

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

**DATE:** Wednesday, August 12th, 2020

**TIME:** 4:00pm

**PLACE:** Virtual Meeting – ZOOM Video Conference: <https://us02web.zoom.us/j/87887222894>  
or via telephone (669) 900-6833, Meeting ID: 878 8722 2894, Password: 006643

**TO:** **Miracle Mile Improvement District Board Members:** Kim Byrd, Lisa Whirlow, Yonie Young, Jeff Dundas, Jeff Gamboni, Manuel Guizar, Mike Klocke, Nicole Snyder, Brianna Southern, Kevin Hernandez, John Precissi, Helena Monica, Tina Wells Lee

**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. Minutes of the July 8<sup>th</sup>, 2020 General Board Meeting **(ACTION)**
4. July 2020 Financial Statements **(ACTION)**
  - a. Finance Committee Discussion – *Jeff Dundas, Chair*
5. Major Project Presentations & Discussion **(ACTION)**
6. Standing Committees Discussion
  - a. Policies & Procedures – *Manuel Guizar, Chair*
  - b. Security – *Matthew Grizzle, Acting Chair*
  - c. Improvement – *Jeff Gamboni, Chair*
  - d. Events & Promotions – *Lisa Whirlow, Chair*
7. City of Stockton Announcements & Project Updates – *Nicole Snyder*
8. Objective Dashboards – *Matthew P. Grizzle*
9. Executive Director Report – *Matthew P. Grizzle*
10. Board Member Requests/Announcements
11. Next MMID Board of Directors General Meeting Scheduled September 9th, 2020
12. Adjournment

*If any accommodations are needed, please contact Matthew Grizzle (Executive Director) at 209-740-9070.  
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, July 8th, 2020**  
**Virtual Meeting – ZOOM Video Conference**  
**(PAGE #1)**

**PRESENT:** Matthew Grizzle (Executive Director), Kim Byrd, Lisa Whirlow, Kevin Hernandez, Yonie Young, Jeffrey Gamboni, Mike Klocke, John Precissi, Tina Wells-Lee, Manuel Guizar, Helena Monica, Nicole Snyder (Arrived @ 4:26pm)

**ABSENT:** Brianna Southern, Jeff Dundas

**GUESTS:** None

**1. Call to Order Open Session – 4:08pm by President, Kim Byrd**

**2. Public Comments – None**

**3. Minutes of June 10th, 2020 General Meeting**

**MOTION to approve the minutes of June 10th, 2020 general meeting.**

Motion: John Precissi      Second: Tina Wells-Lee      Vote: 10/0      Motion carried      Abstained:0

**4. May Financial Statements**

**MOTION to approve June 2020 financial statements.**

Motion: John Precissi      Second: Mike Klocke      Vote: 10/0      Motion carried      Abstained:0

**5. Improvement Project Ideas**

- Tuxedo Project – Put on hold due to cost unless we want to make it shovel ready (\$25,000)
- Cross Walk @ Adams/Pacific – Includes curb modification, disappointing that the City of Stockton is unwilling to contribute to the safety of The Mile.
- Miracle Mile Archway
- Parking Lot Planter Replacement
- Additional Down Lighting Upgrades on City Light Poles
- Replacing Crepe Myrtle Trees With Sycamore Trees
- Survey will be sent out to board members, property owners and merchants to get input as to what everyone's priorities are.

**6. Committee Reports**

- **Policies & Procedures** – Meeting will be held 7/21/20, time and location to be determined
- **Security** – QR codes and data couldn't be collected for a few days, most issues revolve around homeless removal
- **Events & Promotions** – 4<sup>th</sup> of July BBQ promotion was cancelled due to lack of merchant participation, Car Show still currently slated for Sept 26<sup>th</sup> but may need to cancel, Farmers Market is happening in Whirlow's back parking lot on every Thursday (5pm-8pm)
- **Improvement** – Weeding and replanting around Tuxedo Court - thank you John Precissi for coming out to help, Discussion about porta-potties at Caldwell park, Harding project is moving forward in September with City Council approval, Next Meeting, July 22<sup>nd</sup> @ 3:30pm

**MIRACLE MILE IMPROVEMENT DISTRICT  
GENERAL MEETING BOARD OF DIRECTORS  
MINUTES OF THE MEETING**

**Wednesday, July 8th, 2020  
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**7. City of Stockton Announcements & Project Updates**

- Pricing for signage discussed
- Pricing for crosswalks discussed, approximately \$40,000 for standard installation.
- Wasn't enough data to justify city participation in crosswalk project.

**8. Executive Director Report**

- See included report in board packet.
- Reviewed & discussed 2020 dashboard.

**9. Board Announcements - None**

**10. Next Meeting**

Wednesday, August 12th @ 4pm – Virtual ZOOM Meeting

**11. Adjourn @ 5:31 pm**

**MOTION to adjourn the meeting.**

Motion: Manuel Guizar

Second: John Precissi

Vote: 11/0

Motion carried

Abstained:0

**Minutes Submitted by Secretary, Yonie Young**



# Board of Directors Report

Miracle Mile Improvement District  
For the period ended July 31st, 2020

Prepared by  
MMID Finance Committee

Prepared on  
August 1, 2020

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# Balance Sheet

As of July 31, 2020

		Total
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
F&M Checking		94,990.92
F&M Emergency Reserve x619		11,579.70
F&M Savings x719		6,242.65
<b>Total Bank Accounts</b>		<b>112,813.27</b>
<b>Total Current Assets</b>		<b>112,813.27</b>
<b>Fixed Assets</b>		
Accumulated Depreciation		-1,526.01
Fixed Asset Furniture		1,526.01
<b>Total Fixed Assets</b>		<b>0.00</b>
<b>TOTAL ASSETS</b>		<b>\$112,813.27</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Total Liabilities</b>		
<b>Equity</b>		
Opening Balance Equity		21,357.76
Retained Earnings		47,171.73
Net Income		44,283.78
<b>Total Equity</b>		<b>112,813.27</b>
<b>TOTAL LIABILITIES AND EQUITY</b>		<b>\$112,813.27</b>

# Profit and Loss

January - July, 2020

	Total
<b>INCOME</b>	
Assessment Income	135,776.64
Non-Assessed Income - (Other)	45,015.52
Interest Income	2.65
RTD Maintenance Contract	3,600.00
<b>Total Non-Assessed Income - (Other)</b>	<b>48,618.17</b>
<b>Total Income</b>	<b>184,394.81</b>
<b>GROSS PROFIT</b>	<b>184,394.81</b>
<b>EXPENSES</b>	
Enhanced Maintenance	
Contractor - Maintenance	29,844.15
Infrastructure Improvement Program	11,262.91
Repair & Maintenance Supplies	1,825.62
<b>Total Enhanced Maintenance</b>	<b>42,932.68</b>
Marketing	
Advertising, Events & Promotions	5,943.11
Event Expenses	
Event License/Permit Fees	-521.64
Event Marketing & Advertising	35.94
<b>Total Event Expenses</b>	<b>-485.70</b>
Website Management & Hosting	248.64
<b>Total Marketing</b>	<b>5,706.05</b>
Office/General Administrative	
Dues & Subscriptions	548.25
Liability Insurance	3,515.82
Meeting Expense	438.08
Merchant Events/Hospitality	134.23
Office Printing	468.29
Office Supplies	345.68
Phone/Internet	269.11
Postage	160.18
Rent & Lease	2,450.00
Storage Lease	1,349.00
Travel/Gas/Parking	113.02
<b>Total Office/General Administrative</b>	<b>9,791.66</b>
Professional Services	
Accounting	1,759.11
Consulting Fees	505.00
Legal	584.50
<b>Total Professional Services</b>	<b>2,848.61</b>
Security	40,332.03

	Total
Staffing Expenses	
Contractor Management Services	38,500.00
<b>Total Staffing Expenses</b>	<b>38,500.00</b>
<b>Total Expenses</b>	<b>140,111.03</b>
NET OPERATING INCOME	44,283.78
NET INCOME	\$44,283.78



# Budget vs. Actuals Year To Date

January - July, 2020

			Total
	Actual	Budget	% of Budget
<b>INCOME</b>			
Assessment Income	135,776.64	228,380.12	59.45 %
Non-Assessed Income - (Other)	45,015.52		
Event Income		30,000.00	
Interest Income	2.65	3.90	67.95 %
RTD Maintenance Contract	3,600.00	3,600.00	100.00 %
<b>Total Non-Assessed Income - (Other)</b>	<b>48,618.17</b>	<b>33,603.90</b>	<b>144.68 %</b>
<b>Total Income</b>	<b>184,394.81</b>	<b>261,984.02</b>	<b>70.38 %</b>
<b>GROSS PROFIT</b>	<b>184,394.81</b>	<b>261,984.02</b>	<b>70.38 %</b>
<b>EXPENSES</b>			
Enhanced Maintenance			
Contractor - Maintenance	29,844.15	32,900.00	90.71 %
Infrastructure Improvement Program	11,262.91	2,800.00	402.25 %
Repair & Maintenance Supplies	1,825.62	700.00	260.80 %
<b>Total Enhanced Maintenance</b>	<b>42,932.68</b>	<b>36,400.00</b>	<b>117.95 %</b>
Marketing			
Advertising, Events & Promotions	5,943.11	7,000.00	84.90 %
Event Expenses		20,000.00	
Event License/Permit Fees	-521.64		
Event Marketing & Advertising	35.94		
<b>Total Event Expenses</b>	<b>-485.70</b>	<b>20,000.00</b>	<b>-2.43 %</b>
Website Management & Hosting	248.64	348.00	71.45 %
<b>Total Marketing</b>	<b>5,706.05</b>	<b>27,348.00</b>	<b>20.86 %</b>
Office/General Administrative			
Dues & Subscriptions	548.25	900.00	60.92 %
Liability Insurance	3,515.82	3,900.00	90.15 %
Meeting Expense	438.08	900.00	48.68 %
Merchant Events/Hospitality	134.23		
Office Printing	468.29	850.00	55.09 %
Office Supplies	345.68	600.00	57.61 %
Phone/Internet	269.11	350.00	76.89 %
Postage	160.18	240.00	66.74 %
Rent & Lease	2,450.00	2,450.00	100.00 %
Storage Lease	1,349.00	1,200.00	112.42 %
Travel/Gas/Parking	113.02		
<b>Total Office/General Administrative</b>	<b>9,791.66</b>	<b>11,390.00</b>	<b>85.97 %</b>
Professional Services			
Accounting	1,759.11	1,725.00	101.98 %
Consulting Fees	505.00	1,000.00	50.50 %

			Total
	Actual	Budget	% of Budget
Legal	584.50		
<b>Total Professional Services</b>	<b>2,848.61</b>	<b>2,725.00</b>	<b>104.54 %</b>
Security	40,332.03	42,000.00	96.03 %
Staffing Expenses			
Contractor Management Services	38,500.00	38,500.00	100.00 %
<b>Total Staffing Expenses</b>	<b>38,500.00</b>	<b>38,500.00</b>	<b>100.00 %</b>
<b>Total Expenses</b>	<b>140,111.03</b>	<b>158,363.00</b>	<b>88.47 %</b>
NET OPERATING INCOME	44,283.78	103,621.02	42.74 %
NET INCOME	\$44,283.78	\$103,621.02	42.74 %

# Budget vs. Actuals Year End

January - July, 2020

			Total
	Actual	Budget	% of Budget
<b>INCOME</b>			
Assessment Income	135,776.64	228,380.12	59.45 %
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## Finance Committee Notes

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# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – JULY 2020 (PAGE #1)

## COVID-19 Stockton Business Recovery Leadership Coalition

I am continuing to work with a large group of community leaders in coordinated efforts to create and disseminate information for businesses and proactively coordinate re-opening of businesses. We meet weekly via ZOOM call and communicate via email throughout the week.

## COVID-19 Miracle Mile Webpage

I am continuing to maintain our COVID-19 response webpage [www.stocktonmiraclemile.com/covid19](http://www.stocktonmiraclemile.com/covid19).

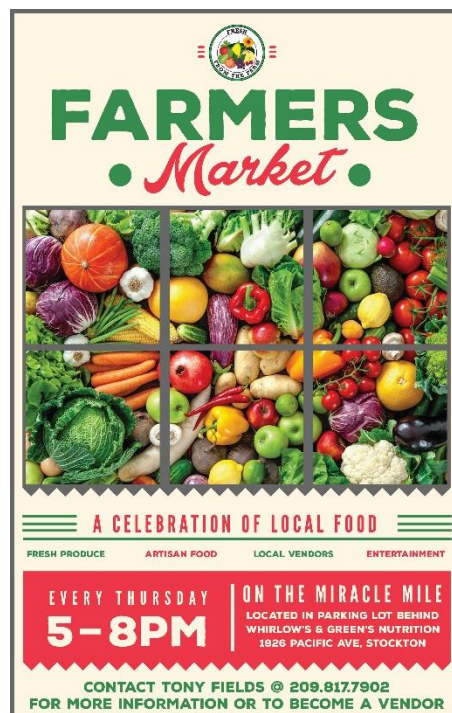
## Stockton Expanded Outdoor Dining & Personal Services

I have been working with merchants to provide information about expanding their outside seating or services footprint into public spaces (sidewalks/parking lots/etc). This free permit was developed by the Stockton Business Recovery Coalition to address the issues restaurants and personal services (hair/nails/etc) face when they either have limited indoor seating or it is not currently allowed. A few merchants have taken advantage of this program.

## Farmers Market

The Farmers Market is now being organized by a new individual, Tony Fields. He took over starting with the July 16<sup>th</sup> market. He has been very active in recruiting more farmers and vendors to the event and it has been steadily growing in both market size and public attendance.

I created all new marketing materials to make sure there was a clean break from the previous organizer. I created new flyers, marketing posters, safety requirements posters, Facebook events, etc. Those marketing materials were printed (laminated when appropriate) & distributed to merchants and the public over the past few weeks. Total printing cost for the district was minimal. We have been promoting the event through our social media channels on a weekly basis. I have also ordered two vertical flags for use to draw attention and mark the market location, these flag setups are universal and can be used for all future Miracle Mile events & promotions (total cost less than \$200).





# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – JULY 2020 (PAGE #2)

## Miracle Mile Signage Replacement Project



I am continuing to work with the city traffic department to make progress on getting the parking & wayfinding signs replaced throughout the district. The most recent communication I received from the City on July 28th stated, “Good news. Just let you know that I have signed a work order to our sign shop to install the following listed new signs:

- 1 - 12-minute Parking with right arrow
- 44 - 2-hour Parking 8AM to 5PM (one to have left arrow)
- 4 - 24-minute Parking 8AM to 5PM (two to have right arrow)
- 14 - Miracle Mile Parking with right arrow
- 15 - Miracle Mile Parking with left arrow
- 8 - 3-hour Parking 8AM to 5PM for City lots
- 2 - Neighborhood Watch

*Some of the existing signs will be relocated as well. Thanks for your patience.”*

I inquired for an update on 8/9/20 but have not received any return information. I will update at the board meeting if I hear something back. My understanding is that once they signs are produced then they will be installed as possible over the following few weeks.

## Lighted Crosswalk Project Information

I spoke with the head traffic engineer for The City extensively about the project to get direction on what the next steps would be if the board decided to pursue to project. I was given several examples of different setups and the costs associated with each one. I was also instructed about how funding works for projects like this and why that intersection was deemed “acceptable” and “not worthy” of a flashing beacon. I have a call into a suggested local engineer to see what they would advise about course of next action.

## 2020 Assessment Income Invoicing

I processed the invoice for the second half (\$111,036.86) of the assessment funding from The City and sent it over to Nicole Snyder, she is currently working on processing the invoice for payment. I assume we should have a check ready for pickup sometime this month.

## Directors & Officers Insurance Policy Renewal

I met with Joe Dietrich, our insurance broker on July 24<sup>th</sup> to discuss our D&O insurance policy. He is going to be sending it out to bid and we should have a new policy quote back within the next couple weeks. He isn’t anticipating much of a difference from our 2019-2020 policy premium because not much has changed in our policy-loss statements.

# **MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – JULY 2020 (PAGE #3)**

## **Stockton Cruise Night**



The second event of the year was held on the third Thursday in July (16<sup>th</sup>). There were even more participants than the event in June, hundreds of classic vehicles packed the street! I am working with Justin, the organizer for the event to adjust and modify procedures with our maintenance staff to make sure that the district is left clean after the event. I also authorized Hammer Head Security to have two guards on site during each cruise night this summer.

The Stockton Cruise Night will happen every third Thursday from June – October this year. Miracle Mile businesses are encouraged to stay open late (6pm-8pm) so that they can take advantage of the massive foot traffic throughout the district.

## **Miracle Mile Car Show & Concert**

We are still unable to obtain an event permit for our Car Show & Concert scheduled for Saturday, September 26<sup>th</sup>. The 45-day deadline for obtaining that permit has now passed. I believe at this point we have no other option but to unfortunately cancel the event for 2020.

## **2020 Budget Review**

The finance committee and I met on August 6<sup>th</sup> and have had a couple phone conversations about proposing changes to the 2020 budget to take into consideration the loss revenue from event cancellations due to COVID-19 and additional non-assessment income we received this year and left over from last year. I will have a comparison budget available at the board meeting for discussion. The board will need to take action on an adjusted budget by our September 2020 meeting so that we can submit for City Council approval by year end if appropriate/necessary.

## **Improvement Projects Survey**

I sent out an email survey on July 29<sup>th</sup> asking all Miracle Mile merchants and property owners what their priorities would be when it comes to what the next major MM project we should undertake. The survey went out to 162 people, 74 people opened (46%), 28 of the people who opened the email clicked on the survey link (38%) and then 10 people took the time to complete the survey. So only a total of about 6% of the people completed the survey overall. I will share the results of the limited respondents at the board meeting for further discussion and action.



# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – JULY 2020 (PAGE #4)

## I Am Small Business Promotion



had a chance to participate. We started the marketing promotion on social media on August 9<sup>th</sup> and will be highlighting a new merchant about every other day until all have been posted.



The Events & Promotions committee along with a few merchants and myself have been working on a social media promotion to highlight business that are currently open. I spoke with “Chalked by Melissa” and she agreed to make us a holdable sign so that we could travel around the district and take pictures of various merchants holding it. I went around last week and took images of about a dozen merchants and will be working with the Events & Promotions committee to continue to do so until all interested merchants have