

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

DATE: Wednesday, April 14, 2021 **TIME:** 4:00PM
PLACE: ZOOM Video Conference: <https://zoom.us/j/92053431854>
or via telephone 1-669-900-9128, Meeting ID: 920 5343 1854, Password: 522606
TO: **Miracle Mile Improvement District Board Members:** Kim Byrd, Lisa Whirlow, Yonie Young, Tina Wells Lee, Jeff Dundas, Jeff Gamboni, Manuel Guizar, Kevin Hernandez, Mike Klocke, Nadja King, Nicole Snyder, Tanya Watters

GENERAL MEETING REQUIREMENTS:

Brown Act: All Miracle Mile Improvement District Board meetings are held pursuant to the Brown Act as codified in Government Code Section 54957.5. Virtual online meetings are permitted via the Governor's [Executive Order N-29-20](#).

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 – *Kim Byrd, Board President*
2. Public Comments
3. CalWater Presentation – Shannon McGovern
4. Minutes of the March 10th, 2021 General Board Meeting (ACTION)
5. March 2021 Financial Statements – *Tina Wells Lee, Treasurer* (ACTION)
6. Parking Lot Planter Amended Project Approval – Jeff Gamboni/Kim Byrd (ACTION)
7. City of Stockton Announcements & Project Updates – *Nicole Snyder*
8. Executive Report – *Kim Byrd*
9. Standing Committees Discussion
 - a. Policies & Procedures – *Manuel Guizar & Nadja King*
 - b. Security – *Jeff Dundas & Tanya Waters*
 - c. Improvement – *Jeff Gamboni & Kevin Hernandez*
 - d. Events & Promotions – *Nadja King & Nicole Snyder*
 - e. Ad Hoc Branding – *Helena Monica*
10. Board Member Requests/Announcements
11. Adjournment

Next MMID Board of Directors General Meeting Scheduled May 12th, 2021

If any accommodations are needed, please contact info@stocktonmiraclemile.com or call (209) 623-1144. Requests should be made as soon as possible, but at least 24 hours prior to the scheduled meeting.

**MIRACLE MILE IMPROVEMENT DISTRICT
GENERAL MEETING BOARD OF DIRECTORS
MINUTES OF THE MEETING - Wednesday, March 10, 2021**

Virtual Meeting-Zoom Video conference PRESENT: Kim Byrd, Yonie Young, Jeffrey Gamboni; Nicole Snyder, Manuel Guizar, Tina Wells Lee, Lisa Whirlow, Tanya Watters, Nadja King, Jeff Dundas, Mike Klocke (arrived 4:35pm) Lisa Whirlow (left 5:08).

ABSENT: none

GUESTS: none

1. **Call to Order Open Session – 4:06pm by President, Kim Byrd**
2. **Public Comments – None**
3. **Minutes of February 10, 2021 General Meeting** Motion to approve the minutes of January 13, 2021 General Meeting
Motion: Lisa Whirlow Second: Manuel Guizar Vote: 10/10 Motion carried

4. **February 2021 Financial Statements – Tina Wells Lee, Treasurer**
Motion: Manuel Guizar Second: Lisa Whirlow Vote: 10/10 Motion carried

Discussion of facilitating a meeting to discuss by-laws, possibly invite Denise Jefferson Management plan-managing contracts, operations, policies on how we run our operations

5. **Branding Session Update – Helena Monica**
Promise to move forward with our merchants in branding.
Vision: Linking lives through shared experiences
Positioning: To people who seek authentic flavor
Personality: Welcoming, lively, loyal, memorable
Affiliation: Local Explorers
Assignment for members: submit “affiliation” ideas-two to three words

6. **City of Stockton Announcements & Project Updates – Nicole Snyder**
March 15th press release-rental assistance-online application-goal is to prevent evictions SBA relief
March 1-15th applications-priority to restaurants

7. **Executive Report – Kim Byrd**
 - a) PBID Renewal Process: Rough estimate for renewal (can be up to \$50,000). Will determine activities that can be completed by board members and what needs to be contracted out.
 - b) Strategic Planning: Kim will send out 2020 Strategic Plan for the board to review and return of item prioritization.
 - c) Whistleblower & Conflict of Interest Acknowledgment – a reminder for those who did not sign electronically to do so, as required.

8. **Committee Reports**

- a) **Policies & Procedures – Manuel Guizar & Nadja King:** Next committee meeting will be combined with financials (next meeting: 4/7/2021; location TBD)

- b) Security** – *Jeff Dundas & Tanya Waters*: Transients and warming fires is ok if on sidewalk, not ok if next to a building-Hammerhead will be on the lookout.
Encouraging more attendance at Business watch meeting
Camera scouting walk through
- c) Improvement** – *Jeff Gamboni & Kevin Hernandez*
Thank you to members who participated in the recent clean-up and planted in planters.
Steve Werner's property-he will plant and care for-6 trees
Bathrooms are closed in the park and transients are defecating on properties close by-discuss with City of Stockton about what can be done.
- d) Events & Promotions** – *Nicole Snyder, Nadja King*
St. Patrick's "Lucky" (\$50 gift card) Easter (\$150 gift card), Mother's Day (\$150 gift card),
Father's Day (\$150 gift card)
Small business week-encourage to promote MMID businesses

9. Board Member Requests/Announcements: None

10. Adjournment: 6:00pm Motion: Tanya Watters

Next MMID Board of Directors General Meeting scheduled April 14, 2021.
Minutes Submitted by Secretary, Yonie Young



Board of Directors Report

Miracle Mile Improvement District
Monthly Financials

Prepared by
MMID Finance Committee

Prepared on
April 7, 2021

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Balance Sheet

As of March 31, 2021

| | Total |
|-------------------------------------|---------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| F&M Checking | 139,457.19 |
| F&M Emergency Reserve x619 | 18,002.16 |
| F&M Savings x719 | 15,001.50 |
| Total Bank Accounts | 172,460.85 |
| Total Current Assets | 172,460.85 |
| Fixed Assets | |
| Accumulated Depreciation | -1,526.01 |
| Fixed Asset Furniture | 1,526.01 |
| Total Fixed Assets | 0.00 |
| TOTAL ASSETS | \$172,460.85 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Total Liabilities | |
| Equity | |
| Opening Balance Equity | 33,503.69 |
| Retained Earnings | 73,863.07 |
| Net Income | 65,094.09 |
| Total Equity | 172,460.85 |
| TOTAL LIABILITIES AND EQUITY | \$172,460.85 |

Profit and Loss by Month

January - March, 2021

| | Jan 2021 | Feb 2021 | Mar 2021 | Total |
|--|-----------------|-----------------|-------------------|-------------------|
| INCOME | | | | |
| Assessment Income | | | 115,950.37 | 115,950.37 |
| Non-Assessed Income - (Other) | | 339.95 | 310.00 | 649.95 |
| Net Restitution | | -325.00 | -310.00 | -635.00 |
| RTD Maintenance Contract | | 1,200.00 | | 1,200.00 |
| Total Non-Assessed Income - (Other) | | 1,214.95 | 0.00 | 1,214.95 |
| Uncategorized Income | | | 2.32 | 2.32 |
| Total Income | 0.00 | 1,214.95 | 115,952.69 | 117,167.64 |
| GROSS PROFIT | 0.00 | 1,214.95 | 115,952.69 | 117,167.64 |
| EXPENSES | | | | |
| Contract Services Mgmt | | | | 0.00 |
| Contractor Management Services | 5,500.00 | 8,250.00 | | 13,750.00 |
| Total Contract Services Mgmt | 5,500.00 | 8,250.00 | | 13,750.00 |
| Enhanced Maintenance | | | | 0.00 |
| Contractor - Maintenance | 5,058.33 | 5,210.08 | 5,260.08 | 15,528.49 |
| Infrastructure Improvement Program | | 973.17 | | 973.17 |
| Repair & Maintenance Supplies | | 489.31 | 109.87 | 599.18 |
| Total Enhanced Maintenance | 5,058.33 | 6,672.56 | 5,369.95 | 17,100.84 |
| Enhanced Security | 125.00 | 6,104.09 | 6,516.00 | 12,745.09 |
| Grant Funding Distribution | | | | 0.00 |
| Patio Lighting | | | 129.87 | 129.87 |
| Patio Umbrellas/Stands | | 438.82 | | 438.82 |
| Total Grant Funding Distribution | | 438.82 | 129.87 | 568.69 |
| Marketing | | | | 0.00 |
| Advertising, Events & Promotions | 750.00 | 1,350.00 | 1,699.72 | 3,799.72 |
| Event Expenses | | | | 0.00 |
| Event Supplies | | | 50.00 | 50.00 |
| Total Event Expenses | | | 50.00 | 50.00 |
| Website Management & Hosting | 253.26 | 109.45 | | 362.71 |
| Total Marketing | 1,003.26 | 1,459.45 | 1,749.72 | 4,212.43 |
| Operational Costs | | 38.58 | | 38.58 |
| Dues & Subscriptions | 413.89 | 88.95 | 435.00 | 937.84 |
| Office Supplies | | 77.12 | 135.95 | 213.07 |
| Phone/Internet | 29.12 | 29.12 | | 58.24 |
| Postage | | 131.22 | 149.62 | 280.84 |
| Storage Lease | 209.00 | 209.00 | 209.00 | 627.00 |
| Total Operational Costs | 652.01 | 573.99 | 929.57 | 2,155.57 |
| Professional Services | | | | 0.00 |
| Accounting | 100.93 | 1,125.00 | 140.00 | 1,365.93 |

| | Jan 2021 | Feb 2021 | Mar 2021 | Total |
|------------------------------------|------------------|------------------|------------------|------------------|
| Legal | | 175.00 | | 175.00 |
| Total Professional Services | 100.93 | 1,300.00 | 140.00 | 1,540.93 |
| Total Expenses | 12,439.53 | 24,798.91 | 14,835.11 | 52,073.55 |
| NET OPERATING INCOME | -12,439.53 | -23,583.96 | 101,117.58 | 65,094.09 |
| NET INCOME | \$ -12,439.53 | \$ -23,583.96 | \$101,117.58 | \$65,094.09 |

Budget vs. Actuals - 2021 YTD BUDGET

January - March, 2021

| | | | | Total |
|--|-------------------|-------------------|-------------------|--------------------|
| | Actual | Budget | over Budget | % of Budget |
| INCOME | | | | |
| Assessment Income | 115,950.37 | 116,349.35 | -398.98 | 99.66 % |
| Non-Assessed Income - (Other) | 649.95 | | 649.95 | |
| Interest Income | | 1.97 | -1.97 | |
| Net Restitution | -635.00 | | -635.00 | |
| RTD Maintenance Contract | 1,200.00 | | 1,200.00 | |
| Total Non-Assessed Income - (Other) | 1,214.95 | 1.97 | 1,212.98 | 61,672.59 % |
| Uncategorized Income | 2.32 | | 2.32 | |
| Total Income | 117,167.64 | 116,351.32 | 816.32 | 100.70 % |
| GROSS PROFIT | 117,167.64 | 116,351.32 | 816.32 | 100.70 % |
| EXPENSES | | | | |
| Contract Services Mgmt | | | | |
| Contractor Management Services | 13,750.00 | 16,500.00 | -2,750.00 | 83.33 % |
| Total Contract Services Mgmt | 13,750.00 | 16,500.00 | -2,750.00 | 83.33 % |
| Enhanced Maintenance | | | | |
| Contractor - Maintenance | 15,528.49 | 15,600.00 | -71.51 | 99.54 % |
| Infrastructure Improvement Program | 973.17 | 50,000.00 | -49,026.83 | 1.95 % |
| Repair & Maintenance Supplies | 599.18 | 300.00 | 299.18 | 199.73 % |
| Total Enhanced Maintenance | 17,100.84 | 65,900.00 | -48,799.16 | 25.95 % |
| Enhanced Security | 12,745.09 | 18,000.00 | -5,254.91 | 70.81 % |
| Grant Funding Distribution | | | | |
| Patio Lighting | 129.87 | | 129.87 | |
| Patio Umbrellas/Stands | 438.82 | | 438.82 | |
| Total Grant Funding Distribution | 568.69 | | 568.69 | |
| Marketing | | | | |
| Advertising, Events & Promotions | 3,799.72 | 2,700.00 | 1,099.72 | 140.73 % |
| Event Expenses | | 0.00 | 0.00 | |
| Event Supplies | 50.00 | | 50.00 | |
| Total Event Expenses | 50.00 | 0.00 | 50.00 | |
| Website Management & Hosting | 362.71 | 350.00 | 12.71 | 103.63 % |
| Total Marketing | 4,212.43 | 3,050.00 | 1,162.43 | 138.11 % |
| Operational Costs | 38.58 | | 38.58 | |
| Dues & Subscriptions | 937.84 | 800.00 | 137.84 | 117.23 % |
| Liability Insurance | | 3,500.00 | -3,500.00 | |
| Meeting Expense | | 280.00 | -280.00 | |
| Office Printing | | 450.00 | -450.00 | |
| Office Supplies | 213.07 | 400.00 | -186.93 | 53.27 % |
| Phone/Internet | 58.24 | 120.00 | -61.76 | 48.53 % |

| | | | | Total |
|------------------------------------|--------------------|-------------------|--------------------|-------------------|
| | Actual | Budget | over Budget | % of Budget |
| Postage | 280.84 | 200.00 | 80.84 | 140.42 % |
| Rent & Lease | | 1,050.00 | -1,050.00 | |
| Storage Lease | 627.00 | 300.00 | 327.00 | 209.00 % |
| Total Operational Costs | 2,155.57 | 7,100.00 | -4,944.43 | 30.36 % |
| Professional Services | | | | |
| Accounting | 1,365.93 | 1,443.00 | -77.07 | 94.66 % |
| Consulting Fees | | 500.00 | -500.00 | |
| Legal | 175.00 | | 175.00 | |
| Total Professional Services | 1,540.93 | 1,943.00 | -402.07 | 79.31 % |
| Total Expenses | 52,073.55 | 112,493.00 | -60,419.45 | 46.29 % |
| NET OPERATING INCOME | 65,094.09 | 3,858.32 | 61,235.77 | 1,687.11 % |
| NET INCOME | \$65,094.09 | \$3,858.32 | \$61,235.77 | 1,687.11 % |

Budget vs. Actuals - 2021 TOTAL BUDGET

January - December 2021

| | Actual | Budget | over Budget | Total % of Budget |
|--|-------------------|-------------------|--------------------|----------------------|
| INCOME | | | | |
| Assessment Income | 115,950.37 | 221,380.08 | -105,429.71 | 52.38 % |
| Non-Assessed Income - (Other) | | | | |
| Event Income | | 10,000.00 | -10,000.00 | |
| Interest Income | | 7.92 | -7.92 | |
| Total Non-Assessed Income - (Other) | | 10,007.92 | -10,007.92 | |
| Total Income | 115,950.37 | 231,388.00 | -115,437.63 | 50.11 % |
| GROSS PROFIT | 115,950.37 | 231,388.00 | -115,437.63 | 50.11 % |
| EXPENSES | | | | |
| Contract Services Mgmt | | | | |
| Contractor Management Services | 13,750.00 | 66,000.00 | -52,250.00 | 20.83 % |
| Total Contract Services Mgmt | 13,750.00 | 66,000.00 | -52,250.00 | 20.83 % |
| Enhanced Maintenance | | | | |
| Contractor - Maintenance | 20,738.49 | 62,400.00 | -41,661.51 | 33.23 % |
| Infrastructure Improvement Program | 973.17 | 50,000.00 | -49,026.83 | 1.95 % |
| Repair & Maintenance Supplies | 959.18 | 1,200.00 | -240.82 | 79.93 % |
| Total Enhanced Maintenance | 22,670.84 | 113,600.00 | -90,929.16 | 19.96 % |
| Enhanced Security | 22,144.09 | 72,000.00 | -49,855.91 | 30.76 % |
| Marketing | | | | |
| Advertising, Events & Promotions | 5,299.72 | 10,800.00 | -5,500.28 | 49.07 % |
| Event Expenses | | 5,000.00 | -5,000.00 | |
| Website Management & Hosting | 362.71 | 350.00 | 12.71 | 103.63 % |
| Total Marketing | 5,662.43 | 16,150.00 | -10,487.57 | 35.06 % |
| Operational Costs | | | | |
| Dues & Subscriptions | 951.34 | 1,400.00 | -448.66 | 67.95 % |
| Liability Insurance | | 10,300.00 | -10,300.00 | |
| Meeting Expense | | 1,000.00 | -1,000.00 | |
| Office Printing | | 1,350.00 | -1,350.00 | |
| Office Supplies | 213.07 | 850.00 | -636.93 | 25.07 % |
| Phone/Internet | 58.24 | 480.00 | -421.76 | 12.13 % |
| Postage | 280.84 | 240.00 | 40.84 | 117.02 % |
| Rent & Lease | | 4,200.00 | -4,200.00 | |
| Storage Lease | 627.00 | 1,200.00 | -573.00 | 52.25 % |
| Total Operational Costs | 2,130.49 | 21,020.00 | -18,889.51 | 10.14 % |
| Professional Services | | | | |
| Accounting | 1,365.93 | 2,118.00 | -752.07 | 64.49 % |
| Consulting Fees | | 500.00 | -500.00 | |
| Total Professional Services | 1,365.93 | 2,618.00 | -1,252.07 | 52.17 % |
| Total Expenses | 67,723.78 | 291,388.00 | -223,664.22 | 23.24 % |

| | | | | Total |
|----------------------|-------------|---------------|--------------|-------------|
| | Actual | Budget | over Budget | % of Budget |
| NET OPERATING INCOME | 48,226.59 | -60,000.00 | 108,226.59 | -80.38 % |
| NET INCOME | \$48,226.59 | \$ -60,000.00 | \$108,226.59 | -80.38 % |

Notes to the Financial Statements

Note: Non-accessed Funds, \$40k carried over from 2020, are subject to project allocation.

MMID - COMMITTEE REPORTS

MARCH 2021

| | |
|------------|--|
| Executive: | <p>Updates:</p> <ul style="list-style-type: none"> • Meeting with City Officials with new Mayor, Kevin Lincoln, City Manager, Harry Black set for April 15th. The Executive Committee will meet to introduce the district vision for the future and discuss support needs. • Civitas, Property Improvement District consultants, provided a quote for the district renewal for 2023. Additional quotes to be obtained for comparison and evaluation. More information will be forthcoming, as relates to timeline and steering committee development. • The MMID provided its presentation to City Council on March 23rd, in conjunction with the City's Improvement District approval process, which was approved. <p>Compliance:</p> <ul style="list-style-type: none"> • Business license renewal completed for FY 2021 • General liability and umbrella policy renewed for 2021 • March bank statements reconciled. <p>Policy & Procedures:</p> <ul style="list-style-type: none"> • Draft policy had been distributed to Finance and By-Law Committees, for review and recommendations. <p>Miscellaneous:</p> <ul style="list-style-type: none"> • Visit Stockton/UOP/MMID Collaboration: Meeting set for April 19 with UOP's Wes Yourth, Associate Director of Athletics, Mike Klocke and Wes Rhea, Visit Stockton to discuss marketing and collaboration efforts between our three organizations. • Banner Replacement/Installation: Contacted UOP to request assistance with banner replacements (caused by severe wind back in February). Wes Yourth will assist, utilizing a bucket lift scheduled, for another project, in 3 to 4 weeks. Kim to deliver banners and brackets. • Website Improvements: Several improvement and general reorganization of website underway. Adding new features: <ul style="list-style-type: none"> ○ <i>Available Property Listing</i> – for property owner/management to provide listing of available rent/lease spaces within the district. ○ <i>New Merchant Directory Request</i> - for new merchants. Information gathered to add to website directory, constant contact and promote new merchants. ○ <i>New Merchant FAQ page</i> – Resource page for new merchants/property owners. • Maintenance District Walk-through: Walk through of the district identified a number of safety concerns, submitted via GoRequest, to the City to address. It was discovered that two blocks, was not known to be part of our footprint, has |
|------------|--|

| | |
|------------------------------|---|
| | <p>been unattended. DSA took immediate action and sent a crew to address. A comprehensive list of areas to address to be compiled and used to monitor progress.</p> <ul style="list-style-type: none"> • District Walk-through with Calisdad Security: Walk through of the district with Security, Dennis Smallie and Robert Hansich to identify potential pilot location(s) for point-to-point camera placement. Exploratory discussions include pilot and possible cooperative with business/property owners. Pending cost estimates from Calisdad. <p>Patio & Outdoor Dinning Program</p> <ul style="list-style-type: none"> • Delay in umbrella shipment due to backorder of fabric. March reported approximated deliver mid-April. Fabric of four umbrellas are still on backorder until May 15. The order ship available umbrellas with expected delivery mid-April, with final four (4) possibly by the end of May. <p>California Relief Grant</p> <ul style="list-style-type: none"> • MMID is in final phase of review, as a 501(c)6. If approved, the district would be the recipient of \$15k grant award. <p>Small Business Week: Several activities to be planned for upcoming Stockton's Small Business Week, May 2 – May 8, promoted by Stockton's Economic Development Department.</p> <ul style="list-style-type: none"> • Webinar - Instagram Marketing for Business – date TBD • Webinar – Façade Improvement Program Overview – date TBD • Miracle Mile “Pop Up” – Wednesday, May 5th 5 to 8pm |
| Finance Committee: | <p>Accounts Receivable:</p> <ul style="list-style-type: none"> • 1st assessment payment from the City for approximately \$115k. • Billing for SUSD Property Assessments mailed on April 8th. |
| Improvement Committee | <p>Tuxedo Court: We planted additional annuals and perennials on 8 April.</p> <p>Harding Way: Some trees need to be re-staked. There are empty tree wells. Need to quantify. Steve Werner got his tree and tree stakes. They were well planted. We have received information regarding existing funds available for Harding Way. On Tuesday 30 March we walked Harding Way with Tina, Kevin, Kim and Clem Lee to see what we should prioritize.</p> <p>Planters repair. We zoomed on Thursday 1 April to review the bids. We have two bids for the project. One bidder is not licensed. We are negotiating an agreement with the lowest responsible bidder. Painting is excluded. We need pay for paint and supplies, confirm color, gather volunteers. Planting is excluded. We need to plan for planting, acquire plants and install. We are requesting that the City reinstall water meters in public parking lots so we can access the quick coupler system.</p> <p>Bank of America Plans still in development for planting. Plan will determine budget.</p> <p>Time Honored Planter. Tina said she would reach out to the property manager, Tony Hermosillo.</p> |

| | |
|---------------------|--|
| | <p>General:</p> <p>Batteries need to be replaced in the irrigation nodes in the public parking lots.</p> <p>Merit has been applied to crape myrtles to arrest the development of the annoying honeydew.</p> <p>Irrigation of planters needs to be on-going due to lack of rain.</p> <p>We walked the Mile with DSA on 31 March to review schedules, scope of contract, etc.</p> |
| Events & Promotions | <p>Upcoming Social Media Promotions</p> <ul style="list-style-type: none"> • May 3 – May 8: Mother’s Day (\$100) • June 14 – June 19: Father’s Day (\$100) |