



Miracle Mile Community Improvement District
General Meeting of the Board of Directors Agenda
Wednesday, September 11, 2024, at 4:00 pm
LDA Partners – 222 Central, 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. Approval of the August 14, 2024, BOD Meeting Minutes – *Juanita Pasley, Secretary* *Action Item*
4. MMCID Financials – *John V. Precissi, Treasurer* *Action Item*
5. City of Stockton Report – *Carrie Wright, Economic Development or Chad Reed, Public Works*
6. Establishment of MMCID Ad-Hoc Committee(s) *Action Item*
 - a. Asset Procurement & Management
7. District Reports
 - a. Capital Improvement Ad-Hoc Committee – *Jean Callahan*
 - b. Bylaws – *Yonie Young*
 - c. Civil Sidewalk – *Rex Dhatt*
 - i. Security Camera: P3 Proposal Review and Site Visit
 - ii. Miracle Mile Mural
 - iii. COS Trash Receptacle Replacement
 - d. Economic Development – *Jeff Gamboni*
 - e. Events & Promotions – *John Precissi*
8. Executive Director Report – *Kim Byrd, Executive Director*
 - a. Board of Directors Nominations
 - b. Customer Relationship Management (CRM – District 360)
 - c. AB 2449: New Brown Act Rules for a Zoom-Friendly World
9. Director Requests / Announcements
10. Next Meeting:
October 11th, 2024, at 4:00 pm location TBD
11. Adjournment *Action Item*

Brown Act: All MMCID Board meetings are held pursuant to the Brown Act as codified in Government Code Section 54957.5.

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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.

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

MINUTES OF THE MEETING

Wednesday, August 14, 2024, at 4:00pm
SUSD Annex – SUSD Annex 1661 Pacific Avenue

PRESENT: Kim Byrd, Juanita Pasley, John Precissi, Brian Wright, Jeffrey Gamboni, Rex Dhatt, Lisa Whirlow, Jason Laurenti, Jean Callahan, Jovie Lor, Yonie Young, Tammy Nguyen, Manuel Guizar (arrived at 4:10pm)

ABSENT: N/A

GUESTS: James Snyder, Tom Patti, Rhodesia Ransom, Justin Juencke, Chad Reed

1. **Call to Order General Session** – Meeting called to order at 4:05pm by Jeff Gamboni, Board President
2. **Public Comment (3-Minutes Max Per Person):** *Please complete comment card and deliver to Board Secretary.*
No public comments at this time.
3. **Adjourn General Session** –
Motion to adjourn made by Jean Callahan @ 4:06pm, second Rex Dhatt.
4. **Call to Order Closed Session** – Jeffrey Gamboni, Board President - @ 4:06pm
We are currently looking at real estate. Looking into three potential properties and gathering all purchasing details. Kevin Dougherty has offered to serve as the agent at a discounted rate (half of a percent), with the fee to be donated back to the MMCID after close. NOFA funding source via the State of California through the City of Stockton for the MMCID maintenance substation, as a cash purchase.
MOTION to approve a non-binding letter of intent to purchase property:
Motion: Jean Callahan **Second:** Lisa Whirlow **Vote:** 12/12 **Abstentions:** 0
Motion Approved
5. **Adjourn Closed Session**
Motion to adjourn made by Manuel Guizar @ 4:24pm. Second Jason Laurenti
6. **Call to Order General Session** – Called to order by Jeffrey Gamboni, President @ 4:24pm
7. **Report of Closed Session & Action Taken** – Jeff reported out the board’s approval to seek real property for a maintenance substation.
8. **Public Comment (3-Minutes Max Per Person):** Rhodesia Ransom– Running for the CA State Assembly introduced herself and wanted to show that she will be a partner to the region and plans to be on the ground working with the community. Lisa asked about help for small businesses. Rhodesia stated that she will advocate and be a resource for business owners as well as holding the state accountable for monies spent. Kim asked about the 20 million that the district received and, if she is elected, if Rhodesia would continue to work with the district with acquiring more funding. Rhodesia said that she will absolutely continue to work with the district to pursue additional funds.
Tom Patti – County Supervisor for 8 years. As a business owner himself, he understands the importance of having businesses open and continuing to grow. He spoke of the homeless situation and how he has worked on providing housing and services for the unhoused. He has addressed issues with CalTrans and came up with a design and plan proposal to get funding for an I-5 (getting things fixed) project. Kim asked about the help that the city may give to the MMCID and what he anticipates that he could do. He spoke about the property owners that may not be active with their properties and how we can make a plan to get them active and hold them accountable. Partnerships are key to strengthen our city.
9. **Guests:**

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- a. Crush Cancer: Shawna Brown & Jimmie Morris
Jimmie spoke on the organization, Crush Colon Cancer, their start and the resources that they offer. They offer education, outreach, and have a focus on youth education. They are hosting a 5K walk on March 29, 2025 and are asking for participation and support.

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

MOTION to approve Minutes of July 10, 2024:

Motion: Manuel Guizar **Second:** Jason Laurenti **Vote:** 11/12 **Abstentions:** 1

Motion Approved

11. **MMCID Financials** – John Precissi, Treasurer

- a. Approval of July 2024 Financials – Still waiting on the COS & SUSD assessment checks. There was a check was picked up from Paul Canepa’s office today. Still waiting on two checks from Taste of the Mile. Security calls for service are down.

MOTION to approve July 2024 Financials:

Motion: Jean Callahan **Second:** Lisa Whirlow **Vote:** 12/12 **Abstentions:** 0

Motion Approved

- b. DSA Maintenance Bill Rate Increase – CPI but not to exceed 5%. – There will be a 3% bump in the bill from DSA (\$65K to \$68K). Mike Huber has also brought up the issue of shopping carts and how MMCID will need to designate an area to store shopping carts when they are found. It was noted that we can use the Ask Stockton app to report the carts so that the stores that the carts belong to will get notified.

MOTION to approve DSA Bill Rate Increase:

Motion: Jean Callahan **Second:** Manuel Guizar **Vote:** 12/12 **Abstentions:** 0

Motion Approved

- c. Miracle Mile Light Pole Banners are printed and should be up by Thursday of next week. Visit Stockton (Wes) would like to sell to the MMCID, Visit Stockton’s portion of the poles. The plan is to replace the broken poles with new poles. Lisa asked if we could ask Wes if he would be interested in selling the poles to us in lieu of free advertising. Jean asked if there was an insurance claim made on the damaged poles and if we could ask Wes about this. Rex asked about us looking into sponsorship to replace the poles.

MOTION to approve \$3,750 on the poles:

No action at this time.

- d. Stockton Cruise Night Security Support – Starting this year, it was required that an event permit is pulled for every event as well as them having to pay for maintenance. Justin has spoke that he was able to raise about \$3K in sponsorships but has now run out of money. There is about \$1,000 in fees per event. There is currently a past due invoice for security that needs to be paid.

MOTION to approve past due security invoices for \$598:

Motion: Manuel Guizar **Second:** Tammy Nguyen **Vote:** 12/12 **Abstentions:** 0

Motion Approved

MOTION to approve to forego Hammerhead Security for the remainder of the Stockton Cruise Night events:

Motion: Manuel Guizar **Second:** Brian Wright **Vote:** 12/12 **Abstentions:** 0

Motion Approved

- 12. **City of Stockton Report** – Chad Reed, Public Works – Chad introduced himself and spoke of the ADHOC recommendations that went out last week and are due back 9/11/24. They received discretionary funds to repave two parking lots. There is a project manager assigned to the trash receptacle project. The goal is to have

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all of the receptacles replaced on the Mile. The traffic study has been completed and it is not necessary to do a new one for the current spend.

13. **District Reports**

- a. **Ad-Hoc Committee** – Jean Callahan- Left early/no report.
- b. **Bylaws** – Yonie Young – Worked on at Strategic Planning.
- c. **Civil Sidewalk** – Rex Dhatt – Cameras are now all up. Looking for a way that we can raise funds to have the cameras monitored. Awaiting on a report from Blake with specifications of cameras so that they can compare what we currently have to where we can go from here.
- d. **Economic Development** – Jeff Gamboni – Discussed at Strategic Planning.
- e. **Events & Promotions** – John Precissi – Getting ready for MMCID Car Show on October 19, 2024. There is news from the COS, there is a city fee of \$50 required per pop up for any permitted event. BOHO market – currently looking for vendors.

14. **Executive Director Report** – Kim Byrd

- a. **Nomination Committee Appointments** – It is time to appoint the nomination committee, the President is in charge of the selection process. We should start the recruitment of possible candidates now.

15. **Director Requests / Announcements**

MOTION to establish a sub-committee for district management staffing:

Motion: Rex Dhatt **Second:** Manuel Guizar **Vote:** 11/11 **Abstentions:** 0

Motion Approved

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

17. **Adjournment** – Motion to adjourn made by Manuel Guizar @ 6:18pm. Second Jason Laurenti.

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Financial Report

Miracle Mile Community Improvement District

For the period ended December 31, 2024



Prepared by
Finance Committee

Prepared on
September 9, 2024

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ASSESSMENTS PAST DUE:
\$22,504.56 City of Stockton

SPONSORSHIP DUE:
\$10,000.00 Miguel Villpudua

Statement of Financial Position

As of August 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
F&M Checking x0801	165,456.70
F&M Reserve x5901	15,402.01
Total Bank Accounts	180,858.71
Total Current Assets	180,858.71
TOTAL ASSETS	\$180,858.71
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening balance equity	0.01
Retained Earnings	158,666.31
Net Revenue	22,192.39
Total Equity	180,858.71
TOTAL LIABILITIES AND EQUITY	\$180,858.71

Statement of Activity by Month

August 2024

	Total
REVENUE	
ASSESSMENT INCOME	
SUSD Assessment	20,622.20
Total ASSESSMENT INCOME	20,622.20
NON-ASSESSED INCOME	28,463.00
Event Income	
Event - Havana Nights	
Event - Havana Nights - Sponsorship	6,400.00
Total Event - Havana Nights	6,400.00
Total Event Income	6,400.00
Total NON-ASSESSED INCOME	34,863.00
Total Revenue	55,485.20
GROSS PROFIT	55,485.20
EXPENDITURES	
CIVIL SIDEWALK	
Enhanced Service Programs	
Maintenance Ambassador	5,435.00
Safety Ambassador	6,431.25
Safety Service Calls	525.00
Security Camera Monitoring	2,815.00
Waste Management	1,115.59
Total Enhanced Service Programs	16,321.84
Total CIVIL SIDEWALK	16,321.84
District Identity	
Banner Program	9,493.07
Event Expenses	
Havana Nights Expense	201.97
Stockton Cruise Night Expense	355.00
UOP Welcome Back Expense	2,086.13
Total Event Expenses	2,643.10
Social Media Contractor	1,500.00
Total District Identity	13,636.17
DISTRICT MANAGEMENT & ADMINISTRATION	
Contract Management Services	4,372.04
Office/General Administrative	
Dues, subscriptions & memberships	364.00
Google Workspace	28.80
Office Supplies	262.42
Phone & Internet Service	29.13

	Total
Postage & PO Box	232.00
QuickBooks	235.00
Total Office/General Administrative	1,151.35
Professional Fees	
Bookkeeping	500.00
Total Professional Fees	500.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	6,023.39
Printing	212.20
Total Expenditures	36,193.60
NET OPERATING REVENUE	19,291.60
NET REVENUE	\$19,291.60

Statement of Activity Y-T-D

January - August, 2024

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Total
REVENUE									
ASSESSMENT INCOME									
SJC Assessments	102,412.40	489.00			91,598.32			20,622.20	194,499.72
SUSD Assessment									20,622.20
Total ASSESSMENT INCOME	102,412.40	489.00			91,598.32			20,622.20	215,121.92
NON-ASSESSED INCOME									
Event Income			198.90						198.90
Car Show & Concert						0.00			0.00
Event - Havana Nights						6,347.00	130.00	6,477.00	6,477.00
Event - Havana Nights - Silent Auction Sales						20,700.00			38,600.00
Event - Havana Nights - Sponsorship					11,500.00			6,400.00	12,300.00
Event - Havana Nights - Ticket Sales						11,800.00	500.00		7,433.00
Event - Havana Nights Beverage Sales						7,433.00			900.00
Event - Havana Nights Donor Donation					500.00				400.00
Total Event - Havana Nights			198.90		12,000.00	46,880.00	630.00	6,400.00	65,710.00
Total Event Income			198.90		12,000.00	46,880.00	630.00	6,400.00	65,908.90
Light Pole Banner Contribution						8,000.00			8,000.00
Net Rehibition	160.00	-160.00				0.00			0.00
Total NON-ASSESSED INCOME	160.00	-160.00	198.90	0.00	12,000.00	54,880.00	630.00	54,880.00	317,483.82
Total Revenue	102,572.40	329.00	198.90	0.00	103,598.32	54,880.00	630.00	55,485.20	317,483.82
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	5,489.33	5,435.00	5,435.00	5,435.00	5,435.00	43,579.01
Repair & maintenance supplies						1,65.36			1,65.36
Safety Ambassador			4,952.50	6,431.25	5,880.00	6,431.25	6,431.25	6,431.25	36,557.50
Safety Service Calls				1,032.50	717.50	710.50	385.00	523.00	3,370.50
Security Camera Monitoring				1,165.00	1,315.00	2,315.00	2,915.00	2,815.00	10,525.00
Waste Management	432.30	432.30	432.30	432.30	575.33	432.30	575.33	1,115.59	4,427.75
Total Enhanced Service Programs	14,459.59	13,272.22	10,819.80	14,544.98	13,922.83	15,489.41	15,741.89	16,327.84	114,827.25
Total CIVIL SIDEWALK									
Security Camera Hardware	25,365.78			25,889.26	1,508.50		16,387.03		69,150.57
District Identity									0.00
Banner Program	200.00					220.00	55.00	9,493.07	9,568.07
Event Expenses									0.00
Havana Nights Expense					1,922.10	20,230.94	13,260.29	201.97	35,615.30
Square Merchant Processing - Havana Nites					175.15	524.87	4.70		704.72

Miracle Mile Community Improvement District

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	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Total
Total Havena Nights Expense									
Stockton Cruise Night Expense					2,097.25	20,755.61	13,254.99	201.97	36,320.12
UOP Welcome Back Expense					141.00		141.00	355.00	637.00
								2,086.13	2,086.13
Total Event Expenses	1,500.00	1,500.00	1,500.00	1,500.00	2,238.25	20,755.61	13,405.99	2,643.10	39,043.15
Social Media Contractor						1,500.00	1,500.00	1,500.00	12,000.00
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	22,476.61	15,092.75	13,693.17	61,543.82
DISTRICT MANAGEMENT & ADMINISTRATION									
Contract Management Services	3,957.87	6,240.80	4,787.90	3,306.00	3,991.56	5,974.00	5,500.00	4,372.04	37,830.17
License and Permits				75.00		50.00			125.00
Office/General Administrative			742.50			215.59			958.09
Dues, subscriptions & memberships				160.00					364.00
Google Workspace		36.00	24.00	25.39	28.80	28.80	28.80	28.80	200.59
Meeting Expense		300.90							682.71
Office printing				227.62					227.62
Office Supplies	33.98		145.53			89.08		282.42	531.01
Phone & Internet Service	29.13	29.13	29.13	29.13	29.13	29.13	29.13	29.13	233.04
Postage & PO Box	68.30					12.04			312.34
QuickBooks	65.31	90.00	90.00	90.00	109.33	100.00	180.65	235.00	959.29
Total Office/General Administrative	186.72	456.03	1,051.16	522.14	168.26	474.64	620.39	1,151.35	4,828.89
Professional Fees									0.00
Bookkeeping	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	4,000.00
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	500.00	5,805.00
Storage Lease					1,200.00				1,200.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	4,979.59	8,378.83	6,319.06	4,419.14	5,897.22	6,998.64	6,620.39	6,023.39	49,598.86
Printing								212.20	212.20
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	18,683.98	46,547.38	25,116.40	44,963.96	59,841.75	36,183.80	285,501.43
NET OPERATING REVENUE	55,671.87	-22,925.05	-18,484.96	-46,547.38	78,481.82	9,716.14	-53,211.75	19,291.80	22,182.39
NET REVENUE	\$35,671.87	\$-22,925.05	\$-18,484.96	\$-46,547.38	\$78,481.82	\$9,716.14	\$-53,211.75	\$19,291.80	\$22,182.39

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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	-22,505.00	
SJC Assessments	194,499.72	194,034.00	465.72	100.24 %
SUSD Assessment	20,622.20	20,622.00	0.20	100.00 %
Total ASSESSMENT INCOME	215,121.92	237,161.00	-22,039.08	90.71 %
NON-ASSESSED INCOME				
Event Income	28,463.00		28,463.00	
Car Show & Concert	198.90	22,602.00	-22,602.00	
Event - Havana Nights	0.00		198.90	
Event - Havana Nights - Silent Auction Sales	6,477.00		6,477.00	
Event - Havana Nights - Sponsorship	38,600.00		38,600.00	
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	65,710.00		65,710.00	
Total Event Income	65,908.90	22,602.00	43,306.90	291.61 %
Interest Income		8.00	-8.00	
Light Pole Banner Contribution	8,000.00		8,000.00	
Total NON-ASSESSED INCOME	102,371.90	22,610.00	79,761.90	452.77 %
Total Revenue	317,493.82	259,771.00	57,722.82	122.22 %
GROSS PROFIT				
317,493.82	259,771.00	57,722.82	122.22 %	
EXPENDITURES				
CIVIL SIDEWALK		143,520.00	-143,520.00	
Enhanced Service Programs				

	Actual	Budget	over Budget	% of Budget
Total				
Enhanced Safety (Hammer Head)	16,002.13		16,002.13	
Maintenance Ambassador	49,064.01		49,064.01	
Repair & maintenance supplies	165.36		165.36	
Safety Ambassador	42,988.75		42,988.75	
Safety Service Calls	3,843.00		3,843.00	
Security Camera Monitoring	13,440.00	42,000.00	-28,560.00	32.00 %
Waste Management	5,008.25	6,634.00	-1,625.75	75.49 %
Total Enhanced Service Programs	130,511.50	48,634.00	81,877.50	268.35 %
Security Camera Hardware	69,150.57	80,000.00	-10,849.43	86.44 %
Total CIVIL SIDEWALK	199,662.07	272,154.00	-72,491.93	73.96 %
District Identity				
Advertising	297.47	2,800.00	-2,502.53	10.62 %
Banner Program	9,968.07	10,000.00	-31.93	99.68 %
Event Expenses				
Havana Nights Expense	35,615.30		35,615.30	
Square Merchant Processing - Havana Nites	704.72		704.72	
Total Havana Nights Expense	36,320.02		36,320.02	
Stockton Cruise Night Expense	925.00		925.00	
UOP Welcome Back Expense	2,086.13		2,086.13	
Total Event Expenses	39,331.15		39,331.15	
Social Media Contractor	13,500.00	18,000.00	-4,500.00	75.00 %
Website & Email Services	532.40	832.00	-299.60	63.99 %
Total District Identity	63,629.09	31,632.00	31,997.09	201.15 %
DISTRICT MANAGEMENT & ADMINISTRATION				
Contract Management Services	41,688.91	54,140.00	-12,451.09	77.00 %
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 %

	Actual	Budget	over Budget	% of Budget
Total				
Dues, subscriptions & memberships	524.00		524.00	
Google Workspace	200.59		200.59	
Meeting Expense	682.71		682.71	
Office printing	227.62		227.62	
Office Supplies	531.01		531.01	
Phone & Internet Service	262.17		262.17	
Postage & PO Box	312.34		312.34	
QuickBooks	959.29		959.29	
Total Office/General Administrative	4,657.82	2,500.00	2,157.82	186.31 %
Professional Fees				
Bookkeeping	4,500.00	6,000.00	-1,500.00	75.00 %
CPA	1,475.00		1,475.00	
Legal	330.00	1,500.00	-1,170.00	22.00 %
Total Professional Fees	6,305.00	7,500.00	-1,195.00	84.07 %
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	53,976.73	77,673.00	-23,696.27	69.49 %
Printing	212.20		212.20	
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	317,659.02	381,459.00	-63,799.98	83.27 %
NET OPERATING REVENUE	-165.20	-121,688.00	121,522.80	0.14 %
NET REVENUE	\$ -165.20	\$ -121,688.00	\$ 121,522.80	0.14 %

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	-22,505.00	
SJC Assessments	194,499.72	194,034.00	465.72	100.24 %
SUSD Assessment	20,622.20	20,622.00	0.20	100.00 %
Total ASSESSMENT INCOME	215,121.92	237,161.00	-22,039.08	90.71 %
NON-ASSESSED INCOME				
Event Income	28,463.00	28,463.00		
Car Show & Concert	198.90	22,602.00	-22,602.00	
Event - Havana Nights	0.00		198.90	
Event - Havana Nights - Silent Auction Sales	6,477.00		6,477.00	
Event - Havana Nights - Sponsorship	38,600.00		38,600.00	
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	65,710.00		65,710.00	
Total Event Income	65,908.90	22,602.00	43,306.90	291.61 %
Interest Income		8.00	-8.00	
Light Pole Banner Contribution	8,000.00		8,000.00	
Net Restitution	0.00		0.00	
Total NON-ASSESSED INCOME	102,371.90	22,610.00	79,761.90	452.77 %
Total Revenue	317,493.82	259,771.00	57,722.82	122.22 %
GROSS PROFIT	317,493.82	259,771.00	57,722.82	122.22 %
EXPENDITURES				
CIVIL SIDEWALK		143,520.00	-143,520.00	

	Actual	Budget	over Budget	% of Budget
Total				
Enhanced Service Programs				
Enhanced Safety (Hammer Head)	16,002.13		16,002.13	
Maintenance Ambassador	49,064.01		49,064.01	
Repair & maintenance supplies	165.36		165.36	
Safety Ambassador	42,988.75		42,988.75	
Safety Service Calls	3,843.00		3,843.00	
Security Camera Monitoring	13,440.00	42,000.00	-28,560.00	32.00 %
Waste Management	5,008.25	6,634.00	-1,625.75	75.49 %
Total Enhanced Service Programs	130,511.50	49,634.00	81,877.50	268.35 %
Security Camera Hardware	69,150.57	80,000.00	-10,849.43	86.44 %
Total CIVIL SIDEWALK	199,662.07	272,154.00	-72,491.93	73.36 %
District Identity				
Advertising	297.47	2,800.00	-2,502.53	10.62 %
Banner Program	9,968.07	10,000.00	-31.93	99.68 %
Event Expenses				
Havana Nights Expense	35,615.30		35,615.30	
Square Merchant Processing - Havana Nites	704.72		704.72	
Total Havana Nights Expense	36,320.02		36,320.02	
Stockton Cruise Night Expense	925.00		925.00	
UOP Welcome Back Expense	2,086.13		2,086.13	
Total Event Expenses	39,331.15		39,331.15	
Social Media Contractor	13,500.00	18,000.00	-4,500.00	75.00 %
Website & Email Services	532.40	832.00	-299.60	63.99 %
Total District Identity	63,629.09	31,632.00	31,997.09	201.15 %
DISTRICT MANAGEMENT & ADMINISTRATION				
Contract Management Services	41,688.91	54,140.00	-12,451.09	77.00 %
Insurance		12,333.00	-12,333.00	
License and Permits	125.00		125.00	

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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	Actual	Budget	over Budget	% of Budget
Total				
Office/General Administrative	958.09	2,500.00	-1,541.91	38.32 %
Dues, subscriptions & memberships	524.00		524.00	
Google Workspace	200.59		200.59	
Meeting Expense	682.71		682.71	
Office printing	227.62		227.62	
Office Supplies	531.01		531.01	
Phone & Internet Service	262.17		262.17	
Postage & PO Box	312.34		312.34	
QuickBooks	959.29		959.29	
Total Office/General Administrative	4,657.82	2,500.00	2,157.82	186.31 %
Professional Fees				
Bookkeeping	4,500.00	6,000.00	-1,500.00	75.00 %
CPA	1,475.00		1,475.00	
Legal	330.00	1,500.00	-1,170.00	22.00 %
Total Professional Fees	6,305.00	7,500.00	-1,195.00	84.07 %
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	53,976.73	77,673.00	-23,696.27	69.49 %
Printing	212.20		212.20	
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	317,659.02	381,459.00	-63,799.98	83.27 %
NET OPERATING REVENUE	-165.20	-121,688.00	121,522.80	0.14 %
NET REVENUE	\$ -165.20	\$ -121,688.00	\$ 121,522.80	0.14 %

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

August 2024

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 completed in August.

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 completed, design options to be determined.

(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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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
Vida Beauty Salon	8/1/2024	1:45PM	2:45PM	1	\$35.00
Thai Me Up	8/10/2024	12:30PM	1:30PM	1	\$35.00
Stockton Family Chiropractic	8/11/2024	6:15PM	6:30PM	0.5	\$17.50
Stockton Family Chiropractic	8/11/2024	6:30PM	7:00PM	0.5	\$17.50
Jack in the Box	8/11/2024	7:00PM	7:30PM	0.5	\$17.50
161 Wyandotte/Resident Teresa Flores	8/12/2024	12:30PM	1:30PM	1	\$35.00
Savemart	8/18/2024	5:30PM	6:30PM	1	\$35.00
Stockton Family Chiropractic	8/19/2024	8:00AM	9:00AM	1	\$35.00
Gian's Deli	8/21/2024	5:30PM	6:30PM	1	\$35.00
Avenue Salon	8/25/2024	8:00AM	9:00AM	1	\$35.00
Stockton Family Chiropractic	8/25/2024	12:00PM	1:00PM	1	\$35.00
Creperie Le Pompon	8/26/2024	8:30AM	9:30AM	1	\$35.00
Pacific Hair Salon	8/26/2024	1:00PM	2:00PM	1	\$35.00
Mannys Fresh	8/28/2024	8:00AM	9:00AM	1	\$35.00
Stockton Family Chiropractic	8/29/2024	8:00AM	9:00AM	1	\$35.00
					\$472.50

161 Wyndotte (resident within district boundary)

Calidad Security Monthly Reporting

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

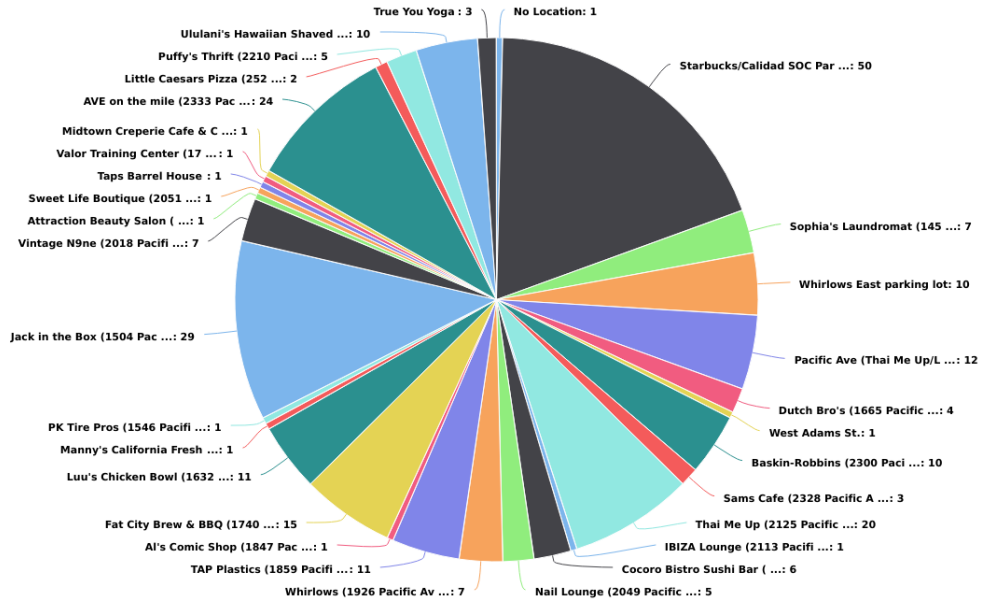
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Miracle Mile Incident Analysis

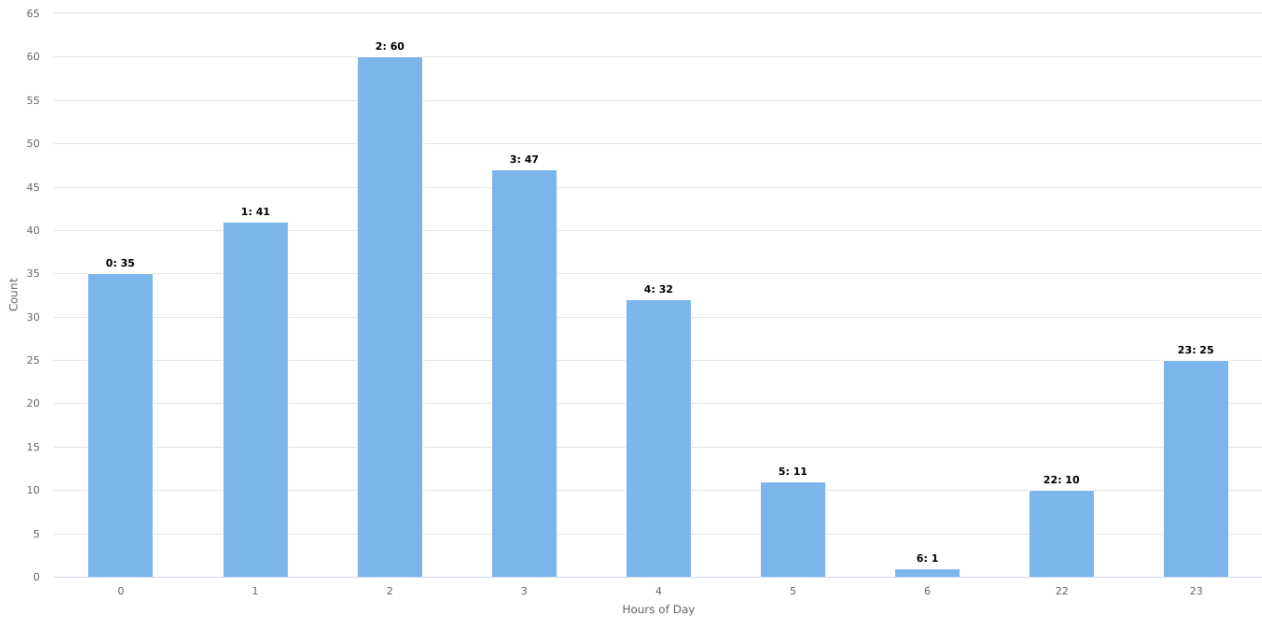
08/01/2024 - 08/31/2024



On-Premise Site Location



Hours of Day



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On-Premise Site Location vs Hours of Day

08/01/2024 - 08/31/2024



On-Premise Site Location	0	1	2	3	4	5	6	22	23	Total
No Location								1		1
Starbucks/Calidad SOC Parking (1810 Pacific)	2	13	8	10	4	2		4	7	50
Sophia's Laundromat (145 W Alder St)	2	2		1	2					7
Whirlows East parking lot	3	3	2	1	1					10
Pacific Ave (Thai Me Up/La Palma/Tuxedo Ct.)	4	1	3	2	1	1				12
Dutch Bro's (1665 Pacific Ave)	1			2					1	4
West Adams St.									1	1
Baskin-Robbins (2300 Pacific Ave)	1		5		2	1			1	10
Sams Cafe (2328 Pacific Ave)			1	1	1					3
Thai Me Up (2125 Pacific Ave)	4	3	7	3	3					20
IBIZA Lounge (2113 Pacific Ave)				1						1
Cocoro Bistro Sushi Bar (2105 Pacific Ave)		1		5						6
Nail Lounge (2049 Pacific Ave)		2			1	1			1	5
Whirlows (1926 Pacific Ave)	1	1	2		1				2	7
TAP Plastics (1859 Pacific Ave)	3	4	3		1					11
Al's Comic Shop (1847 Pacific Ave)									1	1
Fat City Brew & BBQ (1740 Pacific Ave)	2		3	3	1	3		1	2	15
Luu's Chicken Bowl (1632 Pacific Ave)	2	2	2	1	2		1		1	11
Manny's California Fresh Cafe (1612 Pacific Ave)									1	1
PK Tire Pros (1546 Pacific Ave)			1							1
Jack in the Box (1504 Pacific Ave)	6	3	4	4	8	1			3	29
Vintage N9ne (2018 Pacific Ave)		1	3	1	2					7
Attraction Beauty Salon (2045 Pacific Ave)			1							1
Sweet Life Boutique (2051 Pacific Ave)									1	1
Taps Barrel House		1								1
Valor Training Center (1744 Pacific Ave)					1					1
Midtown Creperie Cafe & Catering (2113 Pacific Ave)			1							1
AVE on the mile (2333 Pacific Ave)	3	4	4	8		1		2	2	24
Little Caesars Pizza (2520 Pacific Ave)	1		1							2

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On-Premise Site Location vs Hours of Day

08/01/2024 - 08/31/2024



On-Premise Site Location	0	1	2	3	4	5	6	22	23	Total
Puffy's Thrift (2210 Pacific Ave)			1	2				1	1	5
Ululani's Hawaiian Shaved Ice (2130 Pacific Ave)			6	2	1	1				10
True You Yoga			2					1		3
Total	35	41	60	47	32	11	1	10	25	262

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

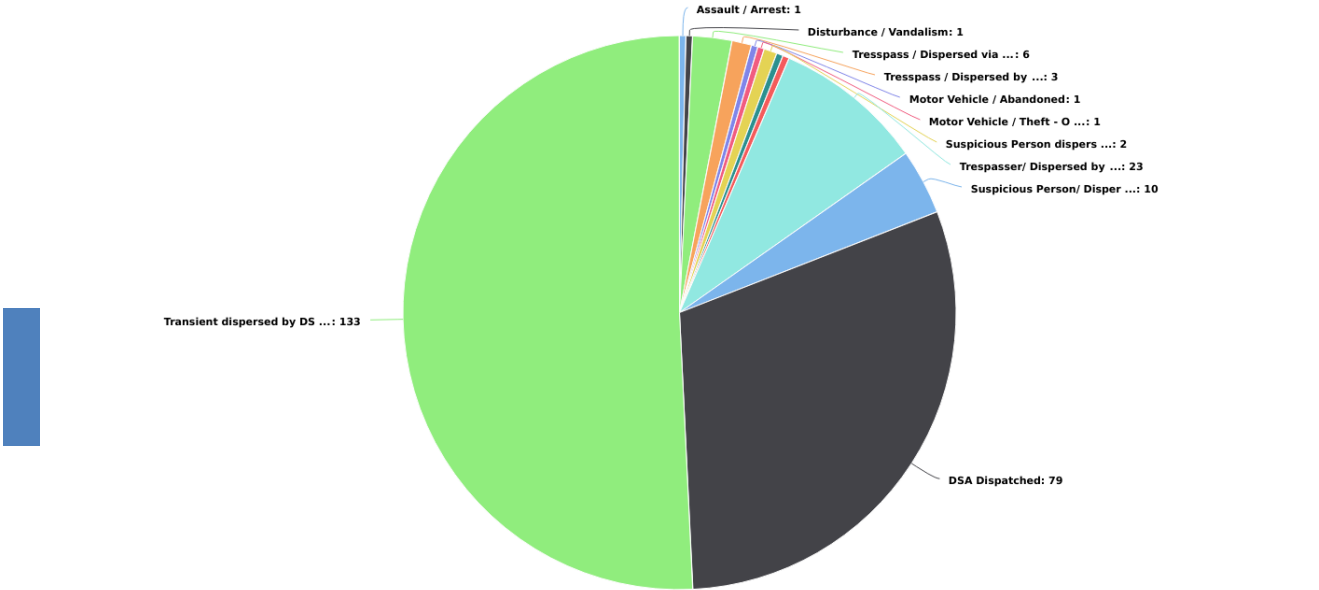
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Miracle Mile Incident Analysis

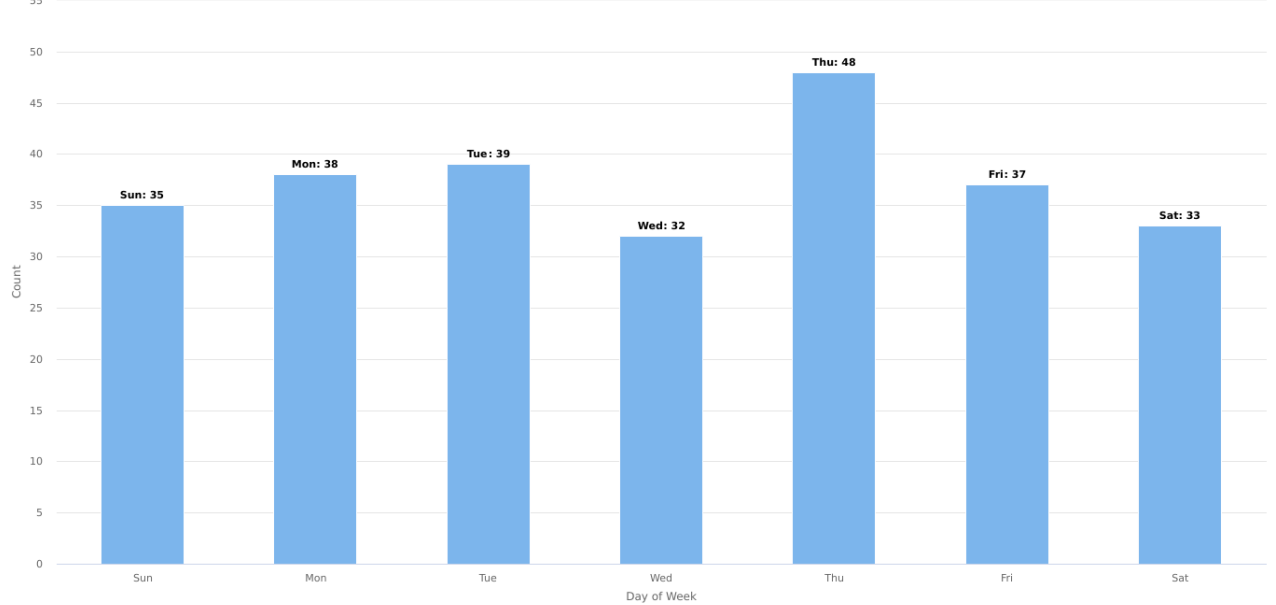
08/01/2024 - 08/31/2024



Incident Category



Day of Week	Trespass / Dispersed via Loudspeaker	Trespass / Dispersed by Patrol
Sun	2	1
Mon	1	1
Tue	1	1
Wed	1	1
Thu	1	1
Fri	1	1
Sat	6	2



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Incident Category vs Day of Week

08/01/2024 - 08/31/2024



Incident Category	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
Assault / Arrest							1	1
Disturbance / Vandalism	1							1
Trespass / Dispersed via Loudspeaker	2	1		1	1		1	6
Trespass / Dispersed by Patrol		1		1	1			3
Motor Vehicle / Abandoned	1							1
Motor Vehicle / Theft - Of a Motor Vehicle		1						1
Suspicious Person dispersed by Loudspeaker		2						2
Suspicious Person dispersed by Patrol					1			1
Suspicious Vehicle					1			1
Trespasser/ Dispersed by DSA	3	3	6	5	2	1	3	23
Suspicious Person/ Dispersed by DSA	1	5	1	1		1	1	10
DSA Dispatched	15		2	1	14	20	27	79
Transient dispersed by DSA	12	25	30	23	28	15		133
Total	35	38	39	32	48	37	33	262

DISTRICT IDENTITY & PLACEMAKING

Light Pole Banner Installation

UPDATE: Installation completed on 8/20.

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.

Tigers Prowlin' the Mile

A great evening as the Miracle Mile Merchants and the community welcomed the return of University students, faculty, and staff.

Check out the event picture gallery:

<https://stocktonmiraclemile.com/galleries/tigers-prowlin-the-mile-2024/>



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<p>Stockton Cruise Night Trunk or Treat 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>Trunk or Treat – Thursday, October 17 6pm to 8pm</p> 	
<p>Miracle Mile Car Show & Concert</p> <p>Saturday, October 19th 12pm to 5pm</p>	
<p>Miracle Mile Trick or Treat</p> <p>Thursday, October 31st 3pm to 5pm (or until candy runs out)</p>	
<p>Shop Small Saturday</p> <p>Saturday, November 30th</p>	
<p>Miracle Mile Holiday Sip & Show</p> <p>Saturday, December 7th 12pm to 6pm</p>	

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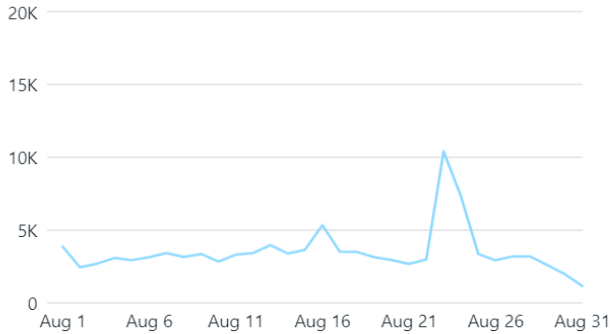
SOCIAL MEDIA REPORT

Reach

Export

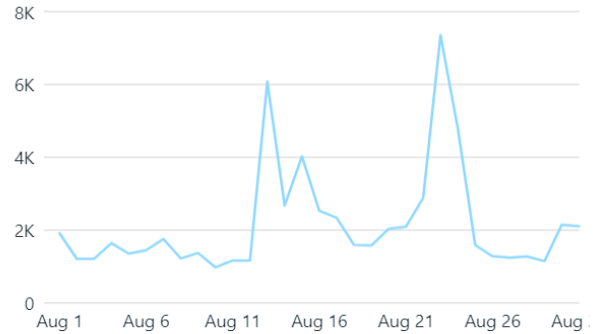
Facebook reach

65K ↑ 38%



Instagram reach

26.9K ↑ 57%

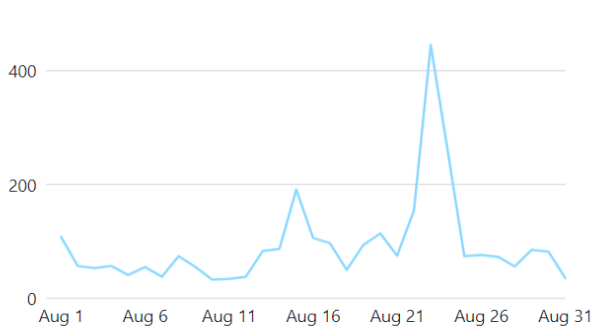


Visits

Export

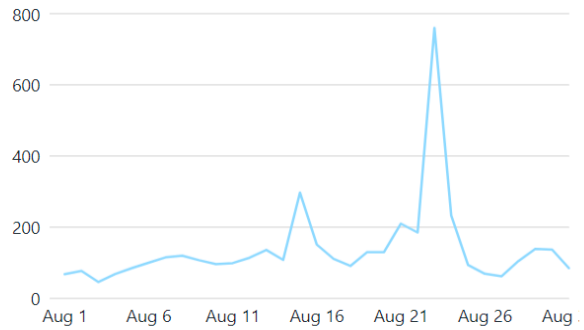
Facebook visits

2.9K ↑ 64%



Instagram profile visits

4.3K ↑ 138.7%

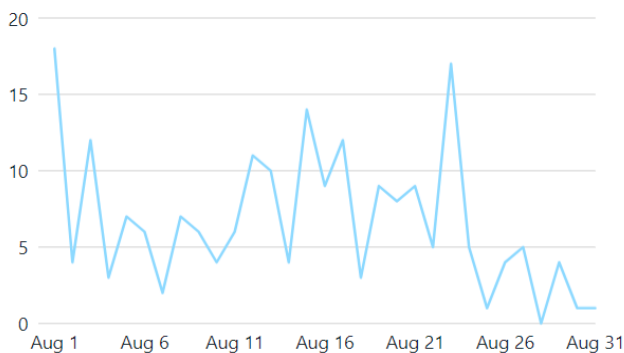


Follows

Export

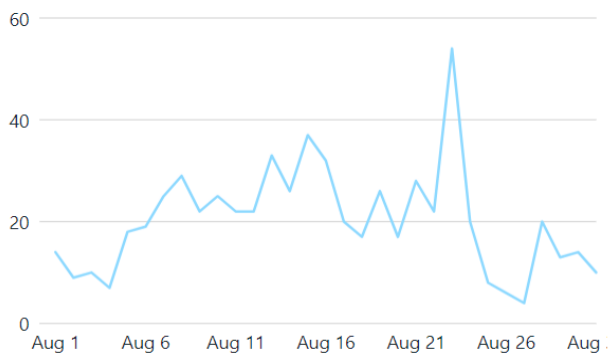
Facebook follows

205 ↑ 84.7%



Instagram follows

629 ↑ 84.5%



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