

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

**DATE:** 4:00PM, Tuesday, November 7, 2023  
**PLACE:** SUSD 1525 Pacific Avenue (Room 111) 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. October 2023 Financial Statements – *Jean Callahan (ACTION)*
  4. 2024 MMCID DRAFT Budget
  5. 2024-2025 Slate of Nominees for MMCID Board of Directors *(ACTION)*
    - Property Owner (4) Seats*
      - Rex Dhatt
      - Jovie Lor
      - Lisa Whirlow
    - Business Owner (1) Seat*
      - Jeff Bolonini – Gian’s Deli
      - Juanita Pasley – Sweet Life Boutique
      - Yelle “Ae” Garcia - Thai Me Up
      - Paris Allen – LDA Partners
  6. Annual Town Hall Meeting - *Tina Wells Lee*
  7. City of Stockton Announcements & Project Updates – *Carrie Wright*
  8. Director Report & Discussion – *Kim Byrd*
    - a. Civil Sidewalk Contract Review
  9. Committee Reports
    - a. Bylaws – *Yonie Young*
    - b. Events & Promotions – *Juanita Pasley*
    - c. Economic Development – *Jeff Gamboni*
  10. Member Requests/Announcements
- Adjournment

**General Town Hall Meeting Scheduled Tuesday, November 14, 2023**  
**Next MMID Board of Directors General Meeting Scheduled Tuesday, December 12, 2023**

*If any accommodations are needed, please contact [info@stocktonmiraclemile.com](mailto:info@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**  
**Balance Sheet Summary**  
As of October 31, 2023

		Total
<b>ASSETS</b>		
<b>Current Assets</b>		
MMCID Operating Account		204,120.26
Other Current Assets		0.00
<b>Total Current Assets</b>	<b>\$</b>	<b>204,120.26</b>
Fixed Assets		0.00
<b>TOTAL ASSETS</b>	<b>\$</b>	<b>204,120.26</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Other Current Liabilities		0.00
<b>Total Current Liabilities</b>	<b>\$</b>	<b>0.00</b>
<b>Total Liabilities</b>	<b>\$</b>	<b>0.00</b>
Equity		204,120.26
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$</b>	<b>204,120.26</b>

Wednesday, Nov 01, 2023 08:03:29 PM GMT-7 - Cash Basis

# Miracle Mile Community Improvement District Profit and Loss

January 1 - October 31, 2023

	Total
<b>Income</b>	
<b>ASSESSMENT INCOME</b>	
San Joaquin County Assesment	188,838.06
<b>Total ASSESSMENT INCOME</b>	<b>\$ 188,838.06</b>
<b>NON-ASSESSED INCOME</b>	
<b>Event Income</b>	
Car Show & Concert	65.00
<b>Total Car Show &amp; Concert</b>	<b>\$ 65.00</b>
Event - En Blanc	35,000.00
<b>Total Event - En Blanc</b>	<b>\$ 35,000.00</b>
Event Pop-Up Nights	75.00
<b>Total Event Income</b>	<b>\$ 75.00</b>
<b>Total NON-ASSESSED INCOME</b>	<b>\$ 35,140.00</b>
Uncategorized Incomem= Google Test	0.12
<b>Total Income</b>	<b>\$ 223,978.18</b>
<b>Gross Profit</b>	<b>\$ 223,978.18</b>
<b>Expenses</b>	
<b>CIVIL SIDEWALK</b>	
Waste Management Service	1,131.19
<b>Total Enhanced Maintenance</b>	<b>\$ 1,131.19</b>
Enhanced Security	
Contract Security Services - Hammerhead	5,435.00
<b>Total Enhanced Security</b>	<b>\$ 5,435.00</b>
<b>Total CIVIL SIDEWALK</b>	<b>\$ 6,566.19</b>
<b>DISTRICT IDENTITY</b>	
<b>Event Expenses</b>	
Car Show Expenses - Insurance	695.00
En Blanc Event Expense Beverage License	175.00
<b>Total Event Expenses</b>	<b>\$ 870.00</b>
<b>Total DISTRICT IDENTITY</b>	
<b>DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	
Insurance Liability / D&O	12,332.65
Office Supplies - Checks MMCID	89.08
<b>Total District Mangement &amp; Administrative</b>	<b>\$ 12,421.73</b>
<b>Total Expenses</b>	<b>\$ 19,857.92</b>
<b>Net Operating Income</b>	<b>\$ 204,120.26</b>
<b>Net Income</b>	<b>\$ 204,120.26</b>

INCOME	MMCID 2023 Budget	MMCID 2024 Budget
<b>TOTAL ASSESSMENT INCOME</b>	<b>\$230,500</b>	<b>\$237,161</b>
SJC Assessment Income		\$194,034
City of Stockton		\$22,505
Stockton Unified School District		\$20,622
<b>NON-ASSESSMENT INCOME</b>		
Event Income	\$10,000	\$22,692
Retained Earnings		\$129,450
ARPA Grant Income	\$100,000	\$0
Harding Way Project Reimbursement		
Interest Income	\$94,381	\$94,381
Interest Income	\$8	\$8
<b>TOTAL NON-ASSESSMENT INCOME</b>	<b>\$204,389</b>	<b>\$246,531</b>
<b>TOTAL INCOME</b>	<b>\$434,889</b>	<b>\$483,692</b>

EXPENSE	2023 Budget	2023 Budget
<b>CIVIL SIDEWALKS</b>		
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		
ARPA Banner Pole Retrofit	\$94,381	\$94,381
Contract Service Mgmt	\$30,000	\$0
Contract Service Mgmt	\$11,040	\$11,040
<b>TOTAL CIVIL SIDEWALKS</b>	<b>\$280,239 60%</b>	<b>\$377,575</b>

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

<b>ADMINISTRATION &amp; DISTRICT MANAGEMENT</b>		
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
<b>ADMINISTRATION &amp; DISTRICT MANAGEMENT</b>	<b>\$62,800 22%</b>	<b>\$63,133</b>

<b>CONTINGENCY &amp; RESERVE</b>		
<b>CONTINGENCY &amp; RESERVE</b>	<b>\$7,550 3%</b>	<b>\$7,852</b>

<b>TOTAL EXPENSE</b>	<b>\$434,889</b>	<b>\$483,692</b>
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# Executive Director Report

## October 2023

AB 179

### Stockton's Miracle Mile Public Safety Improvement & Revitalization Project

The Ad Hoc Committee held their first Public Meeting, October 11, 2023, at University of the Pacific, Biology Services Center. Members of the committee, civic leaders, community members and the media were present.

Meeting Minutes located at <https://dot.ca.gov/caltrans-near-me/district-10/district-10-popular-links/stockton-miracle-mile-work-group-meeting-minutes-10-11-23>

Jean Callahan and Kevin Dougherty elected Adhoc Committee Co-Chairs. Committee membership as follows:

- **Assemblymember representing Miracle Mile**  
Assemblymember Carlos Villapudua
- **Residents of Miracle Mile area (within 5 miles)**  
Frederic "Chip" Hanker  
Phillip Herrera  
Ted Leland  
Mariela Lomeli  
Howard Seligman
- **Business owner with property on Miracle Mile and member of Miracle Mile Improvement District**  
Kevin Dougherty
- **Business owner with no property on Miracle Mile and member of Miracle Mile Improvement District**  
Jonathan Hernandez
- **Miracle Mile business owner who is not part of Miracle Mile Improvement District**  
Joanne Chappell
- **Commercial property owner with no business on Miracle Mile**  
Ravdeep "Rex" Dhatt
- **University of the Pacific representative**  
Jean Callahan
- **Delta College representative**  
Cameron Farrens
- **Developer**  
Kevin Hernandez
- **Local service clubs representatives**  
Diana Lowery
- **Architect, civil engineer, traffic engineer, or land use and urban planner**  
Paris Allen
- **Cyclist who commutes to Miracle Mile**  
Jerry Enn

Upcoming Public Meetings:

- Wednesday, December 6, 2023 | 6-8pm
- Wednesday, January 24, 2024 | 6-8pm
- Wednesday, March 6, 2024 | 6-8pm

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](mailto: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>

October Presentation by Downtown Paul Spence to committee member sharing their process, photos, and lessons learned.  
 Take before pictures. Livermore chose wine country theme with focus on walkability, lighting, and defensible space with additional lighting. Dining community involvement for common vision, Approximately 100 properties in the Livermore, starting rental \$1 per square elevating to approximately \$4 dollars per square (rental). Business mix in 2005, proximately 60% restaurant 40% retail, shifted to approximately 65% restaurant and 35% retail today. Downtown Livermore receive \$10 million, and its downtown was at one time the Lincoln Highway. The ongoing landscape management runs approximately \$30,000-\$40,000 per year, roughly \$400 from each Property Owner.  
 Lesson learned. Lanes were impacted, by reduction in lanes and street closures. Business initially requested protracted project, but later requested project acceleration due to disruption in traffic pattern. Initial program included six blocks., they offered an façade improvement incentive for first adopters. Large planters were installed to protect diners. Landscape, funded by Property Owners business was impacted.


**ARPA DISTRICT GRANT (\$100k)**

**ARPA DISTRICT GRANT (\$100k)**  
**Miracle Mile Improvement District**  
 Profit and Loss  
 January - October, 2023

	TOTAL
Income	
<b>Total Income</b>	
GROSS PROFIT	<b>\$0.00</b>
Expenses	
CIVIL SIDEWALK	
Banner Pole Retrofit (ARPA Grant Funded)	31,191.85
<b>Total CIVIL SIDEWALK</b>	<b>31,191.85</b>
DISTRICT IDENTITY	
Marketing (ARPA Grant Funded)	18,587.30
Car Show & Concert	9,660.73
En Blanc Event	10,687.38
Holiday Sip & Shop	3,832.50
<b>Total Marketing (ARPA Grant Funded)</b>	<b>42,767.91</b>
<b>Total DISTRICT IDENTITY</b>	<b>42,767.91</b>
<b>Total Expenses</b>	<b>\$73,959.76</b>
NET OPERATING INCOME	<b>\$ -73,959.76</b>
NET INCOME	<b>\$ -73,959.76</b>

<p><b>RFP</b></p>	<p><b>Industrial Camera Purchase &amp; Installation RFP</b> Proposals set to be reviewed at next General Board Meeting on Tuesday, November 7.</p> <p><b>Pending Restart - Harding Way Project \$94,380.98</b> 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"> <li>• David Silva - Landscaping - include add-on Garbage Can purchase.</li> <li>• Leobardo Rivera – Mountain Landscaping Proposal</li> <li>• Contract COS</li> </ul> <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>
<p><b>PUBLIC WORKS:</b></p>	<p><a href="http://www.stocktonca.gov/services/business/bidFlash/projDetail.html?dept=Public_Works,idnum=WT22052">http://www.stocktonca.gov/services/business/bidFlash/projDetail.html?dept=Public_Works,idnum=WT22052</a></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><a href="http://www.stocktonca.gov/bfDocs/WT22052%20Miracle%20Mile%20RRFB%20Improvements%20Plans-Signed.pdf">City of Stockton, CA - Bid Flash Project Detail (stocktonca.gov)</a> <a href="http://www.stocktonca.gov/bfDocs/WT22052%20Miracle%20Mile%20RRFB%20Improvements%20Plans-Signed.pdf">http://www.stocktonca.gov/bfDocs/WT22052%20Miracle%20Mile%20RRFB%20Improvements%20Plans-Signed.pdf</a></p> <p>The parking lot project hit a snag in resolving drainage issues. O&amp;M is working with Siegfried to address pre-existing issues to prevent premature failure of parking lot surfaces in the future.</p>
<p><b>LEGAL:</b></p>	<p><b>Trip/Fall Insurance Litigation</b> Active litigation. Karin Bruce, our insurance attorney continues efforts to have MMID dismissed from the case or hopes to significantly reduce our liability. Board President deposed on May 31. Executive Director was deposed on August 14<sup>th</sup>. No new news at this time.</p>
<p><b>ECONOMIC DEVELOPMENT:</b></p>	<p><b>VACANCIES:</b></p> <ul style="list-style-type: none"> <li>-Empire Theatre Block (previously 9 business locations)</li> <li>-Hookah Bar</li> <li>-Merillo Jewelers</li> <li>-Hubba Hubba</li> <li>-Cobra Chai</li> <li>-Southern Exposure</li> <li>-Stockton Savings (façade improvement underway)</li> <li>-Stockton Art Lab (renovations underway)</li> </ul> <p><b>NEW Mile Business Now Open:</b> Glitter and Sand Photography – 92 Castle, Ste C</p> <p><b>COMING SOON – November:</b> Montea (Old Miracle Mile Dry Cleaners)</p>



	<p><b>CLOSING:</b> Trendy Boutique (immediately) Cena Luna (closed 10-1 to 11-23, final close 12-31)</p> <p><b>Property SALES:</b> 2323 Pacific Avenue, (Teddy &amp; Meryl Southern) 1700 Block Pacific Avenue (Escabar Family) 2363 Pacific Avenue (Tanya Waters)</p> <p><b>Storefront Beautification Micro Grant:</b> -Gian’s Deli (railing repaint)</p> <p><b>Façade Improvement Forgivable Loan:</b> -2562 Pacific Avenue -2001-2005 Pacific Avenue -1800 Pacific Avenue/ 145-151 Alder Steet -</p>
<b>TRANSITION:</b>	<p><b>Financial Cut Over</b></p> <ul style="list-style-type: none"> <li>• In transition to cut over being initiated. Working with bookkeeper to configure QuickBooks account –</li> </ul> <p><b>Organizational Establishment 2023</b></p> <ul style="list-style-type: none"> <li>• Article of Incorporation (State of California) - Complete</li> <li>• Statement of Information (State of California) - Complete</li> <li>• EIN (IRS) – Complete</li> <li>• Bylaws Approved – Complete</li> <li>• Appoint Interim MMCID Board &amp; Executive Committee – Complete</li> <li>• New MMCID Bank Account – Complete</li> <li>• Insurance Application Submittals – Complete</li> </ul> <p>In Process:</p> <ul style="list-style-type: none"> <li>• File 1023 &amp; 3500 IRS Application for Recognition of Exemption (IRS) – Narrative revamped</li> </ul>
<b>MIRACLE MILE CAR SHOW &amp; CONCERT:</b>	<p>Preliminary Event Financials - FINAL</p> <p>Sponsorships: \$17,000 Event Income: \$5,575 Expense: \$10,405 Net Event Profit/Loss \$12,170</p> 
<b>SAVE THE DATES:</b>	<ul style="list-style-type: none"> <li>• Shop Small Saturday – Saturday, November 25<sup>th</sup>.</li> <li>• Miracle Mile Holiday Sip &amp; Shop – Saturday, December 2<sup>nd</sup></li> </ul>
<b>BANNER RENTAL</b>	<p>Sign Program Pre-Requisites:</p> <ul style="list-style-type: none"> <li>• Renter would be responsible for purchasing own banner, per specifications provided. Working on a program with Online Printing &amp; Graphics, who can provide the installation/removal services, and is already familiar with the specifications.</li> <li>• \$1,200/week, as calendar will allow.</li> <li>• Signage requirements &amp; specifications complete.</li> <li>• Create rental agreement (TOS) &amp; release of liability.</li> <li>• Determine if additional liability coverage is needed.</li> </ul>

<b>STRATEGIC PLANNING</b>	<b>August 1<sup>st</sup> from 10am to 4pm</b> Report Summary pending completion and will be sent out to the board this month.
<b>PACIFIC ATHLETICS PARTNERSHIP</b>	First few of the 15 Faculty-Staff Appreciation Days: Saturday, Sept. 16 – Men’s Water Polo vs. UCLA (home opener) Thursday, Sept. 28 – Volleyball vs. San Francisco Saturday, Oct. 7 – Men’s Soccer vs. Loyola Marymount Wednesday, Oct. 18 – Women’s Soccer vs. Gonzaga Friday, Oct. 27 – Swimming vs. San Jose State/UC Santa Cruz (home opener) Monday, Nov. 6 – Men’s Basketball vs. Sam Houston State (home opener) Friday, Nov. 10 – Women’s Basketball vs. Cal State Fullerton (home opener)  With our plan to give out four gift cards per Faculty-Staff event, 28 would be needed for the fall with the balance of 32 in the spring. <u>Spring</u> Men’s Basketball 2 Women’s Basketball 2 Baseball Women’s Water Polo Softball Men’s Tennis Women’s Tennis Beach Volleyball
<b>Volunteers:</b>	The Kiwanis Club, Key Club Volunteers, will be on the Miracle Mile sprucing up things. On Saturday, November 18th from 9am to Noon, working 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.  Adam Markowitz with the Kiwanis Club is working with students looking for volunteer hours. Adam and I are working together, along with the City of Stockton (for materials), to aid in this effort. He indicated that student would be scheduled each month (weather permitting), to aid in clean-up and beautification efforts.  If you are available to come out and assist or serve up some coffee and donuts for the kids, please let me know. I’ll keep you posted on additional service days, as those dates are scheduled.

# 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

## **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)**