them to see how they could be of assistance.

Discussion of ways that the MMCID can start a funding strategy. Kim asked for volunteers that can help to build a team and create a strategy and start figuring out our value propositions. Volunteers included: Jean C., Jeff G., John P., Kevin Hernandez, and Kevin Dougherty. Carrie stated that the value proposition should concentrate on why the MMCID is needed and why it is a must that we are successful.

Printing of the annual report. Kim asked that, because of budget restraints, we only print copies of the report for those that we do not have email addresses for.

6. Nomination/Election of Board President – Jean Callahan

No one has expressed interest at this time. This will continue to be an action item until the seat is filled. Jeff Gamboni may consider a nomination.

7. District Reports

a. **Ad-Hoc Committee** – Jean Callahan/Rex Dhatt – Another meeting coming up on Wednesday 3/20/24. Report will be ready to submit to the City within the next few months. Next public meeting will be in April.

b. **City of Stockton** – Carrie Wright – Carrie express concern about the potential conflict of interest, specifically voting on MMCID budget related items. Given her role and responsibility with the City of Stockton budgeting, she will abstain from votes that might be in conflict or perceived conflict

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with the City. The MMCID is scheduled to go before City Council for its Annual Report and 2024 Budget for approval on April 2, 2024.

- c. **Bylaws** – Yonie Young – The committee is halfway through the bylaws, next meeting is 3/28/24.
 - d. **Civil Sidewalk** – Rex Dhatt – Ambassador program is up and running and so far, so good. Next meeting will be 4/4/24 at 1:00pm at LDA.
 - e. **Economic Development** – Jeff Gamboni – Committee last met on 2/27/24 and reviewed the façade improvement program and the window program. They will be debriefing on Friday, 3/15/24 before their next meeting on 3/28/24.
 - f. **Events & Promotions** – John Precissi – Met 2/27/24 and went over the Cruise Night requirements. Justin must now get a permit in order to host and there will also be a requirement that he will have to have 2 PD officers present. Kim spoke to Justin about him getting sponsorships in order to make this happen. “En Blanc” is now “Taste of the Mile”, and planning has started. All event applications for the year have been sent to the City. There is a start of a quarterly newsletter that will be distributed to merchants.
8. Executive Director Report – Kim Byrd –
- a. **Ambassador Program** – DSA will provide a summary Calls for Service each month with invoicing. Full details available on Fulcrum. Any director interested in access to Fulcrum let Kim know.
 - b. The trip/fall litigation has been settled through mediation.
 - c. **City Public Works** – Kim will be working with Chad from Public Works. Plans to meet to review Capital Improvement Project process and manage communications as relates to outstanding Miracle Mile related projects.
 - d. Banner pole – There is a desire to save the pole. Permitting will send Kim all of the historic data showing that the poles were too old to use. There will be some questions asked for recommendations on how we should move forward to get the program back up and running. The cost that was previously incurred is taken as a loss. Rex spoke about a possibility of getting a sponsor to replace the poles. More details to come.
 - e. New businesses that are opening: Comal Coffee will be opening at the previous Mile Nutrition location (on Dorris).
9. Director Requests / Announcements – N/A
10. Next Meeting: **April 10, 2024, at 4:00pm at SUSD Annex**
11. **Adjournment** – Motion to adjourn made by Jason Laurenti @ 5:52pm.

Financial Report

Miracle Mile Community Improvement District

For the period ended March 31, 2024



Prepared by
Finance Committee

Prepared on
April 8, 2024

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Statement of Financial Position

As of March 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
F&M Checking x0801	157,526.17
MMCID RESERVE - 1	15,402.01
Total Bank Accounts	172,928.18
Total Current Assets	172,928.18
TOTAL ASSETS	\$172,928.18
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening balance equity	0.01
Retained Earnings	158,666.31
Net Revenue	14,261.86
Total Equity	172,928.18
TOTAL LIABILITIES AND EQUITY	\$172,928.18

Statement of Activity by Month

March 2024

	Total
REVENUE	
NON-ASSESSED INCOME	
Event Income	
Car Show & Concert	198.90
Total Event Income	198.90
Total NON-ASSESSED INCOME	198.90
Total Revenue	198.90
GROSS PROFIT	198.90
EXPENDITURES	
CIVIL SIDEWALK	
Enhanced Service Programs	
Maintenance Ambassador	5,435.00
Safety Ambassador	4,952.50
Waste Management Service	432.30
Total Enhanced Service Programs	10,819.80
Total CIVIL SIDEWALK	10,819.80
District Identity	
Social Media Advertising	45.00
Social Media Contractor	1,500.00
Total District Identity	1,545.00
DISTRICT MANAGEMENT & ADMINISTRATION	
Contract Management Services	4,787.90
Office/General Administrative	742.50
Google Workspace	24.00
Office Supplies	145.53
Phone & Internet Service	29.13
QuickBooks	90.00
Total Office/General Administrative	1,031.16
Professional Fees	
Bookkeeping	500.00
Total Professional Fees	500.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	6,319.06
Total Expenditures	18,683.86
NET OPERATING REVENUE	-18,484.96
NET REVENUE	\$ -18,484.96

Statement of Activity Y-T-D

January - March, 2024

	Jan 2024	Feb 2024	Mar 2024	Total
REVENUE				
ASSESSMENT INCOME				0.00
SJC Assessments	102,412.40	489.00		102,901.40
Total ASSESSMENT INCOME	102,412.40	489.00		102,901.40
NON-ASSESSED INCOME				0.00
Event Income				0.00
Car Show & Concert			198.90	198.90
Total Event Income			198.90	198.90
Net Restitution	160.00	-160.00		0.00
Total NON-ASSESSED INCOME	160.00	-160.00	198.90	198.90
Total Revenue	102,572.40	329.00	198.90	103,100.30
GROSS PROFIT	102,572.40	329.00	198.90	103,100.30
EXPENDITURES				
CIVIL SIDEWALK				0.00
Enhanced Service Programs				0.00
Enhanced Safety	8,592.25	7,409.88		16,002.13
Maintenance Ambassador	5,435.04	5,485.04	5,435.00	16,355.08
Safety Ambassador			4,952.50	4,952.50
Waste Management Service	432.30	432.30	432.30	1,296.90
Total Enhanced Service Programs	14,459.59	13,327.22	10,819.80	38,606.61
Security Camera Hardware	25,365.78			25,365.78
Total CIVIL SIDEWALK	39,825.37	13,327.22	10,819.80	63,972.39
District Identity				0.00
Banner Program	200.00			200.00
Social Media Advertising		50.00	45.00	95.00
Social Media Contractor	1,500.00	1,500.00	1,500.00	4,500.00

	Jan 2024	Feb 2024	Mar 2024	Total
Website Hosting & Services	311.64			311.64
Total District Identity	2,011.64	1,550.00	1,545.00	5,106.64
DISTRICT MANAGEMENT & ADMINISTRATION				0.00
Contract Management Services	3,657.87	6,240.80	4,787.90	14,686.57
Office/General Administrative			742.50	742.50
Google Workspace		36.00	24.00	60.00
Meeting Expense		300.90		300.90
Office Supplies	33.98		145.53	179.51
Phone & Internet Service	29.13	29.13	29.13	87.39
Postage & PO Box	68.30			68.30
QuickBooks	65.31	90.00	90.00	245.31
Total Office/General Administrative	196.72	456.03	1,031.16	1,683.91
Professional Fees	625.00			625.00
Accounting / CPA		850.00		850.00
Bookkeeping	500.00	500.00	500.00	1,500.00
Legal		330.00		330.00
Total Professional Fees	1,125.00	1,680.00	500.00	3,305.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	4,979.59	8,376.83	6,319.06	19,675.48
RESERVE & SPECIAL FUNDING				0.00
Other Special Projects				0.00
AB 179 Improvement Project	83.93			83.93
Total Other Special Projects	83.93			83.93
Total RESERVE & SPECIAL FUNDING	83.93			83.93
Total Expenditures	46,900.53	23,254.05	18,683.86	88,838.44
NET OPERATING REVENUE	55,671.87	-22,925.05	-18,484.96	14,261.86
NET REVENUE	\$55,671.87	\$ -22,925.05	\$ -18,484.96	\$14,261.86

Finance Committee: Budget vs. Actuals FY 2024

January - March, 2024

	Actual	Budget	over Budget	Total % of Budget
REVENUE				
ASSESSMENT INCOME				
COS Assessment		22,505.00	-22,505.00	
SJC Assessments	102,901.40	194,034.00	-91,132.60	53.03 %
SUSD Assessment		20,622.00	-20,622.00	
Total ASSESSMENT INCOME	102,901.40	237,161.00	-134,259.60	43.39 %
Contributed income				
Harding Way Project Reimbursement		94,381.00	-94,381.00	
Total Contributed income		94,381.00	-94,381.00	
NON-ASSESSED INCOME				
Event Income				
Car Show & Concert	198.90		198.90	
Total Event Income	198.90	22,602.00	-22,403.10	0.88 %
Interest Income		8.00	-8.00	
Total NON-ASSESSED INCOME	198.90	22,610.00	-22,411.10	0.88 %
Total Revenue	103,100.30	354,152.00	-251,051.70	29.11 %
GROSS PROFIT	103,100.30	354,152.00	-251,051.70	29.11 %
EXPENDITURES				
CIVIL SIDEWALK				
Enhanced Service Programs				
Enhanced Safety	16,002.13		16,002.13	
Maintenance Ambassador	16,355.08		16,355.08	
Safety Ambassador	4,952.50		4,952.50	
Security Camera Monitoring		42,000.00	-42,000.00	
Waste Management Service	1,296.90	6,634.00	-5,337.10	19.55 %
Total Enhanced Service Programs	38,606.61	48,634.00	-10,027.39	79.38 %
Harding Way Reimbursement Project		94,381.00	-94,381.00	
Security Camera Hardware	25,365.78	80,000.00	-54,634.22	31.71 %
Total CIVIL SIDEWALK	63,972.39	366,535.00	-302,562.61	17.45 %
District Identity				
Banner Program	200.00	10,000.00	-9,800.00	2.00 %
Social Media Advertising	95.00	2,800.00	-2,705.00	3.39 %
Social Media Contractor	4,500.00	18,000.00	-13,500.00	25.00 %
Website Hosting & Services	311.64	832.00	-520.36	37.46 %
Total District Identity	5,106.64	31,632.00	-26,525.36	16.14 %
DISTRICT MANAGEMENT & ADMINISTRATION				

	Actual	Budget	over Budget	Total % of Budget
Contract Management Services	14,686.57	54,140.00	-39,453.43	27.13 %
Insurance		12,333.00	-12,333.00	
Office/General Administrative	742.50	2,500.00	-1,757.50	29.70 %
Google Workspace	60.00		60.00	
Meeting Expense	300.90		300.90	
Office Supplies	179.51		179.51	
Phone & Internet Service	87.39		87.39	
Postage & PO Box	68.30		68.30	
QuickBooks	245.31		245.31	
Total Office/General Administrative	1,683.91	2,500.00	-816.09	67.36 %
Professional Fees	625.00		625.00	
Accounting / CPA	850.00		850.00	
Bookkeeping	1,500.00	6,000.00	-4,500.00	25.00 %
Legal	330.00	1,500.00	-1,170.00	22.00 %
Total Professional Fees	3,305.00	7,500.00	-4,195.00	44.07 %
Storage Lease		1,200.00	-1,200.00	
Total DISTRICT MANAGEMENT & ADMINISTRATION	19,675.48	77,673.00	-57,997.52	25.33 %
RESERVE & SPECIAL FUNDING				
Other Special Projects				
AB 179 Improvement Project	83.93		83.93	
Total Other Special Projects	83.93		83.93	
Total RESERVE & SPECIAL FUNDING	83.93		83.93	
Total Expenditures	88,838.44	475,840.00	-387,001.56	18.67 %
NET OPERATING REVENUE	14,261.86	-121,688.00	135,949.86	-11.72 %
			\$ -	
NET REVENUE	\$14,261.86	121,688.00	\$135,949.86	-11.72 %

Notes

CIVIL SIDEWALK (Clean & Safe)

Enhanced Maintenance & Ambassador Services provided by Downtown Stockton Alliance (DSA)

Camera Monitoring Services provided by Calidad Security

Waste Management Service provided by Republic Services

DISTRICT IDENTITY (Marketing & Events)

Social Media Services provided by Katie Siegfried, 19 Colors Marketing

DISTRICT MANAGEMENT & ADMINISTRATION

District Management Services provided by Kim Byrd

Bookkeeping Services provided by Kim Potts

Insurance Provider is F.J. Dietrich & Co. Insurance Services

**Executive Director Report
March 2023**

Community Ambassador Program (CAP)

Ambassador Contact Information. NOTE the phone number based on time of day.

- a. 209-371-9787 (10pm – 5:30am)
- b. 209-451-7775 (5:30am – 10pm)

DSA utilizes Fulcrum, an online reporting system, to record all interactions. Any board member interested in access to Fulcrum, let Kim know.

DSA Calls for Service - March

Business Name	Date	Time in	Time Out	Total	Bill Rate
Suzy's Mexican Restaurant	3/1/2024	10:00AM	11:00AM	1	\$35.00
Avenue Realty	3/4/2024	9:45AM	10:45AM	1	\$35.00
Suzy's Mexican Restaurant	3/4/2024	1:00PM	2:00PM	1	\$35.00
Stockton Chiropractic	3/4/2024	4:45PM	5:45PM	1	\$35.00
Fat City BBQ and Grill	3/5/2024	11:00AM	11:30AM	0.5	\$17.50
Suzy's Mexican Restaurant	3/5/2024	11:30AM	12:30PM	1	\$35.00
Old Stockton Savings Bank	3/5/2024	3:00PM	4:00PM	1	\$35.00
Gamboni Landscaping	3/5/2024	9:00PM	10:00PM	1	\$35.00
Behind Green Nutrition	3/7/2024	9:30AM	10:30AM	1	\$35.00
March's Liquor Mart	3/7/2024	12:15PM	1:15PM	1	\$35.00
Tap Plastic	3/8/2024	11:30AM	12:00PM	0.5	\$17.50
Suzy's Mexican Restaurant	3/8/2024	12:00PM	12:30PM	0.5	\$17.50
Suzy's Mexican Restaurant	3/11/2024	1:30PM	2:30PM	1	\$35.00
Black Rabbit Bar	3/11/2024	9:15PM	10:00PM	1	\$35.00
Manny's Fresh California Cafe	3/13/2024	6:00PM	7:00PM	1	\$35.00
Ululani's Hawaiian Shaved Ice	3/13/2024	7:00PM	7:30PM	0.5	\$17.50
Stockton Family Chiropractor	3/13/2024	7:30PM	8:00PM	0.5	\$17.50
Little Shop on the Mile	3/14/2024	1:15PM	2:15PM	1	\$35.00
A1 Cleaners	3/14/2024	6:00PM	7:00PM	1	\$35.00
Alexander Schefflo Ass.	3/16/2024	11:00AM	12:00PM	1	\$35.00
Stockton Family Chiropractor	3/17/2024	4:30PM	5:30PM	1	\$35.00
Manny's Fresh California Café	3/18/2024	3:15PM	4:15PM	1	\$35.00
Stockton Family Chiropractor	3/18/2024	6:15PM	7:15PM	1	\$35.00
Stockton Family Chiropractor	3/19/2024	8:45AM	9:45AM	1	\$35.00
Stockton Family Chiropractor	3/19/2024	2:40PM	3:40PM	1	\$35.00
Schimke Jewelers	3/20/2024	12:00PM	1:00PM	1	\$35.00
Montea Boba	3/21/2024	9:30AM	10:30AM	1	\$35.00
Mannys	3/21/2024	5:30PM	6:30PM	1	\$35.00
Pacific Hair Salon	3/25/2024	1:30PM	2:30PM	1	\$35.00
Stockton Savings	3/25/2024	6:00pm	6:30PM	0.5	\$17.50
Pacific Hair Salon	3/25/2024	6:30PM	7:00PM	0.5	\$17.50
Starbucks	3/27/2024	11:30AM	12:30PM	1	\$35.00
Cost U Less Insurance	3/27/2024	3:00PM	4:00PM	1	\$35.00
					\$1,032.50

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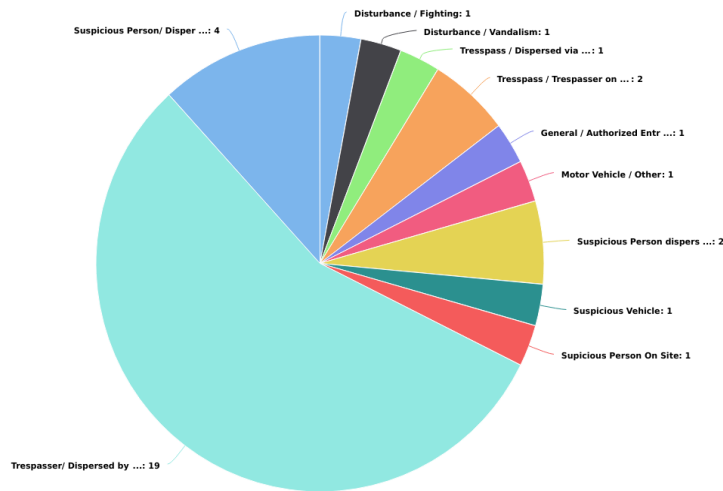
Security Camera Monitoring

Installation of camera for Phase One (Harding Way to Cocoro) is concluding with remaining cameras requiring bucket lift (PME and Orsi Building). Phase Two (Cocoro to Harding Way) has been initiated, which will include a few camera upgrades to higher quality units, replacing lower grade units.

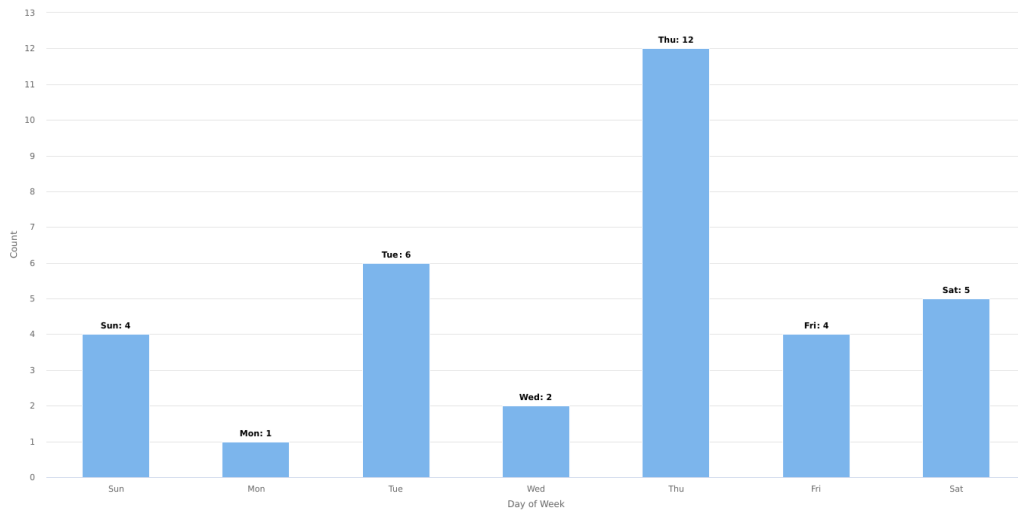
Miracle Mile Incident Analysis
03/01/2024 - 04/01/2024



Incident Category



Day of Week



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Incident Category vs Day of Week

03/01/2024 - 04/01/2024



Incident Category	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
Disturbance / Fighting	1							1
Disturbance / Vandalism							1	1
Tresspass / Dispersed via Loudspeaker	1							1
Tresspass / Trespasser on Site						2		2
General / Authorized Entry							1	1
Motor Vehicle / Other					1			1
Suspicious Person dispersed by Patrol						2		2
Suspicious Vehicle		1						1
Suspicious Person On Site	1							1
Trespasser/ Dispersed by DSA	1		6	2	9		1	19
Suspicious Person/ Dispersed by DSA					2		2	4
Total	4	1	6	2	12	4	5	34

AB 179

Stockton's Miracle Mile Public Safety Improvement & Revitalization Project

Pending final Public Meeting expected to be scheduled in June.

Always, for the latest information available, visit the California DOT Website as provided below.

<https://dot.ca.gov/caltrans-near-me/district-10/district-10-current-projects/stockton-miracle-mile>

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PUBLIC WORKS PROJECTS:

Miracle Mile Rectangular Rapid Flashing Beacon and Curb Bulb-Outs, Project No. WT22052 – **City Council approved \$300,000** on November 16, 2021 for improvements to benefit the corridor. This project has begun design and is scheduled for completion by the end of the calendar year. Construction is anticipated to begin late spring 2023, pending availability of long-lead materials arriving.

- **Update:** Miracle Mile RRFB and bulb-outs project on Pacific/Adams was advertised with Bid opening on June 1, 2023. Work also includes upgrading streetlight head fixtures to brighten the corridor at night from Castle to Harding.

City Council approved an additional \$500,000 on May 24, 2022, for continued traffic and safety improvement projects within the Miracle Mile Improvement District. The project scope is pending additional outreach with the MMID Board.

- **Update:** None at this time

Miracle Mile Parking Lots Resurfacing, Project No. WC21021 – **City Council approved \$277,000 on June 23, 2020, with approval of the 2020-2025 Five Year Capital Improvement Plan.** This project includes resurfacing Lots A (*behind Valley Brewing*) and C (*behind Moore's Martial Arts and Fritz Chin Photography*). This project is scheduled to advertise for construction bids summer of 2022. Construction is anticipated to begin early spring of 2023.

- **Update:** RFQ in process with bids due by March 28. Contract award expected in May 2024. Based on previous conversations with contractors, Summer is not ideal for parking lot resurfacing, and vendors prefer Fall when weather is cooler.

MMID Traffic Engineering Evaluation – Traffic Engineering staff have been observing and collecting traffic signal and traffic flow data from the corridor since March 2022. The purpose is garner information for strategizing use of alternative stop controls at intersections and/or other measures to positively affect traffic flow. Traffic signals that are temporarily impacted during this evaluation, operating in red flash mode, include any combination of the following intersections along the Miracle Mile: Central Ct/Castle St, Dorris Pl/Cleveland St, and Maple St. The observations run approximately from 11:00 p.m. to 5:00 a.m. daily. The duration of this study will continue until enough data has been collected.

- **Update:** None at this time

Public Litter Receptacles – City of Stockton Waste Contract

Future Opportunity - Harding Way Project \$94,380.98

Requirements for funding: Execute an agreement with the city approved by Council with a staff report to include invoices of costs that are capital in nature.

Included in the agreement: State one-time funding source, with documentation and MMID is responsible to replace and maintain items purchased.

- **Update:** In the past, the bid project value is too low to be of interest to those contractors that can meet City requirements. Very limited response previously. Will seek new bids for project, as time allows.

\$3,100,000 to the City of Stockton, for the City of Stockton – Redevelopment on the Miracle Mile: Public Safety/Maintenance Substation/Parking – RFP being prepared by DOT for Transfer to the City of Stockton.

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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NON-PROFIT OPPORTUNITIES:

Tech Soup supports nonprofits, charities, and libraries by providing access to donations and discounts on software, hardware, and services from major. Evaluating programs that can either reduce cost and/or provide efficiencies for the District:

QuickBooks (in progress)	Adobe (new)	DocuSign (new)
Microsoft	Shutterstock (new)	Zoom (transition)

Sage-Intacct-eBook-Nonprofit-Storytelling.pdf

Grants - Levitt Foundation \$150 Million Spend Down, supports free outdoor concerts.

The Levitt Foundation will spend down and close its doors in 2041

<https://levitt.org/spend-down-press-release/>

Grants - National Endowment of the ARTS

Application Deadline 8-17-23. Award/Rejection 4-2024, Earliest Proposed Project 7-1-2024

<https://www.arts.gov/grants/our-town>,

<https://www.arts.gov/grants/our-town/application-calendar>

Historic Preservation is a massive database of local (city and county-wide), Statewide and Nationally-available programs is the most complete resource of its kind online. There are over 8,000 funding programs (grants, loans, tax incentives, preservation easements, rebates, awards and Certified Local Government funds) and educational/job training programs (scholarships, fellowships / internships, apprenticeships, and residencies) listed in the HistoricFunding.com database.

<https://historicfunding.com>

Community Economic Mobilization Institute Grant – SJC

Day: Wednesday, April 10, 2024

Time: 9:30 to 11:30 a.m. (PST)

[Register for Zoom Webinar Here](#)

209Gives – Webinar April 9, 2024 at 12:00pm

Day: Wednesday, April 10, 2024

Time: 12:00pm (PST)

[Register for Zoom Webinar Here](#)

STREET BANNER POLE

Exploring options for repair of Street Banner poles.

- Visit Stockton Insurance Replacement?
- What is needed to replace with new poles. New engineering?
- Dieder Construction Liability Insurance?
- City of Stockton Permit Office requirements?

ECONOMIC DEVELOPMENT

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Comal Coffee - <https://stocktonmiraclemile.com/directory/comal-coffee/>

Rossen Real Estate & Property Management - <https://stocktonmiraclemile.com/directory/rosson-real-estate-property-management/>

Barbas 209 - <https://stocktonmiraclemile.com/directory/barbas-209/>

Credence Counsel - <https://stocktonmiraclemile.com/directory/credence-counsel/>

Property Vacancies:

Hookah Bar

Cobra Chai / Hubba Hubba

Run Republic – Re Opening a Shop for Kids Spring of 2024

Marathon Staffing

Properties FOR SALE:

1926 Pacific Avenue (Whirlow)

2363 Pacific Avenue (Waters)

120 W Harding Way (Padilla) – In Escrow

Properties FOR LEASE:

2402 Pacific Avenue (Moore)

2904-2918 Pacific Avenue (Dougherty)

Under Construction

Empire Building Block

2001-2005 Pacific Ave (K. Hernandez)*

2562 Pacific Avenue (T. Lor)*

1800 Pacific Avenue/ 145-151 Alder Steet (K. Dougherty)*

**Façade Improvement Forgivable Loan:*

Upcoming Vacancies

The Lush Studio

GRANT UPDATE: Storefront Beautification Micro Grant (up to \$2000) no longer available.



Sales Tax Report

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Working with Carrie via SJC to identify reporting that would help the MMCID track Sales Tax trends. Reporting would be one matrix to help gauge financial health for the district.

STATISTIC COMPARISON

CRIME TYPE	
HOMICIDE	0
SEXUAL ASSAULT	0
ROBBERY	2
AGGRAVATED ASSAULT	1
BURGLARY	1
MOTOR VEHICLE THEFT	0
BURGLARY - AUTO	3
THEFT	3
ARSON	1
VANDALISM	2
TOTAL	13

01/09 – 02/12

CALLS FOR SERVICE-228

CRIME TYPE	
HOMICIDE	0
SEXUAL ASSAULT	0
ROBBERY	3
AGGRAVATED ASSAULT	0
BURGLARY	3
MOTOR VEHICLE THEFT	0
BURGLARY - AUTO	0
THEFT	1
ARSON	0
VANDALISM	7
TOTAL	14

02/13 – 03/11

CALLS FOR SERVICE-230

BUSINESS WATCH REPORT MARCH

4/8/24 BUSINESS WATCH FOLLOW UP

#117879 Disturbance / Vandalism / Miracle Mile / 2024-03-16 (Starbucks Drive-thru) poor image quality
 #118092 Disturbance / Fighting / Miracle Mile / 2024-03-17 (Whirlow's /Wyndotte) There was a SPD report taken. Report #24-8211 and the responding officers were Officer Salaices and his partner Officer Diaz-Nunez. Per our report, Officer Salaices did review the footage with the guard from DSA.
 #120274 Motor Vehicle / Other / Miracle Mile / 2024-03-28 (Bollards Hit & Run Cocoro)

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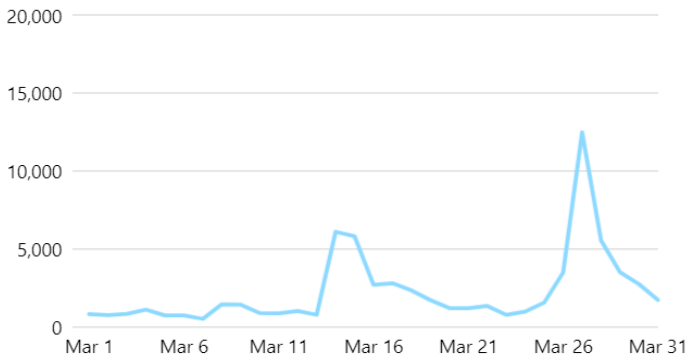
SOCIAL MEDIA REPORT

Reach

Export

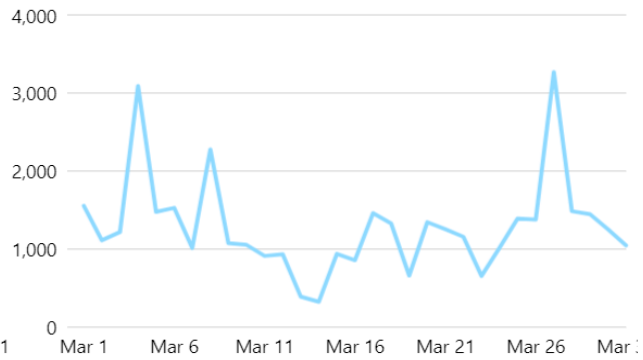
Facebook reach ⓘ

38.6K ↑ 64.6%



Instagram reach ⓘ

8.3K ↓ 22.1%

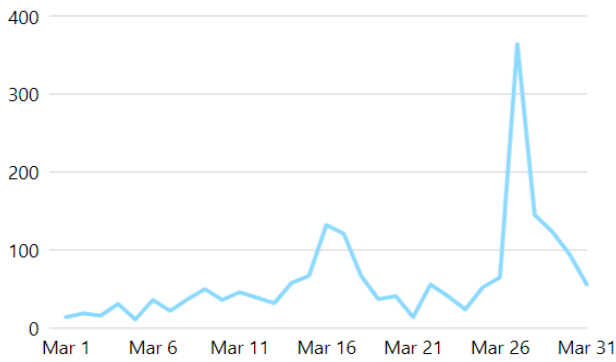


Visits

Export

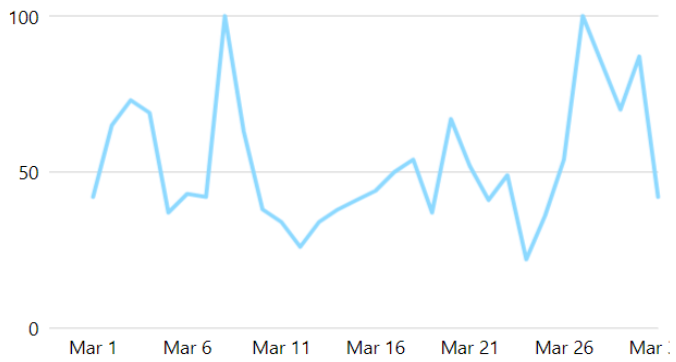
Facebook visits ⓘ

1.9K ↑ 70.4%



Instagram profile visits ⓘ

1.6K ↑ 24.7%

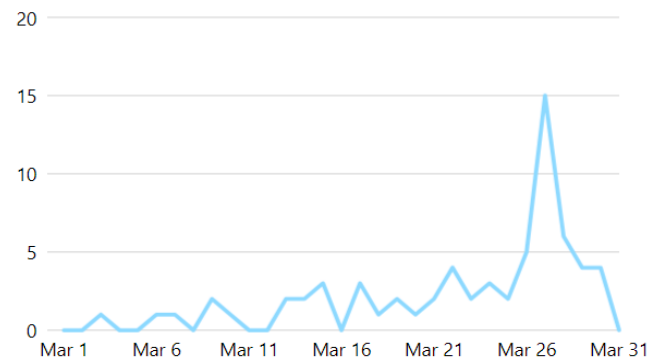


Follows

Export

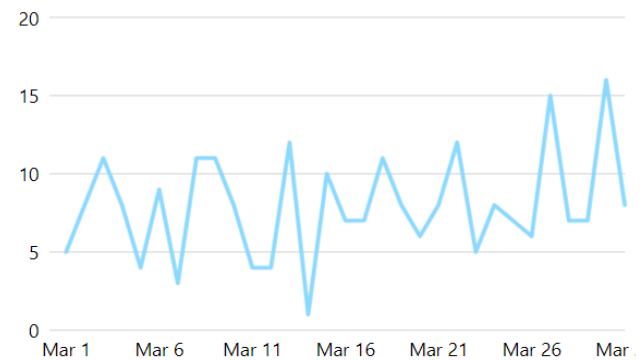
Facebook follows ⓘ

67 ↑ 139.3%



Instagram follows ⓘ

247 ↑ 0.4%



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Ad trends

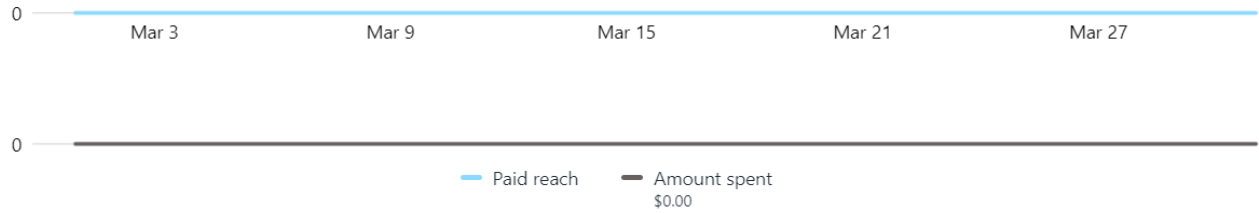
Export

Paid reach ⓘ

Paid impressions ⓘ

0 ↓ .100%

0 ↓ .100%



Audience

Export

Current audience

Potential audience

Facebook followers ⓘ

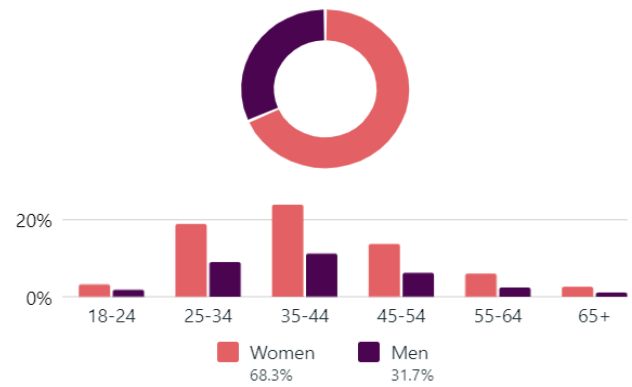
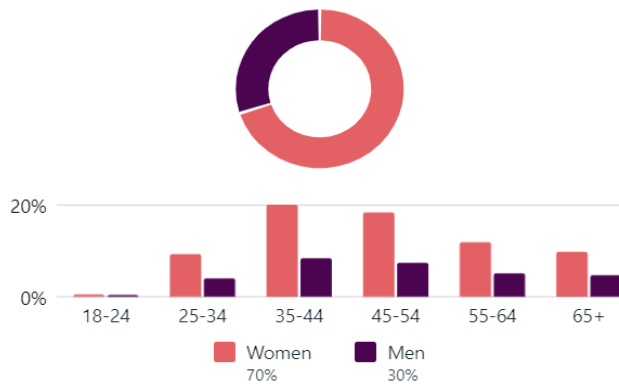
10,940

Instagram followers ⓘ

11,074

Age & gender ⓘ

Age & gender ⓘ



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