



Miracle Mile Community Improvement District
General Meeting of the Board of Directors Agenda
Wednesday, August 14, 2024, at 4:00 pm
SUSD Annex - 1661 Pacific Ave Stockton, CA 95204

AGENDA

1. Call to Order General Session – *Jeffrey Gamboni, President*
2. Public Comment (3-Minutes Max Per Person)
Please complete comment card and deliver to Board Secretary.
3. Adjourn General Session *Action Item*

4. Call to Order Closed Session – *Jeffrey Gamboni, President* *Action Item*
 - a. NOFA – Acceptance of Funding *Action Item*
5. Adjourn Closed Session

6. Call to Order General Session – *Jeffrey Gamboni, President*
7. Report of Closed Session & Action Taken

8. Public Comment (3-Minutes Max Per Person)
Please complete comment card and deliver to Board Secretary.
9. Guests:
 - a. Crush Cancer: Shawna Brown & Jimmie Morris

10. Approval of the July 10, 2024, Meeting Minutes – *Juanita Pasley, Secretary* *Action Item*

11. MMCID Financials – *John V. Precissi, Treasurer*
 - a. Approval of July 2024 Financials *Action Item*
 - b. DSA Maintenance Bill Rate Increase – CPI but not to exceed 5% *Action Item*
 - c. Miracle Mile Banner Poles *Action Item*
 - d. Stockton Cruise Night Security Support *Action Item*

12. City of Stockton Report – *Chad Reed, Public Works*

13. District Reports
 - a. Ad-Hoc Committee – *Jean Callahan*
 - b. Bylaws – *Yonie Young*
 - c. Civil Sidewalk – *Rex Dhatt*
 - d. Economic Development – *Jeff Gamboni*
 - e. Events & Promotions – *John Precissi*

14. Executive Director Report – *Kim Byrd, Executive Director*
 - a. Nomination Committee Appointments

15. Director Requests / Announcements

16. Next Meeting:
September 11th, 2024, at 4:00 pm @ SUSD Annex

17. 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
GENERAL MEETING BOARD OF DIRECTORS**

MINUTES OF THE MEETING

Wednesday, July 10, 2024, at 4:00pm

LDA Partners Conference Room – 222 Central Ct. Stockton, CA 95204

PRESENT: Kim Byrd, Juanita Pasley, John Precissi, Tammy Nguyen, Jeff Gamboni, Yonie Young, Jason Laurenti, Lisa Whirlow, Jean Callahan (arrived at 4:07pm), Carrie Wright (arrived at 4:10pm), Manuel Guizar (arrived 4:10pm).

ABSENT: Jovie Lor, Brian Wright

GUESTS: Kevin Hernandez, Christina Fugazi, Esperanza Vielma

1. **Call to Order Open Session** - Meeting called to Order at 4:04pm by Jeff Gamboni, Board President.

2. **Public Comments (3-Minutes Max Per Person):** Christina Fugazi introduced herself and talked about her run for Mayor. She shared her vision for the Miracle Mile, which has a goal of a safe, clean, green Stockton. Safe being the safety of the people around the area and those with mental health concerns. She would also like to have bicycle police officers that are assigned to the Mile. Clean being a focus on more training to the people who oversee cleanliness in the city. Green being a focus of cleaner air, possible alternate route for the buses. She was one of the people who pushed for a window grant for the broken windows for businesses. She would like to have designated planners for issues such as housing and business ownership. She also spoke of bringing a farmers' market, similar to the Lodi Farmers Market, every week to the COS.

Kevin Hernandez talked about the repaving of the parking lots and thanked the Board for being active in getting this completed.

Esperanza Vielma, Commission for Water – Esperanza introduced herself and spoke how her commission works on air & water. She talked about how there are incentive programs out there with funding and the commission is available to help with information and more if needed.

3. **Approval of the June 12, 2024, Meeting Minutes** – Juanita Pasley, Board Secretary
MOTION to approve Minutes of June 12, 2024:
Motion: Jean Callahan **Second:** Carrie Wright **Vote:** 9/10 **Abstentions:** 1
Motion Approved with corrections

4. **Approval of the June 2024, Financials** – John Precissi, Treasurer
Taste of the Mile preliminary info is a little over \$60,000. Nothing outside of the ordinary to report, expenses are standard. One fee of \$75 was to file for the charity services. Jeff asked about the line item for the calls for service and it is expected to decline as the program continues to settle in (it has already begun to go down).
MOTION to approve June 2024 Financial Statements:
Motion: Jean Callahan **Second:** Juanita Pasley **Vote:** 9/10 **Abstentions:** 1
Motion Approved
 - a. **Kiwanis Membership** – Kiwanis has proposed to help us with quarterly maintenance on the Mile and has asked the MMCID to become members. There was a verbal mention of a fee of \$120 yearly. Kim will reach out to get something in print.
MOTION to approve Membership with Kiwanis:

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Motion: Jean Callahan **Second:** Manuel Guizar **Vote:** 10/10 **Abstentions:** 0

Motion Approved

- b. **Assessment COLA (Cost of Living Adjustment)** – Kim discussed the breakdown of the current assessments. We are broken into 4 zones, and they are all priced a little differently. The recommendation is a 5% increase for the district management plan. The current assessment is \$237,000. With the increase, it will bump us up to \$249,000. The decision has to be in to the county by August 10, 2024, and the first bill would come out in October for the 2025 assessments. Jean asked about the Harding Way zone and the levels that have been established. Carrie stated that, if we were to eliminate the Harding Way zone, we would have to go to the City and redo the entire zoning and it was agreed not to take that step.

MOTION to approve COLA:

Motion: Jean Callahan **Second:** Tammy Nguyen **Vote:** 10/10 **Abstentions:** 0

Motion Approved

- c. **Bank Card Signatures from Executive Committee** – This has been completed.

5. **District Reports**

- a. **Ad-Hoc Committee** – Rex Dhatt/Jean Callahan – There was a meeting with the City Manager in regard to additional funds of 3.1 million. There was an original agreement to meet quarterly with the committee and they are pushing to have that meeting in place.
- b. **City of Stockton** – Carrie Wright – Kim met with Chad today and everything is going well with the parking lot repavement. As soon as those lots are completed, more will be added. Trash cans replacements will be coming soon. The City had a council meeting last night that ran very late, and a lot of items were covered. Council will be taking a small break until August 20, 2024. The Supreme Court ruling on the homeless situation clarifies that we can now take steps to create an ordinance such as cleaning up parks and the approach to make it happen. COS needs to react quickly so that, when other cities implement, we have ordinances in place already. There are 367 new beds opening up that are geared towards helping to get people out of homelessness. Homeless veterans – this is currently not a huge population in our city right now. The current focus is on the youth who need services.
- c. **Bylaws** – Yonie Young – Meeting was cancelled this week. Bylaws will be reviewed at strategic planning.
- d. **Civil Sidewalk** – Rex Dhatt – Executive committee has asked all chairpersons to make a presentation on their accomplishments and goals. Lisa spoke about how, the week of the Taste of the Mile, seven businesses were tagged with graffiti. Calidad had an issue where their recording subscription was not paid and, because of this, we do have a footage of the incidents. Manny’s mom car was hit, and they were told that the hard drive had been wiped and they did not know why so there no footage of the incident. Kim asked that we report all incidents of service failures to her so that she can document these occurrences.
- e. **Economic Development** – Jeff Gamboni – They have been looking at the overlay and are awaiting a response from Matt Diaz, hoping to hear back before strategic planning. Discussion will be of the zoning change/exceptions and how to address the changes. There has been talk of funding a facilitator to help with the façade improvement applications and processes. There is a meeting with Matt scheduled for next Tuesday.

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- f. **Events & Promotions** – John Precissi – Taste of the Mile was a success. Talk of possibly moving the date due to the weather being too hot. Possible change to May 3, 2025. Carrie said that there are a few weeks that are very rough, and those weeks are very busy. Jason suggested earlier in June. Calendars will be checked, and we will review possible dates/options. UOP Week of Welcome will be August 23, 2024. Some of the same things as last year, a Ferris wheel, slide, water dispensary truck. Passport will be the same. MMCID Car show, TCCA (Tracy City Center Association) was supposed to be hosting their car show the same day that we were scheduled to host ours. Kim spoke with Justin, and they discussed moving the car show to mid-October. Talk of combining car show with an Octoberfest. Sip & Shop will be on the first Saturday in December.
6. **Executive Director Report** – Kim Byrd
- a. Strategic Planning Preparation – July 29, 2024. All chair heads will be asked to present. Guest speaker will be Reza from TECA to present about lessons learned and initiatives that have been set. Strategic planning will be from 9am-3pm.
 - b. Parking lots A, C, & K – Currently underway, and should be completed by August 8, 2024.
7. Director Requests / Announcements – Banner sample is being prepared; the funding has been received. Gary from Online Printing will create a proof to approve before the final prints. John may be able to get a lift for us to use for this project, but Kim also has been able to get a discounted rate of \$700 if there is a need for us to pay for one. The hardware on some poles may need to be replaced, but that will happen when each pole is inspected upon the installation of each banner. MMCID is responsible and will need to pay for any incurred cost. Jeff spoke with the Board and how proud he is of everyone for all of the hard work that everyone has been putting in. Taste of the Mile was successful because of the effort, and we should all be proud of ourselves. Jason asked about new social media vendors and if the board would be hiring a new social media person. It was discovered that there is a person (Ol Skool Carz) who is trying to start a first Friday of every month event. There has not been any communication with the coordinator as of yet. Kim asked that, if anyone sees them promoting, to please let her know. Tammy announced that Ululani's will be celebrating their 1-year celebration on Sunday, July 14, 2024, and everyone is invited to head down to the event.
8. Next Meeting: August 14th, 2024, at 4:00 pm @ SUSD Annex (**note regular meeting location**).
9. **Adjournment** – Motion to adjourn made by Jason Laurenti @ 5:20pm.

Financial Report

Miracle Mile Community Improvement District
For the period ended July 31, 2024



Prepared by
Finance Committee

Prepared on
August 11, 2024

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ASSESSMENTS PAST DUE:

\$22,504.56 City of Stockton

\$20,622.20 Stockton Unified School District

Statement of Financial Position

As of July 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
F&M Checking x0801	146,165.10
F&M Reserve x5901	15,402.01
Total Bank Accounts	161,567.11
Total Current Assets	161,567.11
TOTAL ASSETS	\$161,567.11
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening balance equity	0.01
Retained Earnings	158,666.31
Net Revenue	2,900.79
Total Equity	161,567.11
TOTAL LIABILITIES AND EQUITY	\$161,567.11

Statement of Activity by Month

July 2024

	Total
REVENUE	
NON-ASSESSED INCOME	
Event Income	
Event - Havana Nights	
Event - Havana Nights - Silent Auction Sales	130.00
Event - Havana Nights - Ticket Sales	500.00
Total Event - Havana Nights	630.00
Total Event Income	630.00
Total NON-ASSESSED INCOME	630.00
Total Revenue	630.00
GROSS PROFIT	630.00
EXPENDITURES	
CIVIL SIDEWALK	
Enhanced Service Programs	
Maintenance Ambassador	5,435.00
Safety Ambassador	6,431.25
Safety Service Calls	385.00
Security Camera Monitoring	2,915.00
Waste Management	575.33
Total Enhanced Service Programs	15,741.58
Security Camera Hardware	16,387.03
Total CIVIL SIDEWALK	32,128.61
District Identity	
Banner Program	55.00
Event Expenses	
Havana Nights Expense	13,260.29
Square Merchant Processing - Havana Nites	4.70
Total Havana Nights Expense	13,264.99
Stockton Cruise Night Expense	141.00
Total Event Expenses	13,405.99
Social Media Contractor	1,500.00
Website & Email Services	131.76
Total District Identity	15,092.75
DISTRICT MANAGEMENT & ADMINISTRATION	
Contract Management Services	5,500.00
Office/General Administrative	
Google Workspace	28.80
Meeting Expense	381.81
Phone & Internet Service	29.13

	Total
QuickBooks	180.65
Total Office/General Administrative	620.39
Professional Fees	
Bookkeeping	500.00
Total Professional Fees	500.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	6,620.39
Total Expenditures	53,841.75
NET OPERATING REVENUE	-53,211.75
NET REVENUE	\$ -53,211.75

Statement of Activity Y-T-D

January - July, 2024

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Total
REVENUE								
ASSESSMENT INCOME								
SJC Assessments	102,412.40	489.00			91,598.32			194,499.72
Total ASSESSED INCOME	102,412.40	489.00			91,598.32			194,499.72
NON-ASSESSED INCOME								
Event Income								0.00
Car Show & Concert			198.90					198.90
Event - Havana Nights						0.00		0.00
Event - Havana Nights - Silent Auction Sales						6,347.00	130.00	6,477.00
Event - Havana Nights - Sponsorship					11,500.00	20,700.00		32,200.00
Event - Havana Nights - Ticket Sales						11,800.00	500.00	12,300.00
Event - Havana Nights Beverage Sales						7,493.00		7,493.00
Event - Havana Nights Donor Donation					500.00	400.00		900.00
Total Event - Havana Nights					12,000.00	46,800.00	690.00	59,310.00
Total Event Income			198.90		12,000.00	46,800.00	690.00	59,308.90
Light Pole Banner Contribution						8,000.00		8,000.00
Net Restitution	160.00	-160.00						0.00
Total NON-ASSESSED INCOME	160.00	-160.00	198.90	0.00	103,598.32	54,690.00	690.00	262,008.62
Total Revenue	102,572.40	329.00	198.90	0.00	103,598.32	54,690.00	690.00	262,008.62
GROSS PROFIT								
EXPENDITURES								
CIVIL SIDEWALK								
Enhanced Service Programs								0.00
Enhanced Safety (Hammer Head)	8,592.25	7,409.88						16,002.13
Maintenance Ambassador	5,435.04	5,485.04	5,435.00	5,483.93	5,435.00	6,431.25	5,435.00	38,144.01
Repair & maintenance supplies						165.36		165.36
Safety Ambassador	4,952.50			6,431.25	5,880.00	6,431.25	6,431.25	30,126.25
Safety Service Calls		1,032.50		1,032.50	717.50	710.50	385.00	2,845.50
Security Camera Monitoring		1,165.00		1,165.00	2,315.00	2,315.00	2,915.00	7,710.00
Waste Management		432.30	432.30	432.30	576.33	432.30	575.33	3,312.16
Total Enhanced Service Programs	14,459.59	13,327.22	10,819.80	14,544.98	13,822.83	15,468.41	15,741.58	86,305.41
Security Camera Hardware	25,365.78			25,889.26	1,508.50		16,387.03	69,150.57
Total CIVIL SIDEWALK	39,825.37	13,327.22	10,819.80	40,434.24	15,431.33	15,468.41	32,128.61	167,465.98
District Identity								
Barner Program						220.00	55.00	475.00
Event Expenses								0.00
Havana Nights Expense					1,922.10	20,230.94	13,260.29	35,413.33
Square Merchant Processing - Havana Nites					175.15	524.87	4.70	704.72
Total Havana Nights Expense					2,097.25	20,755.81	13,264.99	36,118.05

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Total
Stockton Cruise Night Expense					141.00		141.00	282.00
Total Event Expenses					2,286.25	20,755.81	19,405.99	36,400.05
Social Media Contractor	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	10,500.00
Website & Email Services	311.64				89.00		131.76	532.40
Total District Identity	2,011.64	1,500.00	1,500.00	1,500.00	3,827.25	22,475.81	15,092.75	47,907.45
DISTRICT MANAGEMENT & ADMINISTRATION								0.00
Contract Management Services	3,657.87	6,240.80	4,787.90	3,305.00	3,991.56	5,974.00	5,500.00	33,458.13
License and Permits				75.00		50.00		125.00
Office/General Administrative			742.50			215.59		958.09
Dues, subscriptions & memberships				160.00				160.00
Google Workspace		36.00	24.00	25.39	28.80	28.80	28.80	171.79
Meeting Expense		300.90					381.81	682.71
Office printing				227.62				227.62
Office Supplies	33.98		145.53			89.08		268.59
Phone & Internet Service	29.13	29.13	29.13	29.13	29.13	29.13	29.13	203.91
Postage & PO Box	68.30					12.04		80.34
QuickBooks	65.31	90.00	90.00	90.00	108.33	100.00	180.65	724.29
Total Office/General Administrative	196.72	455.09	1,091.16	552.14	166.28	474.64	650.99	9,477.94
Professional Fees								0.00
Bookkeeping	500.00	500.00	500.00	500.00	500.00	500.00	500.00	3,500.00
CPA	625.00	850.00						1,475.00
Legal		330.00						330.00
Total Professional Fees	1,125.00	1,680.00	500.00	500.00	500.00	500.00	500.00	5,305.00
Storage Lease					1,200.00			1,200.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	4,979.59	8,376.83	6,919.06	4,419.14	5,857.82	6,998.64	6,620.99	43,585.47
RESERVE & SPECIAL FUNDING								0.00
Other Special Projects								0.00
AB 179 Improvement Project	83.93	50.00	45.00					178.93
Total Other Special Projects	83.93	50.00	45.00					178.93
Total RESERVE & SPECIAL FUNDING	83.93	50.00	45.00					178.93
Total Expenditures	46,900.53	23,254.05	18,683.96	46,347.38	25,116.40	44,983.86	59,941.75	259,107.83
NET OPERATING REVENUE	55,671.87	-22,825.05	-18,484.96	-46,347.38	78,481.92	8,716.14	-59,211.75	2,900.79
NET REVENUE	\$55,671.87	\$ -22,825.05	\$ -18,484.96	\$ -46,347.38	\$ 78,481.92	\$ 8,716.14	\$ -59,211.75	\$ 2,900.79

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Budget vs. Actuals FY 2024

January - December 2024

	Actual	Budget	over Budget	% of Budget	Total
REVENUE					
ASSESSMENT INCOME					
COS Assessment		22,505.00	-22,505.00		
SJC Assessments	194,499.72	194,034.00	465.72	100.24 %	
SUSD Assessment		20,622.00	-20,622.00		
Total ASSESSMENT INCOME	194,499.72	237,161.00	-42,661.28	82.01 %	
NON-ASSESSED INCOME					
Event Income		22,602.00	-22,602.00		
Car Show & Concert	198.90		198.90		
Event - Havana Nights	0.00		0.00		
Event - Havana Nights - Silent Auction Sales	6,477.00		6,477.00		
Event - Havana Nights - Sponsorship	32,200.00		32,200.00		
Event - Havana Nights - Ticket Sales	12,300.00		12,300.00		
Event - Havana Nights Beverage Sales	7,433.00		7,433.00		
Event - Havana Nights Donor Donation	900.00		900.00		
Total Event - Havana Nights	59,310.00		59,310.00		
Total Event Income	59,508.90	22,602.00	36,906.90	263.29 %	
Interest Income		8.00	-8.00		
Light Pole Banner Contribution	8,000.00		8,000.00		
Total NON-ASSESSED INCOME	67,508.90	22,610.00	44,898.90	298.58 %	
Total Revenue	262,008.62	259,771.00	2,237.62	100.86 %	
GROSS PROFIT	262,008.62	259,771.00	2,237.62	100.86 %	
EXPENDITURES					
CIVIL SIDEWALK		143,520.00	-143,520.00		
Enhanced Service Programs					

	Actual	Budget	over Budget	Total % of Budget
Enhanced Safety (Hammer Head)	16,002.13		16,002.13	
Maintenance Ambassador	43,579.01		43,579.01	
Repair & maintenance supplies	165.36		165.36	
Safety Ambassador	36,557.50		36,557.50	
Safety Service Calls	3,370.50		3,370.50	
Security Camera Monitoring	10,525.00	42,000.00	-31,475.00	25.06 %
Waste Management	4,427.75	6,634.00	-2,206.25	66.74 %
Total Enhanced Service Programs	114,627.25	48,634.00	65,993.25	235.69 %
Security Camera Hardware	69,150.57	80,000.00	-10,849.43	86.44 %
Total CIVIL SIDEWALK	183,777.82	272,154.00	-88,376.18	67.53 %
District Identity				
Advertising		2,800.00	-2,800.00	
Banner Program	475.00	10,000.00	-9,525.00	4.75 %
Event Expenses				
Havana Nights Expense	35,413.33		35,413.33	
Square Merchant Processing - Havana Nites	704.72		704.72	
Total Havana Nights Expense	36,118.05		36,118.05	
Stockton Cruise Night Expense	282.00		282.00	
UOP Welcome Back Expense	600.37		600.37	
Total Event Expenses	37,000.42		37,000.42	
Social Media Contractor	12,000.00	18,000.00	-6,000.00	66.67 %
Website & Email Services	532.40	832.00	-299.60	63.99 %
Total District Identity	50,007.82	31,632.00	18,375.82	158.09 %
DISTRICT MANAGEMENT & ADMINISTRATION				
Contract Management Services	37,830.17	54,140.00	-16,309.83	69.87 %
Insurance		12,333.00	-12,333.00	
License and Permits	125.00		125.00	
Office/General Administrative	958.09	2,500.00	-1,541.91	38.32 %

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	Actual	Budget	over Budget	Total % of Budget
Dues, subscriptions & memberships	160.00		160.00	
Google Workspace	200.59		200.59	
Meeting Expense	682.71		682.71	
Office printing	227.62		227.62	
Office Supplies	268.59		268.59	
Phone & Internet Service	233.04		233.04	
Postage & PO Box	80.34		80.34	
QuickBooks	724.29		724.29	
Total Office/General Administrative	3,535.27	2,500.00	1,035.27	141.41 %
Professional Fees				
Bookkeeping	4,000.00	6,000.00	-2,000.00	66.67 %
CPA	1,475.00		1,475.00	
Legal	330.00	1,500.00	-1,170.00	22.00 %
Total Professional Fees	5,805.00	7,500.00	-1,695.00	77.40 %
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	48,495.44	77,673.00	-29,177.56	62.44 %
RESERVE & SPECIAL FUNDING				
Other Special Projects				
AB 179 Improvement Project	178.93		178.93	
Total Other Special Projects	178.93		178.93	
Total RESERVE & SPECIAL FUNDING	178.93		178.93	
Total Expenditures	282,460.01	381,459.00	-98,998.99	74.05 %
NET OPERATING REVENUE	-20,451.39	-121,688.00	101,236.61	16.81 %
NET REVENUE	\$ -20,451.39	\$ -121,688.00	\$ 101,236.61	16.81 %

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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 REPORTS

July 2024

Strategic Planning Summary

Nominations

CITY OF STOCKTON PUBLIC WORKS PROJECTS

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: Chad to confirm purpose/status of Council approved Funding.

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 and striping of City-owned parking lots located along the Miracle Mile.

UPDATE: All three (3) parking lots (A, C & K) work effort is coming to completion. After parking lot resurfacing, and striping, driveway aprons have been replaced, as well. Any issues should be reported ASAP, so contractor can correct prior to project sign-off by the City.

Remaining parking lots are on the Capital Improvement Project (CIP) list, but has not been funded at this time, and unknown if/when remaining lots would be addressed. Define future maintenance planning on recently resurfaced lots, TBD.

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, Doris 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: Chad to confirm purpose/status of traffic engineering study.

Public Litter Receptacles – City of Stockton has committed to provide trash receptacles and inserts. Once installed on-going responsibility will be the MMCIDs.

UPDATE: Inventory of existing trash receptacles and inserts to be schedule. Timeline for replacement receptacles pending assignment of project manager

(46) \$3,100,000 to the City of Stockton, for the City of Stockton – Redevelopment on the Miracle Mile: Public Safety/Maintenance Substation/Parking

UPDATE: Draft NOFA (Notification of Fund Availability) to be reviewed by City Attorney. Once approved by City Attorney, NOFA posted. Awarded. Approximate length of process is 2-months.

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AB-179 Miracle Mile Capital Improvement Project (Ad-Hoc Committee)

UPDATE: Ad Hoc Committee representatives scheduled to meeting with COS representatives for update on Monday, August 12. COS has committed to providing quarterly updates on progress.

**8-8-24 BID FLASH: REQUEST FOR PRE-QUALIFICATIONS
MIRACLE MILE PEDESTRIAN SAFETY IMPROVEMENTS AND REVITALIZATION**

Consultant Pre-Qualifications to propose on the design of the project. Only pre-qualified consultants will be allowed to submit a proposal for this project. The project will upgrade pedestrian crossings, improve public safety, and revitalize the Miracle Mile along Pacific Avenue from Alpine Avenue to Harding Way. For more details: https://www.stocktonca.gov/bid_detail_T22_R700.php

CIVIL SIDEWAL (CLEAN & SAFE)

DSA Ambassador Call for Service Report (5:30am to 10:00pm)

Business Name	Date	Time in	Time Out	Total	Bill Rate
Family Chiropractic	7/2/24	7:30AM	8:30AM	1	\$35.00
Family Chiropractic	7/2/24	10:00AM	11:00AM	1	\$35.00
Pacific Hair Salon	7/4/24	12:00PM	1:00PM	1	\$35.00
Stockton Family Chiropractic	7/9/24	1:00PM	2:00PM	1	\$35.00
Gamboni Landscape Architect	7/9/24	6:30PM	7:30PM	1	\$35.00
Stockton Family Chiropractic	7/11/24	8:30AM	9:30AM	1	\$35.00
Stockton's Art League Gallery	7/11/24	10:30AM	11:30AM	1	\$35.00
Stockton Family Chiropractic	7/18/24	11:00AM	12:00PM	1	\$35.00
Sweet Life Boutique	7/18/24	12:30PM	1:30PM	1	\$35.00
Manny Fresh Café	7/19/24	3:30PM	4:30PM	1	\$35.00
Manny Fresh Café	7/24/24	1:00PM	2:00PM	1	\$35.00
LDA Partners	7/26/24	1:30PM	2:30PM	1	\$35.00
Stockton Family Chiropractic	7/27/24	9:00AM	10:00AM	1	\$35.00
La Palma	7/28/24	3:30PM	4:30PM	1	\$35.00
La Palma	7/28/2024	7:15PM	8:15PM	1	\$35.00
					\$525.00

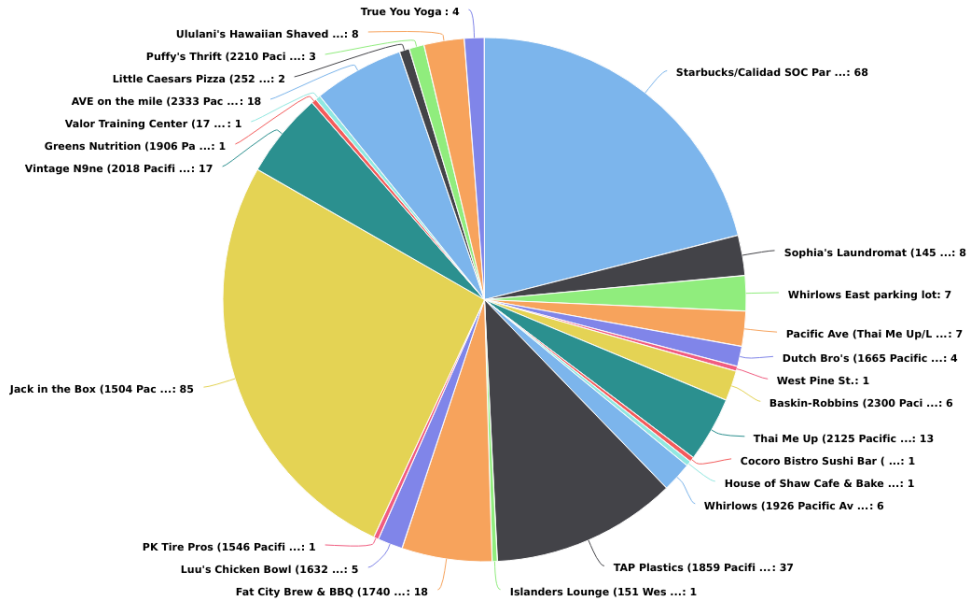
Calidad Security Monthly Reporting

Miracle Mile Incident Analysis

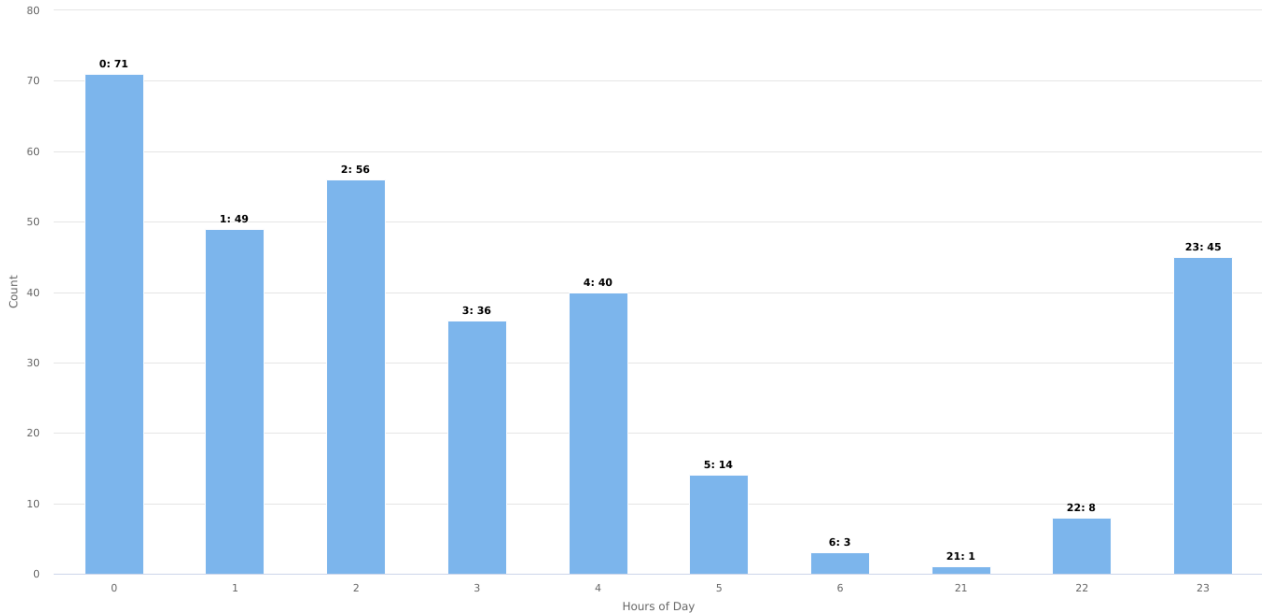
07/01/2024 - 07/31/2024



On-Premise Site Location



Hours of Day



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On-Premise Site Location vs Hours of Day

07/01/2024 - 07/31/2024



On-Premise Site Location	0	1	2	3	4	5	6	21	22	23	Total
Starbucks/Calidad SOC Parking (1810 Pacific)	15	9	9	11	7	1		1	2	13	68
Sophia's Laundromat (145 W Alder St)	3	1	1	1						2	8
Whirlows East parking lot	2	3		1					1		7
Pacific Ave (Thai Me Up/La Palma/Tuxedo Ct.)	2	1	2	1					1		7
Dutch Bro's (1665 Pacific Ave)	2			1						1	4
West Pine St.		1									1
Baskin-Robbins (2300 Pacific Ave)		2	1	1	1	1					6
Thai Me Up (2125 Pacific Ave)	1	4	1	1	2				1	3	13
Cocoro Bistro Sushi Bar (2105 Pacific Ave)				1							1
House of Shaw Cafe & Bakery (227 Dorris Pl.)				1							1
Whirlows (1926 Pacific Ave)		1	4			1					6
TAP Plastics (1859 Pacific Ave)	9	6	7	1	5	3	1			5	37
Islanders Lounge (151 West Alder St.)					1						1
Fat City Brew & BBQ (1740 Pacific Ave)	3		5	2	2	2				4	18
Luu's Chicken Bowl (1632 Pacific Ave)	1	2	1							1	5
PK Tire Pros (1546 Pacific Ave)		1									1
Jack in the Box (1504 Pacific Ave)	17	10	18	9	14	6			1	10	85
Vintage N9ne (2018 Pacific Ave)	4	2	2	1	2		2		1	3	17
Greens Nutrition (1906 Pacific Ave)									1		1
Valor Training Center (1744 Pacific Ave)			1								1
AVE on the mile (2333 Pacific Ave)	5	3	3	2	3					2	18
Little Caesars Pizza (2520 Pacific Ave)	1									1	2
Puffy's Thrift (2210 Pacific Ave)	2			1							3
Ululani's Hawaiian Shaved Ice (2130 Pacific Ave)	4	2		1	1						8
True You Yoga		1	1		2						4
Total	71	49	56	36	40	14	3	1	8	45	323

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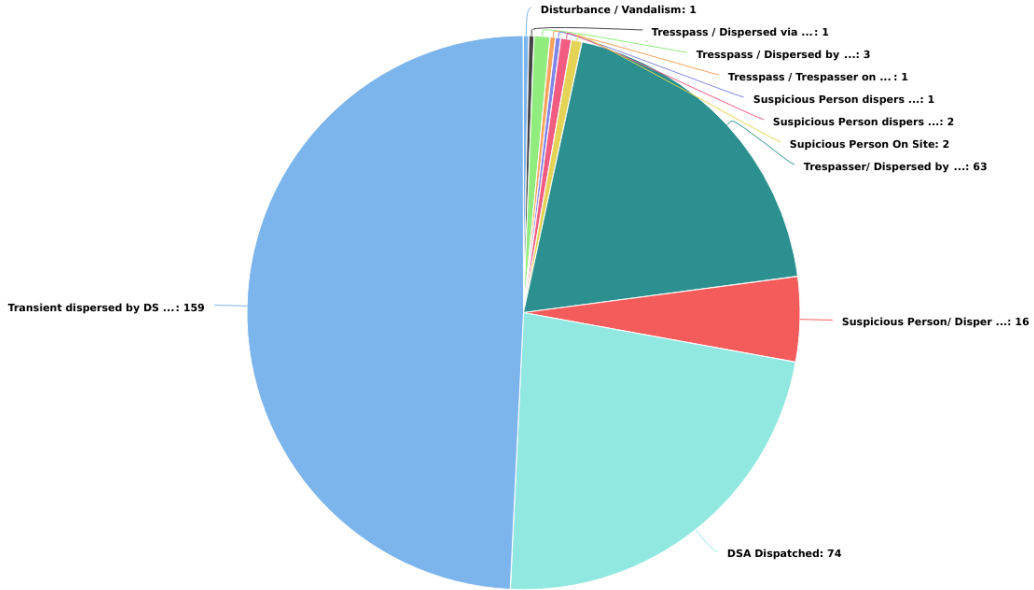
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Miracle Mile Incident Analysis

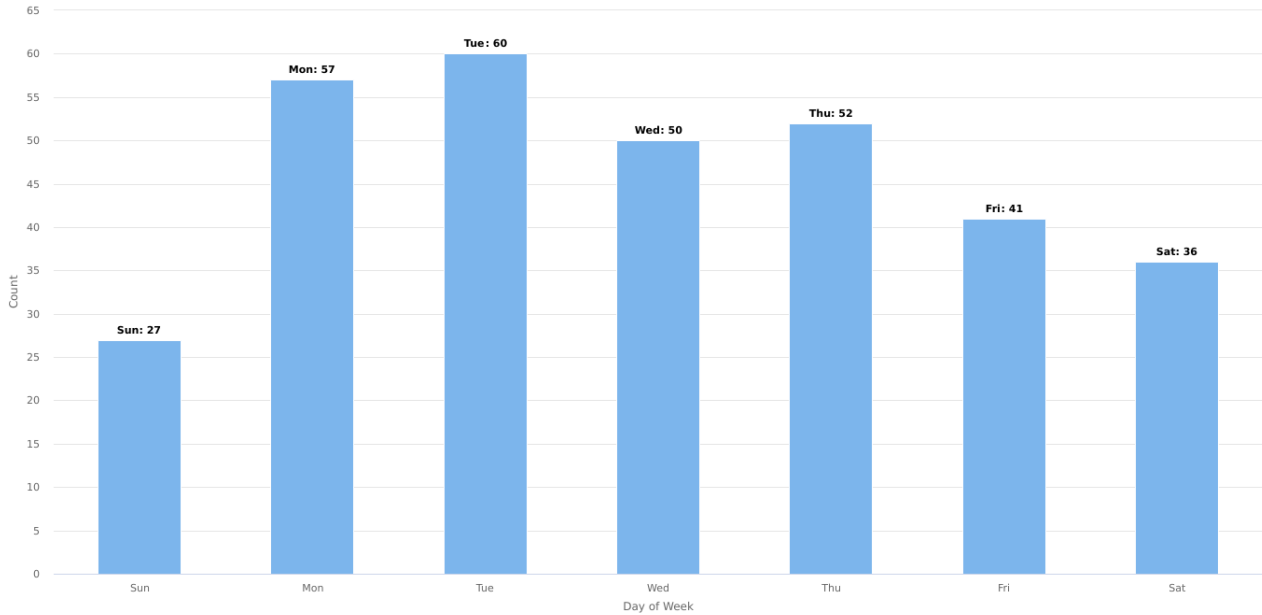
07/01/2024 - 07/31/2024



Incident Category



Day of Week



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Incident Category vs Day of Week

07/01/2024 - 07/31/2024



Incident Category	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
Disturbance / Vandalism			1					1
Tresspass / Dispersed via Loudspeaker		1						1
Tresspass / Dispersed by Patrol					2	1		3
Tresspass / Trespasser on Site				1				1
Suspicious Person dispersed by Loudspeaker					1			1
Suspicious Person dispersed by Patrol			1			1		2
Suspicious Person On Site					1	1		2
Trespasser/ Dispersed by DSA	9	21	13	5	1	2	12	63
Suspicious Person/ Dispersed by DSA		1	8			2	5	16
DSA Dispatched	14	2	2	15	20	3	18	74
Transient dispersed by DSA	4	32	35	29	27	31	1	159
Total	27	57	60	50	52	41	36	323

ECONOMIC DEVELOPMENT

Small Business Workshop – Monday, September 16 at UOP’s the Vereshchagin Alumni House 10am to 12pm

Carlos Villapudua, the Chair of the Committee on Jobs, Economic Development and the Economy in partnership with the University of the Pacific, will jointly host a Small Business workshop to discuss various topics including the State Small Business Credit Initiative (SSBCI <https://www.ibank.ca.gov/small-business/ssbci/>). California has been allocated \$1.2 billion in funding for this initiative.

The focus of the workshop will be on small business access to credit and economic development and assisting them with their required outreach to stakeholders.

MMCID’s continues dialog with UOP in the development of a Small Business Development Center on the Miracle Mile.

City of Stockton Zoning Code Updates:

- Zoning code under internal review. Approximately halfway through, with review of the land use table, definitions, and design standards remaining which are more complex.
- Code adoption hearings by the end of 2024. Planning Commission, at a minimum, with City Council approval after. Maybe early 2025 at the latest.
- One to two Commission study sessions expected before the adoption hearings before final drafts and to solicit last minute feedback. Expected in the fall 2024, date(s) yet to be scheduled.
- Land use table edits by Planning unlikely to make housing allowances more restrictive but continue to evaluate best practices and what increased restriction to the CN zone or MMCID might mean.
- Property and Business Owners are encouraged to attend Miracle Mile Economic Development Committee meetings. Ongoing review of citywide CN implications of the proposed restrictions in

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addition to the overlay concept, the MMCID board would be proposing . MMCID recommendations should be finalized and the discussions with City concluded by the end of the year.

Grant Program Facilitator Program:

In an effort to assist property and business owners with building beautification efforts, the committee is evaluating the use of contractor to help facilitate Miracle Mile businesses with Broken Window <https://stocktonmiraclemile.com/broken-window-grant-program/> and Commercial Façade Improvement Forgivable Loan <https://stocktonmiraclemile.com/commercial-facade-improvement-forgivable-loan-program/> grants.

Attracting New Businesses & Property Owners to the Mile

Property for Sale	Property for Lease
1926 Pacific Avenue – Whirlows/TAPS Barrel House (Whirlow)	1720 Pacific Ave Ste A - Vacant (Maheedhar)
2363 Pacific Avenue – Vacant HT Design (Waters)	2016 Pacific Ave – (Chin)
120 W Harding Way – Vacant In Escrow (Padilla)	2034 Pacific Ave – (DeSousa)
3024 Pacific Avenue – Vacant Lot (Young)	2026 Pacific Ave - (DeSousa)
230 Dorris Place – Tabak/Knapp Law (Tabak/Knapp)	2218 Pacific Ave – (Lor)
	2323 Pacific Ave – (Torres)
	2402 Pacific Ave – Empty Lot (Moore)
	2562 Pacific Ave (Lor)
	2904-2918 Pacific Ave – Vacant (Dougherty)







DISTRICT IDENTITY & PLACEMAKING

Light Pole Banner Installation

UPDATE: The new light pole banners are in production for print, and expected to be complete by August 16. Installation scheduled for August 20 with a completion date of August 22.

Social Media RFP

UPDATE: RFPs are being reviewed and evaluated by the Finance Committee. Any questions should be directed to John Precissi or Jean Callahan.

<p align="center">Tigers Prowlin' the Mile</p> <p>Welcome the University of the Pacific back to campus! Come on out and enjoy an evening with students, faculty, staff and Miracle Mile merchants for a night out at our favorite place... the MIRACLE MILE</p> <p align="center">Friday, August 23 ~ 6pm to 9pm</p>	
<p align="center">Boho Market – September</p> <p>Boho Market event planner is working on details for a Sunday September market hosted at Tuxedo Court. The market will be a curation of vintage, artist, makers and food. Pop-up applications will open soon, so stay tuned. More details to come!</p>	
<p align="center">Stockton Cruise Night Trunk or Treat</p> <p>6 to 8pm on the 3rd Thursday May through October 2024. Stop by as the Miracle Mile is visited by hundreds of cars, cruising our historical district. Enjoy the cars, restaurants and pop in to visit our small businesses that have extended hours that evening.</p> <p align="center">Trunk or Treat – Thursday, October 17 6pm to 8pm</p>	
<p align="center">Miracle Mile Car Show & Concert</p> <p align="center">Save-the-Date Saturday, October 19th 12pm to 5pm</p>	
<p align="center">Miracle Mile Candy Crawl</p> <p align="center">Thursday, October 31st 3pm to 5pm (or until candy runs out)</p>	
<p align="center">Shop Small Saturday</p> <p align="center">Save-the-Date Saturday, November 30th</p>	

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Miracle Mile Holiday Sip & Show

Save-the-Date
Saturday, December 7th
12pm to 6pm



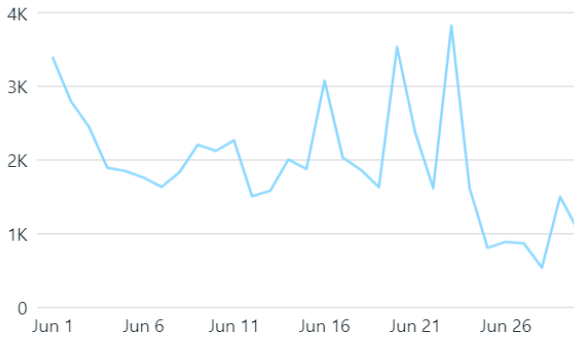
SOCIAL MEDIA REPORT

Reach

Export

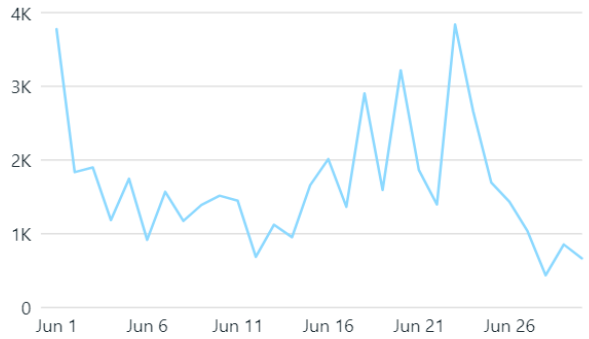
Facebook reach

30.9K ↓ 21.7%



Instagram reach

16.8K

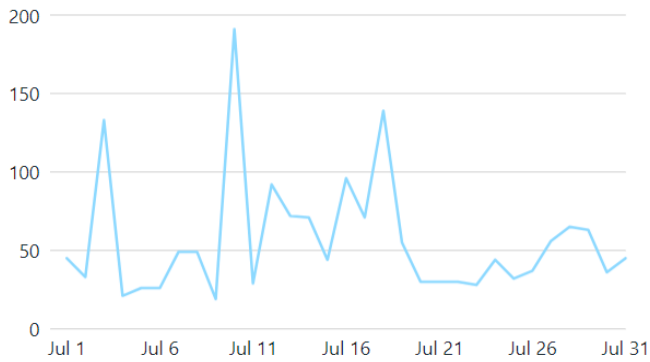


Visits

Export

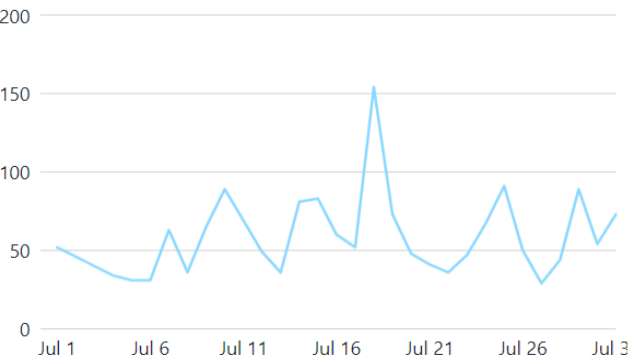
Facebook visits

1.8K ↑ 12.6%



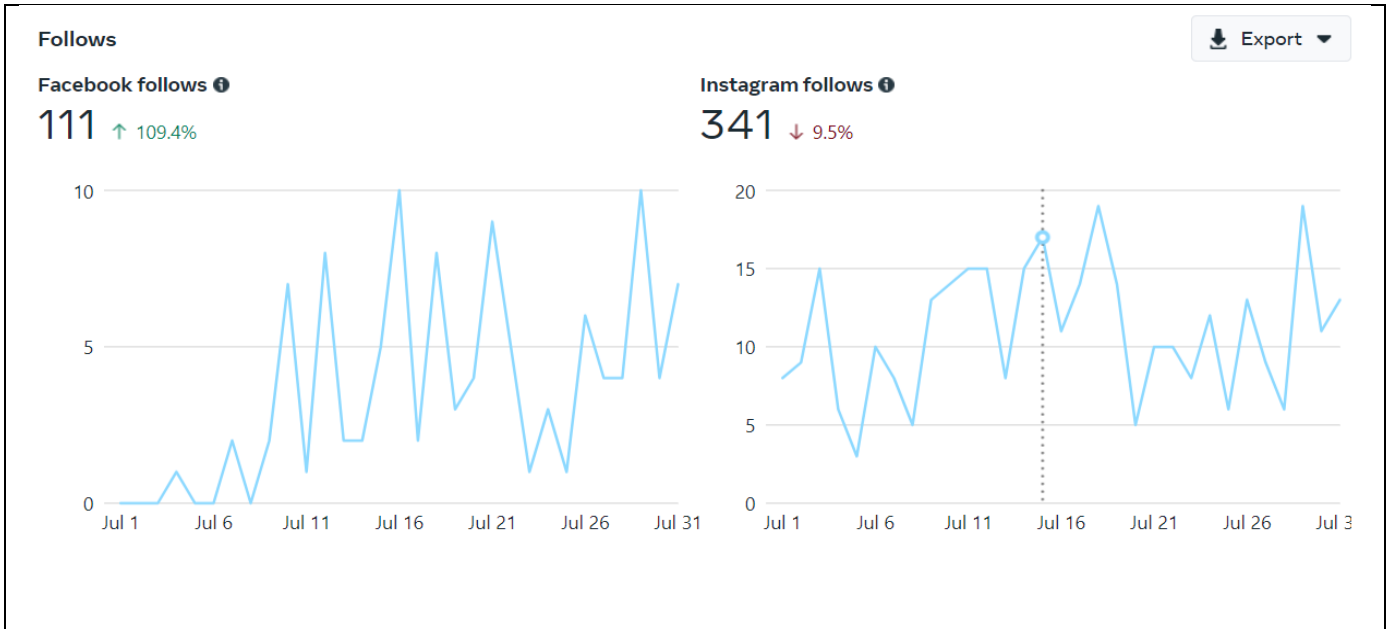
Instagram profile visits

1.8K ↓ 24%



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