

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

DATE: Wednesday, August 11, 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. Minutes of the July 14th, 2021 General Board Meeting (ACTION)
4. July 2021 Financial Statements – *Tina Wells Lee, Treasurer* (ACTION)
5. Adjourn to Closed Session
 - a. Management Services Proposal – Q&A (ACTION)
6. Adjourn Closed Session
7. Call to Order Open Session – *Kim Byrd*
8. Report of Closed Session Action Taken (if any)–*Kim Byrd*
9. PBID Renewal Report - *Kim Byrd*
10. City of Stockton Announcements & Project Updates – *Nicole Snyder*
11. Standing Committees Discussion
 - a. Executive Committee - *Kim Byrd*
 - b. Security – *Jeff Dundas & Tanya Waters*
 - c. Improvement – *Jeff Gamboni & Kevin Hernandez*
 - d. Events & Promotions – *Nadja King & Nicole Snyder*
 - e. Policies & Procedures – *Manuel Guizar & Nadja King*
12. Board Member Requests/Announcements
13. Adjournment

Next MMID Board of Directors General Meeting Scheduled September 8th, 2021

*If any accommodations are needed, please contact info@stocktonmiraclemile.com.
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 14, 2021

Virtual Meeting-Zoom Video conference

PRESENT: Kim Byrd, Yonie Young, Jeffrey Gamboni; Nicole Snyder, Tina Wells Lee; Lisa Whirlow; Jeff Dundas, Lisa Whirlow, Kevin Hernandez; Helena Monica, Tanya Watters
Manual Guizar, Mike Klocke

ABSENT: Nadja King **GUESTS:** Janice Miller

1. **Call to Order Open Session – 4:05 pm by President, Kim Byrd**

2. Public Comments – none

3. **Minutes of June 9, 2021 General Meeting**

Amendment of City Report:

-Waiting for agreements with small business grant applications for checks to go out at the end of June.

-Downtown investor summit on June 24@2pm.

-Rental assistance is still ongoing.

Motion to approve the Minutes June 9, 2021 General Meeting with Amendment.

Motion: Tina Wells Second: Jeffrey Gamboni Vote: 11/11 Motion carried None abstained

4. **June 2021 Financial Statements - Tina Wells Lee, Treasurer**

Motion: Mike Klocke Second: Jeffrey Gamboni Vote: 11/11 Motion carried None abstained

Insurance costs have been raised.

Repairs and maintenance slightly higher.

Contract management services and marketing balancing out.

Bookkeeper on \$25/ hour basis for monthly checks, bank deposits and reconciliations.

5. **PBID Renewal**

Introductory committee meeting June 29, 2021-Kevin Doughty, Lisa Whirlow, Kim Byrd, Jeffrey Gamboni

Petition drive, property owner education will be done by committee

Proposing renewal 6-10 years instead of 5 to save cost and time of renewal with Kristen Lowelll for \$22,500.

Motion: Manual Guizar Second: Kevin Hernandez Vote: 11/11 Motion carried None abstained

6. **Executive Director Role-needs to define ED position to seek candidates.**

7. **Miracle Mile Branding/Marketing-local poster (½ billboard) above Starbucks \$900 for 3 months.**

Attempt to diversify marketing from social media

Motion to continue negotiation of poster and continue with marketing project.

Motion: Manual Guizar Second: Tanya Watters Vote: 12/12 Motion carried None abstained

8. **City of Stockton Announcements & Project Updates**

-checks for small business applications

-Stockton entrepreneur grants

- rental assistance program is still going
- 180 in attendance of Downtown Investor Summit
- economic strategic program
- CARES act funds: urban food and artist

9. **Standing Committees Discussion**

- a. Policies & Procedures – Manuel Guizar & Nadja King-procedures will be discussed and requesting more input from Board members.
- b. Security – Jeff Dundas & Tanya Waters
PD presence has increased according to report.
- c. Improvement – Jeff Gamboni & Kevin Hernandez
Curb work has been completed-design
Planter repair needs to be painted-MMID logo on public parking depending on ideas/cost.
Next meeting: July 28, 2021; location Tuxedo Ct.
- d. Events & Promotions – Kevin Hernandez, Nicole Snyder, Nadja King
Car show needs volunteers or sponsors-September 25.
City is now granting special events permits.

10. Board Member Requests/Announcements

RAD card

11. Adjournment 5:22pm

Next MMID Board of Directors General Meeting scheduled August 11, 2021.

Motion: Kevin Hernandez

Minutes Submitted by Secretary, Yonie Young



Board of Directors Report

Miracle Mile Improvement District
Monthly Financials

Prepared by
MMID Finance Committee

Prepared on
August 10, 2021

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Balance Sheet

As of July 31, 2021

		Total
ASSETS		
Current Assets		
Bank Accounts		
F&M Checking		83,233.52
F&M Emergency Reserve x619		18,003.51
F&M Savings x719		15,002.62
Total Bank Accounts		116,239.65
Total Current Assets		116,239.65
Fixed Assets		
Accumulated Depreciation		-1,526.01
Fixed Asset Furniture		1,526.01
Total Fixed Assets		0.00
TOTAL ASSETS		\$116,239.65
LIABILITIES AND EQUITY		
Liabilities		
Total Liabilities		
Equity		
Opening Balance Equity		33,503.69
Retained Earnings		73,863.07
Net Income		8,872.89
Total Equity		116,239.65
TOTAL LIABILITIES AND EQUITY		\$116,239.65

Profit and Loss by Month

January - July, 2021

	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Total
INCOME								
Assessment Income			115,960.37			19,826.22		135,776.59
Non-Assessed Income - (Other)		339.95	312.32	14.46		320.00	320.00	1,306.73
Event Income							0.00	0.00
Event Donations							2,500.00	2,500.00
Event Participant Entries							1,453.72	1,453.72
Total Event Income						2.47	3,953.72	3,953.72
Interest Income		-325.00	-310.00			-320.00		-955.00
Net Restitution		1,200.00					1,200.00	1,200.00
RTD Maintenance Contract								
Total Non-Assessed Income - (Other)		1,214.95	2.32	14.46		2.47	4,273.72	5,507.22
Total Income	0.00	1,214.95	115,962.69	14.46	0.00	19,828.69	4,273.72	141,294.51
GROSS PROFIT	0.00	1,214.95	115,962.69	14.46	0.00	19,828.69	4,273.72	141,294.51
EXPENSES								
Contract Services Mgmt								0.00
Contractor Management Services	5,500.00	8,250.00						13,750.00
Workmans Camp Insurance							17.11	17.11
Total Contract Services Mgmt	5,500.00	8,250.00					17.11	13,767.11
Enhanced Maintenance								0.00
Contractor - Maintenance	5,058.33	5,210.08	5,260.08	5,210.00	5,260.00	5,260.08	60.00	31,318.57
Infrastructure Improvement Program		973.17		371.74	460.27	16,700.00		18,505.18
Repair & Maintenance Supplies		489.31	109.87	360.00	56.00	1,491.76	372.94	2,879.88
Total Enhanced Maintenance	5,058.33	6,672.56	5,369.95	5,941.74	5,776.27	23,461.84	432.94	52,703.63
Enhanced Security	125.00	6,104.09	6,516.00	9,524.00	6,286.00	6,516.00	6,391.00	41,442.09
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	1,500.00	4,500.00	1,600.00	1,720.90	13,120.62
Event Expenses								0.00
Event License/Permit Fees							56.50	56.50
Event Supplies			50.00		130.80	86.28		266.08
Total Event Expenses			50.00		130.80	86.28	56.50	326.58
Website Management & Hosting	253.26	109.45		189.98		69.00	19.48	641.17
Total Marketing	1,003.26	1,459.45	1,749.72	1,699.98	4,630.80	1,757.28	1,796.88	14,067.37
Operational Costs		38.58						38.58
Dues & Subscriptions	413.89	88.95	435.00	55.90	12.00	12.00	82.00	1,099.74
Liability Insurance					3,914.33			3,914.33
Office Printing		77.12	135.95	137.86		26.68		103.74
Office Supplies						74.34	87.52	512.79

	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Total
Phone/Internet	29.12	29.12					174.12	232.36
Postage		131.22	149.62					280.84
Storage Lease	209.00	209.00	209.00	229.00	229.00	229.00	229.00	1,543.00
Travel/Gas/Parking				1.00				1.00
Total Operational Costs	692.01	579.39	929.57	423.76	4,232.39	342.02	572.64	7,726.38
PBID Renewal Expense							365.42	365.42
Professional Services								0.00
Accounting	100.93	1,125.00	140.00	70.00	70.00			1,575.93
Legal		175.00				70.00		175.00
Total Professional Services	100.93	1,300.00	140.00	70.00	70.00	70.00		1,750.93
Total Expenses	12,439.53	24,796.91	14,895.11	17,649.48	20,975.46	32,137.14	9,575.99	132,411.82
NET OPERATING INCOME	-12,439.53	-23,589.96	101,117.59	-17,695.02	-20,975.46	-12,308.45	-5,302.27	8,872.89
NET INCOME	\$ -12,439.53	\$ -23,589.96	\$ 101,117.59	\$ -17,695.02	\$ -20,975.46	\$ -12,308.45	\$ -5,302.27	\$ 8,872.89

Budget vs. Actuals - 2021 YTD BUDGET

January - July, 2021

	Actual	Budget	over Budget	Total % of Budget
INCOME				
Assessment Income	135,776.59	221,380.08	-85,603.49	61.33 %
Non-Assessed Income - (Other)	1,306.73		1,306.73	
Event Income		0.00	0.00	
Event Donations	2,500.00		2,500.00	
Event Participant Entries	1,453.72		1,453.72	
Total Event Income	3,953.72	0.00	3,953.72	
Interest Income	2.47	3.94	-1.47	62.69 %
Net Restitution	-955.00		-955.00	
RTD Maintenance Contract	1,200.00		1,200.00	
Total Non-Assessed Income - (Other)	5,507.92	3.94	5,503.98	139,794.92 %
Total Income	141,284.51	221,384.02	-80,099.51	63.82 %
GROSS PROFIT	141,284.51	221,384.02	-80,099.51	63.82 %
EXPENSES				
Contract Services Mgmt				
Contractor Management Services	13,750.00	38,500.00	-24,750.00	35.71 %
Workmans Comp Insurance	17.11		17.11	
Total Contract Services Mgmt	13,767.11	38,500.00	-24,732.89	35.76 %
Enhanced Maintenance				
Contractor - Maintenance	31,318.57	36,400.00	-5,081.43	86.04 %
Infrastructure Improvement Program	18,505.18	50,000.00	-31,494.82	37.01 %
Repair & Maintenance Supplies	2,879.88	700.00	2,179.88	411.41 %
Total Enhanced Maintenance	52,703.63	87,100.00	-34,396.37	60.51 %
Enhanced Security	41,442.09	42,000.00	-557.91	98.67 %
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	13,120.62	6,300.00	6,820.62	208.26 %
Event Expenses		0.00	0.00	
Event License/Permit Fees	56.50		56.50	
Event Supplies	269.08		269.08	
Total Event Expenses	325.58	0.00	325.58	
Website Management & Hosting	641.17	350.00	291.17	183.19 %
Total Marketing	14,087.37	6,650.00	7,437.37	211.84 %
Operational Costs	38.58		38.58	
Dues & Subscriptions	1,099.74	1,200.00	-100.26	91.65 %

				Total
	Actual	Budget	over Budget	% of Budget
Liability Insurance	3,914.33	3,500.00	414.33	111.84 %
Meeting Expense		600.00	-600.00	
Office Printing	103.74	850.00	-746.26	12.20 %
Office Supplies	512.79	600.00	-87.21	85.47 %
Phone/Internet	232.36	280.00	-47.64	82.99 %
Postage	280.84	200.00	80.84	140.42 %
Rent & Lease		2,450.00	-2,450.00	
Storage Lease	1,543.00	700.00	843.00	220.43 %
Travel/Gas/Parking	1.00		1.00	
Total Operational Costs	7,726.38	10,380.00	-2,653.62	74.44 %
PBID Renewal Expense	365.42		365.42	
Professional Services				
Accounting	1,575.93	1,743.00	-167.07	90.41 %
Consulting Fees		500.00	-500.00	
Legal	175.00		175.00	
Total Professional Services	1,750.93	2,243.00	-492.07	78.06 %
Total Expenses	132,411.62	186,873.00	-54,461.38	70.86 %
NET OPERATING INCOME	8,872.89	34,511.02	-25,638.13	25.71 %
NET INCOME	\$8,872.89	\$34,511.02	\$ -25,638.13	25.71 %

Budget vs. Actuals - 2021 TOTAL BUDGET

January - December 2021

	Actual	Budget	over Budget	Total % of Budget
INCOME				
Assessment Income	135,776.59	221,380.08	-85,603.49	61.33 %
Non-Assessed Income - (Other)				
Event Income		10,000.00	-10,000.00	
Interest Income	2.47	7.92	-5.45	31.19 %
Total Non-Assessed Income - (Other)	2.47	10,007.92	-10,005.45	0.02 %
Total Income	135,779.06	231,388.00	-95,608.94	58.68 %
GROSS PROFIT	135,779.06	231,388.00	-95,608.94	58.68 %
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	31,378.57	62,400.00	-31,021.43	50.29 %
Infrastructure Improvement Program	18,505.18	50,000.00	-31,494.82	37.01 %
Repair & Maintenance Supplies	2,879.88	1,200.00	1,679.88	239.99 %
Total Enhanced Maintenance	52,763.63	113,600.00	-60,836.37	46.45 %
Enhanced Security	44,575.09	72,000.00	-27,424.91	61.91 %
Marketing				
Advertising, Events & Promotions	15,655.62	10,800.00	4,855.62	144.96 %
Event Expenses		5,000.00	-5,000.00	
Website Management & Hosting	641.17	350.00	291.17	183.19 %
Total Marketing	16,296.79	16,150.00	146.79	100.91 %
Operational Costs				
Dues & Subscriptions	1,113.24	1,400.00	-286.76	79.52 %
Liability Insurance	4,293.89	10,300.00	-6,006.11	41.69 %
Meeting Expense		1,000.00	-1,000.00	
Office Printing	103.74	1,350.00	-1,246.26	7.68 %
Office Supplies	512.79	850.00	-337.21	60.33 %
Phone/Internet	232.36	480.00	-247.64	48.41 %
Postage	280.84	240.00	40.84	117.02 %
Rent & Lease		4,200.00	-4,200.00	
Storage Lease	1,543.00	1,200.00	343.00	128.58 %
Total Operational Costs	8,079.86	21,020.00	-12,940.14	38.44 %
Professional Services				
Accounting	1,575.93	2,118.00	-542.07	74.41 %
Consulting Fees		500.00	-500.00	
Total Professional Services	1,575.93	2,618.00	-1,042.07	60.20 %
Total Expenses	137,041.30	291,388.00	-154,346.70	47.03 %

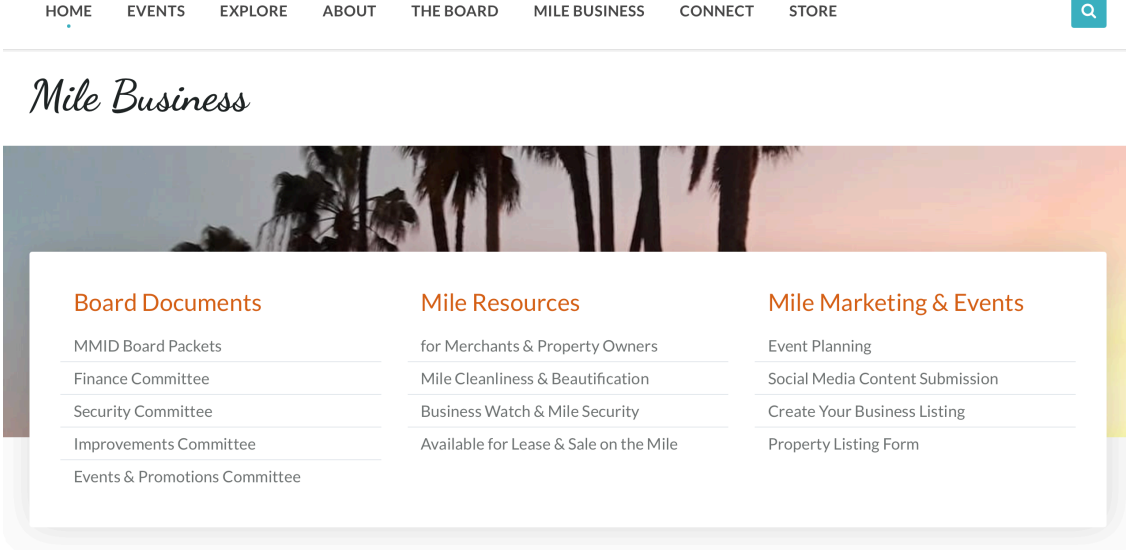
				Total
	Actual	Budget	over Budget	% of Budget
NET OPERATING INCOME	-1,262.24	-60,000.00	58,737.76	2.10 %
NET INCOME	\$ -1,262.24	\$ -60,000.00	\$58,737.76	2.10 %

Notes to the Financial Statements

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

MMID - COMMITTEE REPORTS

June 2021

<p>Executive:</p>	<p>RAD Card Roll Out: Currently 28 merchants accepting the RAD Card https://stocktonmiraclemile.com/rad-card-on-the-miracle-mile/</p> <p>Miracle Mile “Wish List”: Submitted to the City for consideration. No new news as of this report, August 10, 2021</p> <ul style="list-style-type: none"> • Parking Lot Resurfacing, Flashing Cross Walks, Tivoli Lighting, NVR Security Camera Pilot Program, Tree replacement along classic Mile & Concrete sidewalk repairs <p>Website Enhancements: Mile Business section will be dedicated to board, merchant and property owner resources. Continues to be a work in progress.</p>  <p>Non-Merchant Pop-Up Requests: \$1,400.00 received (July 10 – August 8). Pop Up Shops submit their request and payment online, through the MMID Store. Requires Pop-Up to provide Business License/Resellers Permit and proof of Insurance. Payments process through Square and then will transfer monthly to MMID primary checking.</p>
<p>PBID Renewal Steering Committee</p>	<p>Contract execution with Kristin Lowell, per board approval. San Joaquin County Assessors Office has provided the latest property owner roll for analysis by contractor. Property owner survey to be distributed to determine desired levels of service for the next renewal period. Seeking property owner contact information (email and mobile numbers) are being requested to best improve communications with property owners through the renewal process.</p>
<p>Improvement Committee</p>	<p>Planter Repair/Replacement Project:</p> <ul style="list-style-type: none"> • <i>Parking Lot Planters:</i> Concrete curbing & planter repairs complete. Additional attention necessary where curbing replaced existing planters to address the elevation of the displaced soil. • <i>Irrigation:</i> COS requires back flow units in each of the parking lots. City estimates cost of back flow units is \$2,500 per unit. Will explore commercial vendors for additional quotes.

	<ul style="list-style-type: none"> • <i>Masonry Planters</i>: Repaired planters will be painted. RTW (Ready to Work) contacted and general painter for cost estimates. If the board would like to volunteer and paint, that would be an option, as well. • <i>Landscaping</i>: design TBD <p>Harding Way:</p> <ul style="list-style-type: none"> • COS to provide the remaining fund amount. Funds will be managed by Economic Development and provided to the MMID based on reimbursement. The committee will prepare a prioritization list. <p>Missing Bollards:</p> <ul style="list-style-type: none"> • Recently, 5 bollards were wiped out, in front of Tap Plastic. SPD is aware and the MMID is inquiring on their replacement timeline. – All five (5) bollards have been replaced, as of July 30th. <p>Banner & Tree Maintenance:</p> <ul style="list-style-type: none"> • Image Signs will be providing maintenance on MM banners, replacing and/or securing, mid-August. The MMID will share cost with Hospice.
Events & Promotions	<p>MMID Past Events Report Out</p> <p>Kim's report:</p> <ul style="list-style-type: none"> • Pop Up collected close to \$2k to date • Merchant mixer success <p>MMID Event Recap</p> <p>a. Pop-Out Night, July 5th: (Kim) Hot weather, attendance has declined</p> <p>b. Merchant Mixer, June 24th: (Nadja) 12 in attendance, will plan future events</p> <p>c. Color Me Red, White & Blue: (Nadja) Successful participation</p> <p>Upcoming Event Promotion Planning</p> <p>a. Signature Event - Car Show & Concert, September 25th: Continue planning and working thru event tasks for registrations, sponsors, and beer garden.</p> <p>b. Signature Event – Holiday Sip & Shop: Date of event: 11/20/21</p> <p>New Business/Announcements</p> <p>a. Request:</p> <ul style="list-style-type: none"> • Walk Against Alzheimer's, October 2021 10/17/21-request waiting for confirmation • Heart walk 9/17/21 Nicole will send Kim contact <p>Social Media Promotions</p> <ul style="list-style-type: none"> • New businesses: House of Shaw, Domino's, The Lush Studio (plant shop) and Starbucks, opening at new location next Thursday, August 19th. • Campaign with RAD card to continue, pictures of businesses on #weacceptRADcards • Surpassed 7k Instagram followers <p>Upcoming Promotions/Events on the Mile:</p> <ul style="list-style-type: none"> • 1st Wednesday – Pop-Out Night (5 – 8pm) • Every Wednesdays – Market on the Mile (5 – 8pm) Whirlow's Parking Lot • 3rd Thursday – Stockton Cruise Night (6 – 8pm) Castle to Walnut • 4th Sunday – Brunch, Booze & Market (11 – 3pm) Behind Black Rabbit
Security	<p>Hammerhead Stats - Calls for Service: July 1 – June 31</p> <ul style="list-style-type: none"> • 7 Calls for Service • 7 – Homeless Removal • 1 – incident Report (client policy violation) • AVERAGE "NON-EMERGENCY" RESPONSE – 16 minutes

	<p>SPD Business Watch: July 12 – August 08:</p> <ul style="list-style-type: none">• 184 Calls for Service (up from 158 during prior month)• 29 citations by bike officer patrol• No new information available on the Empire, due to investigation/litigation.• Reminder: Code Enforcement is complaint driven, so merchant must call Code Enforcement at 987-8813 submit through Ask Stockton/Go Request App.
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