

PUBLIC NOTICE
MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT
BOARD OF DIRECTORS GENERAL MONTHLY MEETING

DATE: 4:00PM, Tuesday, December 12, 2023
PLACE: SUSD Annex 1661 Pacific Ave Stockton, CA 95204
TO: **MMCID Board Members:** Tina Wells Lee, Lisa Whirlow, Jean Callahan, Juanita Pasley, Rex Dhatt, Jeff Gamboni, Manuel Guizar, Tammy Nguyen, John V. Precissi, Rachelle Turner, Yonie Young, Brian Wright, Carrie Wright. **Executive Director:** Kim Byrd

GENERAL MEETING REQUIREMENTS:

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 five minutes per person unless additional time is granted by the meeting chairperson. State law does not allow action to be taken on an issue not listed on the agenda.

AGENDA

1. Call to Order Open Session – *Tina Wells Lee - President*
 2. Public Comments
 3. November 2023 Financial Statements – *Kim Byrd (ACTION)*
 4. MMCID 2024 Budget *(ACTION)*
 5. Approve 2024-2025 Slate of Nominees for MMCID Board of Directors *(ACTION)*
 - Property Owner (4) Seats*
 - Rex Dhatt
 - Manny Guizar
 - Jovie Lor
 - Lisa Whirlow
 - Business Owner (2) Seat*
 - Jeff Bolognini – Gian’s Deli
 - Yelle “Ae” Garcia - Thai Me Up
 - Juanita Pasley – Sweet Life Boutique
 - Jason Laurenti – AVE on the Mile
 6. Election of 2024-2025 Term Directors *(ACTION)*
 7. City of Stockton Announcements & Projects Updates – *Carrie Wright*
 8. Director Report & Discussion – *Kim Byrd*
 - a. *UOP Basketball Tickets – Miracle Mile Appreciation Games*
 - b. *Holiday Window Contest*
 - c. *Communication & Events Update*
 - d. *Kiwanis Survey Maintenance Wishlist*
 9. Committee Reports– *Kim Byrd*
 - a. *Bylaws – Yonie Young*
 - b. *Economic Development – Jeff Gamboni*
 - c. *Events & Promotions – Juanita Pasley*
 10. Member Requests/Announcements
- Adjournment

Next MMID Board of Directors General Meeting Scheduled Tuesday, January 9, 2024

*If any accommodations are needed, please contact director@stocktonmiraclemile.com.
Requests should be made as soon as possible, but at least 24 hours prior to the scheduled meeting.*

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT GENERAL MEETING BOARD OF DIRECTORS

MINUTES OF THE MEETING

Tuesday, November 7, 2023

In-Person Meeting – SUSD 1525 Pacific Ave. Stockton

PRESENT: Tina Wells-Lee, Kim Byrd, Juanita Pasley, Jeff Gamboni, Jean Callahan (left at 5:17pm), John Precissi (left at 5:36pm), Yonie Young, Tammy Nguyen, Brian Wright

ABSENT: Manuel Guizar, Lisa Whirlow, Carrie Wright, Rex Dhatt

GUESTS: N/A

1. **Meeting Called to Order** at 4:21pm by Tina Wells-Lee, Board President

2. **Public Comments** – N/A

3. **October 2023 Financial Statements** – Jean Callahan / Kim Byrd

SJ County assessments (see financial statement)

Board approval of \$80,000 (approx.) of camera equipment.

MOTION to approve Financial Statements:

Motion: John Precissi **Second:** Juanita Pasley **Vote:** 8/8 **Abstentions:** 0

Motion Approved

4. **2024 MMCID Draft Budget**

- Certain percentages of the assessments have to be utilized for a specific usage. Includes 4% increase \$194,034 (total).
- \$42,000 per year for monitoring is needed for cameras. We currently have enough to pay for the first year. We need to be able to raise enough for monitoring program going forward.
- Harding Way project, we currently has approximately \$94,000 for use along Harding Way.

Discussion of Katie Siegfried being the “boots on the ground” person to go out and engage with merchants when rolling things out. Helping with event planning, bridging the gap with UOP.

5. **2024-2025 Slate of Nominees for MMCID Board of Directors** –

Property owner (4) seats

-Rex Dhatt

-Jovie Lor

-Lisa Whirlow

Business owner (1) seat

-Jeff Bolognini – Gians Deli

-Juanita Pasley – Sweet Life Boutique

-Yelle “Ae” Garcia – Thai Me Up

-Paris Allen – LDA Partners

Tina asked about expanding the amount of people on our board. Per the new bylaws, we can also add residential members (who pay into the assessment) to the board. Nomination forms are still coming in.

New executive board will be nominated and voted for at January's board meeting.

1. **Annual Town Hall Meeting** – Tina Wells-Lee
Will be held Tuesday, 11/14/23. Flyers were sent out last week. Presentations (with pictures) will be made for attendees. Looking to have representatives from the city and other services in attendance to answer any questions.
2. **City of Stockton Announcements & Project Updates** – Carrie Wright
No updated report as Carrie had to attend the City Council meeting.
3. **Executive Director Report & Discussion** – Kim Byrd
 - a. Civil Sidewalk Contract Review – Kim attended the Livermore Downtown Alliance meeting. Landscaping is funded by the property owners.
 - b. Discussed possible rebrand of the MMCID logo. Kim has received a quote from Port City Marketing. Kim will talk with the attorney about the language for the banner program.
 - c. Calidad contract – Purchases and Services Agreement. Kim will be sending the addendum. Will be done in 2 phases with 2 different payments. Dennis Smallie will be in attendance at the Town Hall to give his presentation.
4. **Committees Assignments**
 - a. **Bylaws** – Yonie Young – Nothing to report.
 - b. **Events & Promotions** – Juanita Pasley – Sip & Shop 12/2/23, Boo-tique was another successful event with positive feedback so far.
 - c. **Economic Development** – Jeff Gamboni – There will be a planting going on soon with the help of Kiwanis. Next meeting will be held on 11/28/23 @ 3:30pm.
5. **Member Requests/Announcements:** N/A

Adjournment – Motion to adjourn made by Juanita Pasley @ 5:48pm

Next MMCID Board of Directors General Meeting Scheduled Tuesday, December 12, 2023

Financial Report

Miracle Mile Community Improvement District
For the period ended December 31, 2023



Prepared by
Finance Committee

Prepared on
December 11, 2023

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Statement of Financial Position

As of December 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
F&M Checking x0801	159,561.72
Total Bank Accounts	159,561.72
Total Current Assets	159,561.72
TOTAL ASSETS	\$159,561.72
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	
Net Revenue	159,561.72
Total Equity	159,561.72
TOTAL LIABILITIES AND EQUITY	\$159,561.72

Statement of Activity Y-T-D

January - December 2023

REVENUE											
	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Total
ASSESSMENT INCOME											0.00
S/C Assessed Properties		99,704.28			89,133.78					49.00	189,887.06
Total ASSESSMENT INCOME		99,704.28			89,133.78					49.00	189,887.06
NON-ASSESSED INCOME											0.00
Event Income										0.00	0.00
Car Show & Concert										0.00	0.00
Sponsorship										65.00	65.00
Vendor pop-ups									75.00		75.00
Total Car Show & Concert									75.00	65.00	140.00
En Blanc										0.00	0.00
Drink ticket sales				3,500.00	22,500.00	1,700.00					1,700.00
Sponsorship						7,300.00					39,300.00
Total En Blanc				3,500.00	22,500.00	9,000.00					35,000.00
Total Event Income				3,500.00	22,500.00	9,000.00			75.00	65.00	35,140.00
Total NON-ASSESSED INCOME				3,500.00	22,500.00	9,000.00			75.00	65.00	35,140.00
Uncategorized Income										0.12	0.12
Total Revenue	0.00	99,704.28	0.00	3,500.00	111,633.78	9,000.00	0.00	0.00	75.00	65.12	224,027.18
EXPENDITURES											
CIVIL SIDEWALK											0.00
Enhanced Security										5,583.38	11,143.38
Enhanced Services										0.00	0.00
Maintenance program										5,435.00	5,435.04
Repair & maintenance supplies										214.04	16,305.04
Waste management service				149.58	284.95	284.95				411.71	1,684.04
Total Enhanced Services				149.58	284.95	284.95				5,946.71	18,203.12
Total CIVIL SIDEWALK				149.58	284.95	284.95				5,946.71	29,346.50
District Identity										0.00	0.00
Event Expenses										0.00	0.00
BOO-tique Market Expense										0.00	0.00
Social media										95.00	95.00
Total BOO-tique Market Expense										95.00	95.00
Car Show & Concert Expense										695.00	695.00
Social media										235.00	235.00
Total Car Show & Concert Expense										695.00	930.00
En Blanc Dining Expense										175.00	175.00
Holiday Sip & Shop Expense										5,894.45	5,894.45
Total Event Expenses										175.00	7,094.45

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Total
Social Media Contractor											1,500.00	1,500.00	3,000.00
Total District Identity						175.00				695.00	1,830.00	7,394.45	10,094.45
DISTRICT MANAGEMENT & ADMINISTRATION													0.00
Contract Management Services										12,332.65	5,819.14	4,827.53	10,646.87
Insurance													12,332.65
Office/General Administrative												143.76	143.76
Dues, subscriptions & memberships												127.09	127.09
Office printing													89.08
Office supplies		89.08											
Phone & Internet Service											0.00	58.26	58.26
Total Office/General Administrative		89.08									0.00	329.11	418.19
Professional Fees													0.00
Bookkeeping											500.00	500.00	1,000.00
Legal												600.00	600.00
QuickBooks											27.00		27.00
Total Professional Fees											527.00	1,100.00	1,627.00
Total DISTRICT MANAGEMENT & ADMINISTRATION		89.08	0.00	149.58	294.95	459.95	0.00	0.00	0.00	12,332.65	6,346.14	6,256.64	25,026.51
Total Expenditures	0.00	89.08	0.00	149.58	294.95	459.95	0.00	0.00	0.00	12,332.65	6,346.14	6,256.64	25,026.51
NET OPERATING REVENUE	0.00	99,615.20	0.00	3,350.42	111,348.83	6,540.05	0.00	0.00	75.00	-18,809.24	-18,698.37	-24,860.17	64,465.46
NET REVENUE	\$0.00	\$99,615.20	\$0.00	\$3,350.42	\$111,348.83	\$6,540.05	\$0.00	\$0.00	\$75.00	\$-18,809.24	\$-18,698.37	\$-24,860.17	\$159,561.72

Notes

CIVIL SIDEWALK (Clean & Safe)

Enhanced Maintenance Services provided by Downtown Stockton Alliance (DSA)

Enhanced Security Services provided by Hammer Head Security

Waste Management Service provided by Republic Services

DISTRICT IDENTITY (Marketing & Events)

Social Media Services provided by Katie Siegfried, 19 Colors Marketing

Event Coordinator Services provided by Goodstock

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

INCOME	MMCID 2023 Budget	MMCID 2024 Budget
TOTAL ASSESSMENT INCOME	\$230,500	\$237,161
SJC Assessment Income		\$194,034
City of Stockton		\$22,505
Stockton Unified School District		\$20,622
NON-ASSESSMENT INCOME		
Event Income	\$10,000	\$22,692
Retained Earnings		\$129,450
ARPA Grant Income	\$100,000	\$0
Harding Way Project Reimbursement	\$94,381	\$94,381
Interest Income	\$8	\$8
TOTAL NON-ASSESSMENT INCOME	\$204,389	\$246,531

TOTAL INCOME	\$434,889	\$483,692
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EXPENSE	2023 Budget	2023 Budget
CIVIL SIDEWALKS		
Maintenance & Security Service Contractors	\$139,818	\$143,520
Camera Hardware & Installation		\$80,000
Camera Monitoring		\$42,000
Waste Management	\$5,000	\$6,634
Harding Way Reimbursement Project	\$94,381	\$94,381
ARPA Banner Pole Retrofit	\$30,000	\$0
Contract Service Mgmt	\$11,040	\$11,040
TOTAL CIVIL SIDEWALKS	\$280,239 60%	\$377,575

TOTAL DISTRICT IDENTITY- PLACEMAKING		
Events	\$30,000	\$0
Banner		\$10,000
Marketing & Advertising	\$50,000	\$20,800
Website & Hosting	\$800	\$832
Contract Service Mgmt	\$3,500	\$3,500
TOTAL DISTRICT IDENTITY- PLACEMAKING	\$84,300 15%	\$35,132

ADMINISTRATION & DISTRICT MANAGEMENT		
Legal & Consulting Fees	\$3,000	\$1,500
Accounting Services	\$5,500	\$6,000
Liability - D&O Insurance	\$11,000	\$12,333
Storage Lease	\$1,200	\$1,200
Contract Service Management	\$39,600	\$39,600
General Administrative	\$2,500	\$2,500
ADMINISTRATION & DISTRICT MANAGEMENT	\$62,800 22%	\$63,133

CONTINGENCY & RESERVE		
CONTINGENCY & RESERVE	\$7,550 3%	\$7,852

TOTAL EXPENSE	\$434,889	\$483,692
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Executive Director Report November 2023

AB 179

Stockton's Miracle Mile Public Safety Improvement & Revitalization Project

The Ad Hoc Committee held their second Public Meeting, December 6, 2023, at University of the Pacific. Attendees hear presentations from the Ad Hoc subcommittees and conducted break-out sessions brainstorming and providing suggestions for areas of improvement.

Meeting Minutes: not currently available.

Mark your calendar for upcoming Public Meetings:

- Wednesday, January 24, 2024 | 6-8pm
- Wednesday, March 6, 2024 | 6-8pm

Also,

Volunteers Needed



Interested in joining a subcommittee?

Complete the application form by December 13:

bit.ly/miraclemilesubcommittee

- **Business Development** (Meeting 12/11 & 12/18)
- **Civil Improvements** (Meeting 12/11, 12/20 & 1/3)
- **Community Engagement** (Meeting TBD)
- **Mobility** (Meeting 12/19 & 1/4)
- **Place-making** (Meeting 12/13 & 1/17)
- **Security & Lighting** (Meeting TBD)




For any additional questions regarding Stockton's Miracle Mile Public Safety Improvement & Revitalization Project or the Project's Ad Hoc Work Group, please write to: stocktonmiraclemile@dot.ca.gov

The MIRACLE MILE will not be receiving ANY of the funding directly. ALL funds will be managed by the City of Stockton, as advised by the Adhoc Committee.

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>

ARPA DISTRICT GRANT (\$100k)	<p style="text-align: center;">ARPA DISTRICT GRANT (\$100k) Miracle Mile Improvement District Profit and Loss January - November, 2023</p> <table> <tr> <td></td><td style="text-align: right;">TOTAL</td></tr> <tr> <td>Income</td><td></td></tr> <tr> <td>Total Income</td><td></td></tr> <tr> <td>GROSS PROFIT</td><td style="text-align: right;">\$0.00</td></tr> <tr> <td>Expenses</td><td></td></tr> <tr> <td>CIVIL SIDEWALK</td><td></td></tr> <tr> <td>Banner Pole Retrofit (ARPA Grant Funded)</td><td style="text-align: right;">31,191.85</td></tr> <tr> <td>Total CIVIL SIDEWALK</td><td style="text-align: right;">31,191.85</td></tr> <tr> <td>DISTRICT IDENTITY</td><td></td></tr> <tr> <td>Marketing (ARPA Grant Funded)</td><td style="text-align: right;">18,872.96</td></tr> <tr> <td>Car Show & Concert</td><td style="text-align: right;">23,366.44</td></tr> <tr> <td>En Blanc Event</td><td style="text-align: right;">22,508.75</td></tr> <tr> <td>Holiday Sip & Shop</td><td style="text-align: right;">3,832.50</td></tr> <tr> <td>Total Marketing (ARPA Grant Funded)</td><td style="text-align: right;">68,580.65</td></tr> <tr> <td>Total DISTRICT IDENTITY</td><td style="text-align: right;">68,580.65</td></tr> <tr> <td>Total Expenses</td><td style="text-align: right;">\$99,772.50</td></tr> <tr> <td>NET OPERATING INCOME</td><td style="text-align: right;">\$ -99,772.50</td></tr> <tr> <td>NET INCOME</td><td style="text-align: right;">\$ -99,772.50</td></tr> </table>		TOTAL	Income		Total Income		GROSS PROFIT	\$0.00	Expenses		CIVIL SIDEWALK		Banner Pole Retrofit (ARPA Grant Funded)	31,191.85	Total CIVIL SIDEWALK	31,191.85	DISTRICT IDENTITY		Marketing (ARPA Grant Funded)	18,872.96	Car Show & Concert	23,366.44	En Blanc Event	22,508.75	Holiday Sip & Shop	3,832.50	Total Marketing (ARPA Grant Funded)	68,580.65	Total DISTRICT IDENTITY	68,580.65	Total Expenses	\$99,772.50	NET OPERATING INCOME	\$ -99,772.50	NET INCOME	\$ -99,772.50
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RFP	<p>Industrial Camera Purchase & Installation RFP Proposals are being refined based on input from board members.</p> <p>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.</p> <ul style="list-style-type: none"> • David Silva - Landscaping - include add-on Garbage Can purchase. • Leobardo Rivera – Mountain Landscaping Proposal • Contract COS <p>Issue is 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.</p>																																				
PUBLIC WORKS:	<p>http://www.stocktonca.gov/services/business/bidFlash/projDetail.html?dept=Public_Works,idnum=WT22052</p> <p>Below are links to the Miracle Mile RRFB and bulb-outs project on Pacific/Adams. It's currently being advertised. Bid opening on June 1, 2023. Work also includes upgrading streetlight head fixtures to brighten the corridor at night from Castle to Harding. I'll provide updates on the parking lot separately. Please let me know if you have any questions.</p> <p>City of Stockton, CA - Bid Flash Project Detail (stocktonca.gov) http://www.stocktonca.gov/bfDocs/WT22052%20Miracle%20Mile%20RRFB%20Improvements%20Plans-Signed.pdf</p>																																				

	<p>The parking lot project hit a snag in resolving drainage issues. O&M is working with Siegfried to address pre-existing issues to prevent premature failure of parking lot surfaces in the future.</p>
LEGAL:	<p>Trip/Fall Insurance Litigation Depositions continue. Karin Bruce, our insurance attorney has requested a Motion for Summary Judgment to get MMID out of this case. The hearing is on February 1, 2024.</p>
ECONOMIC DEVELOPMENT:	<p>VACANCIES:</p> <ul style="list-style-type: none"> -Empire Theatre Block (previously 9 business locations) -Hookah Bar -Merillo Jewelers -Hubba Hubba -Cobra Chai -Southern Exposure -Stockton Savings (façade improvement underway) -Stockton Art Lab (renovations underway) <p>NEW Mile Business Now Open: Montea (Old Miracle Mile Dry Cleaners)</p> <p>COMING SOON – November:</p> <p>CLOSING: Trendy Boutique (immediately) Cena Luna (closed 10-1 to 11-23, final close 12-31)</p> <p>Property FOR SALE: 2323 Pacific Avenue, (Teddy & Meryl Southern) 1700 Block Pacific Avenue (Escabar Family) 2363 Pacific Avenue (Tanya Waters)</p> <p>Storefront Beautification Micro Grant: -Gian’s Deli (railing repaint)</p> <p>Façade Improvement Forgivable Loan: -2562 Pacific Avenue -2001-2005 Pacific Avenue -1800 Pacific Avenue/ 145-151 Alder Steet</p> <p>11/29/23 - Request of Sales Tax data for the Miracle Mile requested of COS. Carrie submitted request to SJC on our behalf. Data will be used as a measurement tool in evaluation of general health of the Miracle Mile district.</p>
TRANSITION:	<p>Financial Cut Over</p> <ul style="list-style-type: none"> • QuickBooks account created including creation of Chart of Accounts and successful bank synchronization <p>Organizational Establishment 2023</p> <ul style="list-style-type: none"> • Article of Incorporation (State of California) - Complete • Statement of Information (State of California) - Complete • EIN (IRS) – Complete • Bylaws Approved – Complete

	<ul style="list-style-type: none"> • Appoint Interim MMCID Board & Executive Committee – Complete • New MMCID Bank Account – Complete • Insurance Policy effective 9/29/23 – Complete • File 1023 & 3500 IRS Application for Recognition of Exemption (IRS) – Complete
SAVE THE DATES:	<ul style="list-style-type: none"> • Shop Small Saturday – Saturday, November 25th. • Miracle Mile Holiday Sip & Shop – Saturday, December 2nd • Miracle Mile Holiday Window Contest – results to be reported and \$250 gift card to winner by December 15th.  <p>The poster is for the Stockton Miracle Mile Holiday Window Contest. It features a dark green background with festive illustrations including a snowman, a Christmas tree, a candy cane, and a gift box. The text on the poster reads: 'Stockton Miracle Mile HOLIDAY WINDOW CONTEST! CALLING ALL MERCHANTS ON STOCKTON MIRACLE MILE! Get ready to dazzle the community with your festive holiday window displays! ★ Showcase your creativity ★ Win Exciting Prizes ★ Engage with the Community ★ Bring holiday cheer! Decorate your window inside & out and let your imagination shine!'.</p>
BANNER RENTAL	<p>Sign Program Pre-Requisites:</p> <ul style="list-style-type: none"> • DRAFT rental agreement & release of liability reviewed and approved by MMCID attorney • Signage requirements & specifications complete. • Weekly rental fee set at \$500/week, and as calendar will allow.
PACIFIC ATHLETICS PARTNERSHIP	<p>Miracle Mile Days for basketball @ UOP</p> <p>Men's NCAA Basketball vs Santa Clara, Thursday, Jan. 18 @ 7 p.m. – Save the date calendar sent out and game tickets available to the Miracle Mile family and friends. This game coincides with the students return to the campus with, faculty-staff appreciation and hosting the PAF pregame reception on the Miracle Mile at Valley Brew</p> <p>Women – Saturday, Feb. 17 vs. Gonzaga, 2 p.m. – Youth Basketball Day, Orange Out</p>
Volunteers:	<p>The Kiwanis Club, Key Club Volunteers, had to post-pone their Miracle Mile clean-up, scheduled on Saturday, November 18th. Event will be rescheduled after the holidays and will include work on the East side of Pacific Avenue, from Maple Street (Stockton Art League) to Castle Street (Sam's Cafe). In addition, they will begin work on re-painting the bollards on the West side at Bedford (Taps Plastic), Dorris (Cocoro Bistro) and Central/Castle (Sam's Cafe/HT Designs), and a seasonal replanting at Tuxedo Court.</p> <p>Adam Markowitz with the Kiwanis Club is working with students in conjunction with the City of Stockton (for materials), to aid in this effort.</p> <p>Kiwanis Maintenance Wishlist Survey Results: 10 respondents</p> <p>What are your Primary Concerns?</p> <ul style="list-style-type: none"> • Homeless – • Homeless/Security – 1

- Not too many concerns. The shop is pretty clean out front. Maybe the gutters.
- Dedicated security for the Mile only, and UOP.
- Crown in the middle of Pacific.
- Security
- Trash/Graffiti
- Safety, Curb appeal, cleanliness
- Garbage & homeless

What would you like done (Maintenance Wishlist)?

- Paint building/remove graffiti from Scott building
- Power wash sidewalk
- Everything is fine for the most part. Maybe more trash cans.
- Power wash sidewalks, secure dumpsters with covers
- Fix raised areas of sidewalks, Power wash sidewalks, Street washers "early" morning (monthly)
- Steam cleaning
- Power Washing Sidewalk
- Lights on crosswalk (between Lux Salon & Baskin Robbins), Building facelifts (paint, power wash, repairs). Better Security patrol.
- More patrol

Are there enough garbage cans in the area?

- Homeless use more than people.
- Yes – 4 (need to maintain and keep homeless out)
- No – 4 (each block corner should have garbage cane; more cans would be great, sometimes they fill up fast)
- Somewhat

Are you aware of the Ask Stockton App?

- Yes – 6 (1-worthless)
- No – 3

Have you ever used the Ask Stockton App?

- Yes – 4 (graffiti)
- No – 6

STRATEGIC PLANNING SUMMARY

AUGUST 1, 2023

CIVIL SIDEWALK (Clean and Safe through Facilitation and Advocacy)

2023 Annual Budget – \$138,000

2024 Annual Budget - \$143,520 (estimated)

GOALS:

- Safe & Walkable Environment, through facilitation and
- Attractive Environment
- More Parking
- Community Plaza/Center
- AB179 (State Funding) Advocacy

SUGGESTED KPI's (Key Performance Indicators)

- Reduction in property damage
- Reduction in crime (year over year)
- Commercial property vacancy ratio/%
- Sales Tax trending
- City/State spend within the Miracle Mile
- Program utilization (i.e. Façade, Micro and other grant opportunities)
- % of City Service provided (?)
- Tree management (# trees down, replaced)

PARKING LOT ITEMS:

- Security Model. Cameras, boots on the ground, hybrid?
 - o Cameras/PA System(s)
 - o Callboxes
 - o Homeless
- Traffic Calming efforts
 - o Median
 - o RRFB
- Understanding of Baseline services
 - o Garbage
- Parking
 - o Meters
 - o Parking lots
 - o Parking Structures

MIRACLE MILE BANNER POLE USE AGREEMENT

1. **THE PARTIES.** This Use Agreement ("Agreement") made on [DATE], by and between User: USER'S NAME with a mailing address of [USER'S MAILING ADDRESS] ("User"), and Miracle Mile Community Improvement with a mailing address of P.O. Box 4016, Stockton, CA 95204 ("MMCID").

MMCID and User are each referred to herein as a "Party" and, collectively, as the "Parties."

2. **LOCATION.** The User agrees to make use of the MMCID's poles located at Pacific Avenue at Tuxedo Court (East) & Pine Street (West)

Hereinafter known as the "Location."

3. **USE PERIOD.** The User shall have access to use the Location for:

- a.) Start Date: [START DATE]
- b.) End Date: [END DATE]

Hereinafter known as the "Use Period."

4. **USE FEE.** The User agrees to pay a **weekly rate**. A total of \$[AMOUNT].

Hereinafter known as the "Use Fee."

5. **PAYMENT.** The User shall be required to pay the Use Fee upon execution of Agreement.

6. **METHOD OF PAYMENT.** The MMCID will accept payment, online, through the MMCID website.

7. **INSURANCE.** The User shall be solely responsible for any bodily injury, property damage, or any other actions that may occur at the Location during the Use Period.

8. **DISPUTE RESOLUTION.** Should any dispute arise between the Parties regarding the interpretation, rights, duties, or liabilities under this Agreement, both Parties agree to engage in good faith negotiations to resolve the dispute for a period of no less than thirty (30) days before initiating any legal proceedings. If the dispute cannot be resolved through direct negotiation, both Parties agree to seek resolution of the dispute through a neutral, mutually agreed-upon mediator, before resorting to arbitration or litigation. The Parties agree to share equally in the costs of the mediation process.

If mediation is unsuccessful, both Parties agree to submit the dispute to binding arbitration under the rules of a mutually agreed-upon arbitration service. The arbitration shall occur in the same jurisdiction as the Location. The arbitrator's decision shall be final and legally binding, and judgment may be entered thereon. Each Party will bear its own costs and fees associated with the arbitration.

In the event of litigation relating to this Agreement, each Party will bear its own attorney's fees and costs.

9. **HOLD HARMLESS.** The User agrees to indemnify and hold harmless the MMCID against any and all legal actions which may arise from the User's use of the Location and the following:
- a.) Right to Cancel. The MMCID reserves the right to cancel this Agreement at any time and for any reason upon providing at least 10 days' written notice to the User. If the MMCID cancels this Agreement for reasons other than a breach of this Agreement by the User, the MMCID agrees to refund the User any amounts already paid.
 - b.) Failure to Comply. The MMCID, for any reason and at their sole discretion, may terminate this Agreement if the User fails to comply with any term of this Agreement or if the MMCID determines that the User use of the Location poses an unacceptable risk of damage or harm.
 - c.) Natural Disasters. If the MMCID is unable to make the Location available for any reason outside of their control, including, but not limited to, damage to the Location, local emergencies, acts of God, or any other types of natural disasters, this Agreement shall be canceled by the MMCID. In such an event, the MMCID agrees to refund the User any amounts already paid.

10. SEVERABILITY. This Agreement shall remain in effect in the event a section or provision is unenforceable or invalid. All remaining sections and provisions shall be deemed legally binding unless a court rules that any such provision or section is invalid or unenforceable, thus, limiting the effect of another provision or section. In such case, the affected provision or section shall be enforced as so limited.

11. GOVERNING LAW. This Agreement shall be governed under the laws in the State where the Location is located.

12. ENTIRE AGREEMENT. This Agreement, along with any attachments or addendums, represents the entire agreement between the parties. Therefore, this Agreement supersedes any prior agreements, promises, conditions, or understandings between the User and MMCID.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the date first written above. Each individual signing below on behalf of a Party hereby represents and warrants that he or she is duly authorized and has the legal capacity to execute and deliver this Agreement on behalf of said Party.

User's Signature: _____ **Date:** _____

Print Name: _____

MMCID Signature: _____ **Date:** _____

Print Name: _____

DISTRICT IDENTITY & PLACEMAKING (Marketing & Promotional Services)

2023 Annual Budget – \$35,000

2024 Annual Budget - \$36,400 (estimated)

GOALS:

- District Branding (light pole banners)
- Seasonal/Event Banner
- Banner Pole Rental Program
- Merchant Marketing
- Merchant Ambassador Program/Economic Development
- Evaluate Miracle Mile App Development
- Friends of the Mile - Residential outreach (UNRC contact list)
- Stockton Cruise Night – in conflict with UOP

SUGGESTED KPI's (Key Performance Indicators)

- Rental Revenue
- Social Analytics
- Website Maintenance

ADMINISTRATION & DISTRICT MANAGEMENT

2023 Annual Budget – \$50,000

2024 Annual Budget - \$52,000 (estimated)

GOALS:

- \$100K operating revenue
- Non-profit Board Training
- Leadership Development
- Committee Chair Responsibilities
- Residential Involvement (Non-Voting Advisory Board)...legal?
- Economic Development
 - o Façade Improvement Forgivable Loan
 - o Storefront Beautification Mirco-Grant
 - o Welcome Package
 - o Welcome Wagon for new merchants
- Grant Writer

SUGGESTED KPI's (Key Performance Indicators)