

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

DATE: 4:00PM, WEDNESDAY, AUGUST 9, 2023

PLACE: SUSD Annex (former Bank of America) 1661 Pacific Avenue

TO: **MMID Board Members:** Tina Wells Lee, Lisa Whirlow, Jean Callahan, Juanita Pasley, Rex Dhatt, Jeff Gamboni, Manuel Guizar, Tammy Nguyen, John V. Precissi, Rachele Turner, Yonie Young, Carrie Wright
Executive Director: Kim Byrd

GENERAL MEETING REQUIREMENTS:

Brown Act: All MMID 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. Introduction – New Director Brian Wright, SUSD
 3. Public Comments
 4. Guest: State Assemblymember Carlos Villapudua
 5. Guest: Mike Hermann, Pacific Athletics
 6. Guest: Dr. Lewis Gale, Eberhardt School of Business
 7. Minutes of the July 12, 2023, General Board Meeting – *Juanita Pasley (ACTION)*
 8. Assessment COLA Evaluation – *Tina Wells Lee (ACTION)*
 9. July 2023 Financial Statements – *Jean Callahan (ACTION)*
 10. City of Stockton Announcements & Project Updates – *Carrie Wright*
 11. Nominating for 2024 – *Tina Wells Lee*
 12. Miracle Mile Overlay – *Jeff Gamboni*
 13. Director Report – *Kim Byrd*
 - a. Planning for Town Hall Meeting
 - b. eBike Placement
 - c. Economic Development Committee establishment
 14. Committee Reports
 - a. Bylaws – *Yonie Young*
 - b. Events & Promotions – *Juanita Pasley*
 - c. Civil Sidewalk – *Rex Dhatt (vacation)*
 15. Member Requests/Announcements
- Adjournment

Next MMID Board of Directors General Meeting Scheduled Wednesday, September 13, 2023

*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 12, 2023

In-Person Meeting – LDA Partners Conference Room

PRESENT: Tina Wells-Lee, Lisa Whirlow, Kim Byrd, Juanita Pasley, Tammy Nguyen, Jeff Gamboni, Yonie Young, John Precissi, Carrie Wright, Manuel Guizar (4:10pm)

ABSENT: Rex Dhatt, Rachelle Turner, Jean Callahan

GUESTS: Kevin Hernandez, Kevin Dougherty

1. **Meeting Called to Order** at 4:02pm by Tina Wells-Lee, Board President
2. **Public Comments:** Kevin Hernandez spoke how great En Blanc turned out. He also stated how he had a great experience with Jeff Gamboni and the overlay committee. He asked about the status of having a bike rack moved due to his new business (Poppy Coffee) opening sooner than expected.
3. **Guest: State Assemblymember Carlos Villapudua** – Kim received an email from Carlos Villapudua’s assistant stating that he is tied up for an hour and a half and will not be able to make the meeting. Kim asked the assistant as to the status of AB69. The application process for the advisory committee has been closed and all applicants should receive a follow-up email, the Assemblymen’s office has until the 7/14/23 to get back to applicants.
4. **Minutes of the 5/10/23, General Board Meeting** – Juanita Pasley
MOTION to approve Minutes of June 14, 2023:
Motion: Juanita Pasley **Second:** Lisa Whirlow **Vote:** 7/7 **Abstentions:** 2
Motion Approved
5. **June 2023 Financial Statements** – Jean Callahan (absent) – Kim Byrd
Profit and Loss income for the En Blanc is not in the statements yet. Gross is around \$60,000 so far, looking to net around \$29,000-\$30,000. Still waiting for the check from SUSD (assessment check). Received \$50,000 from City of Stockton (ARPA grant). We have an additional \$50,000 coming. Normal expenses of bookkeeper, ED, DSA, and Hammerhead security.
MOTION to approve Financial Statements:
Motion: Manny Guizar **Second:** Juanita Pasley **Vote:** 8/8 **Abstentions:** 2
Motion Approved
6. **City of Stockton Announcements & Project Updates** – Carrie Wright
Carrie introduced herself to the board and stated that she did not have anything official as of yet. From a city standpoint, the budget has been approved. Broken windows program should launch in the fall (\$250,000 available). Looking to model what DSA is doing with their county funds. DSA program has a limit of \$800 per window and they will pay as such. Lisa asked how far back they will go with reimbursements for the windows (possibly pandemic)? There is no official word as of yet. Documentation will be required for anyone requesting reimbursement. Tina asked Carrie for a monthly status report on flashing red lights, parking lot repavement, and all other city projects as well as any grants that may become available.
Carrie stated that the repavement project is ready to go, the City has approved.
Kevin Dougherty asked Carrie about the possibility of having a liaison to help business owners/merchants with the grant process.
7. **Executive Director Report** – Kim Byrd

- a. Strategic Planning – On the calendar for 8/1/23 at UOP from 9am-3pm at the alumni house. We will need as many board members there as possible. Looking to see what’s working and what is not, open to new ideas.
- b. Nominating Committee – Now is the time that Tina will start working towards establishing a nominating committee. Open invites will be sent out to people looking to join the board. Application will be available on the website.
- c. Town Hall Meeting (clean and safe) – With everything that is going on, it is time to reach out to the stakeholder community and have a sit down, town hall style. Looking at hosting it in September (18th possibility). Strategic planning, introducing the 501c, Economic Development committee. Possibly around 4:00pm, place TBD.
- d. Ongoing Security Concerns at 136 W Walnut Street (old A1 Cleaners) – There is an ongoing problem. Homeless issues, drug issues. There is a champagne car that is selling drugs to the homeless. Many complaints are coming in about the property. Looking to reach out to the property owner to offer help with their issue. Kim will draw up a letter and send it to the property owner addressing our concerns.
- e. Care Link Roll Out – The program has hit a few bumps thus far. There is a disconnect between the Care team and SPD with being on the same page between who does what and who has the authority. The Care team cannot declare a 5150 on an individual, this has to be done by SPD (as of right now). We want to make this a successful program, so we want to work with the Care team work out the kinks.
- f. Website Merchant Directory Management – Kim is asking for help with keeping the directory updated. If anyone is aware of someone coming in or leaving, please reach out to her so that she can update the website. There is a tab on the website where property owners can list their properties that are available to lease/rent. We should be pushing people to utilize the website more.
- g. Banner Rental Program – We have had interest from people who would like to rent the space. We still need to work out pricing, what type of contract language, correct specifications before starting to rent. A lower wire does need to be installed to secure the banners. DD Construction is looking into the wire situation. Kim will get with the engineer to make sure that specifications are correct and what we should charge for rental. Kevin Dougherty suggested hiring a consultant to approve the design of the banner before it goes up.
- h. eBike Update – Jean Callahan, Jeff Gamboni, and Kim Byrd met with the bike team to get an update. 27 bikes were initially rolled out, there are now only 7 bikes available to rent. We are in the highest utilization spot, but the bikes are not being maintained as was initially stated that they would be.

8. Committees Assignments

- a. **Bylaws** – Yonie Young – No update.
- b. **Events & Promotions** – Juanita Pasley – Looking to finalize the numbers for En Blanc, looking at grossing around \$30,000.
WOW with UOP is happening Friday, August 25, 2023 from 6pm-9pm. We have been working with UOP and the City about the street closures, etc. In order to make this a successful event, we need to buy in from merchants.
Car Show will be happening Saturday, October 7, 2023 from 12pm-5pm. We will need lots of volunteers and help from everyone to make this a successful event.
- c. **Civil Sidewalk** – Rex Dhatt – Rex is currently on vacation. RFP’s (2 companies submitted) were pushed off a bit as we were extremely busy with other items.
- d. **Miracle Mile Overlay (Adhoc)** – Jeff Gamboni – Met on Monday. Next meeting will be a discussion about signage and materials. August 15th is the deadline to submit everything to Matt.

9. **Member Requests/Announcements:** Lisa would like to have a social media individual hired to get out in the community as an ambassador to meet with the merchants and property owners. She is asking to add this on the agenda for the strategic planning session.

Tina thanked everyone for their help with En Blanc and making it a successful event.

Adjournment – Motion to adjourn made by Manuel Guizar @ 5:44pm.

Next MMID Board of Directors General Meeting Scheduled Wednesday, August 9, 2023



Board of Directors Report

Miracle Mile Improvement District
Monthly Financials

Prepared by
MMID Finance Committee

Prepared on
August 8, 2023

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Financial Report Highlights

- \$25k pending income from COS - ARPA Funding Program
- \$21,639.84 pending transfer into MMCID Account

Balance Sheet

As of July 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
F&M Checking	33,839.78
Total Bank Accounts	33,839.78
Total Current Assets	33,839.78
Fixed Assets	
Accumulated Depreciation	-1,526.01
Fixed Asset Furniture	1,526.01
Total Fixed Assets	0.00
TOTAL ASSETS	\$33,839.78
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	-0.06
Retained Earnings	98,021.18
Net Income	-64,181.34
Total Equity	33,839.78
TOTAL LIABILITIES AND EQUITY	\$33,839.78

Profit and Loss by Month

January - July, 2023

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Total
INCOME								
ASSESSMENT INCOME								0.00
COS Assessment					21,639.84			21,639.84
SUSD Assessment							20,202.00	20,202.00
Total ASSESSMENT INCOME					21,639.84		20,202.00	41,841.84
NON-ASSESSED INCOME				0.00	0.00			0.00
Event Income								0.00
Event - En Blanc								0.00
Event Beverage Sales				8,577.00				8,577.00
Event Raffle Sales				1,742.00				1,742.00
Event Silent Auction Sales				3,910.00				3,910.00
Event Sponsorship				3,000.00				3,000.00
Event Ticket Sales				10,100.00				10,100.00
Total Event - En Blanc				27,329.00				27,329.00
Event Pop-Up Nights	2,752.45	193.90	439.47	291.00				3,676.82
Total Event Income	2,752.45	193.90	439.47	291.00		27,329.00		31,005.82
Grant Income	50,000.00						25,000.00	75,000.00
Interest Income			1.62					1.62
Net Restitution	165.00	0.00		-165.00			0.00	0.00
Total NON-ASSESSED INCOME	52,917.45	193.90	441.09	128.00	0.00	27,329.00	25,000.00	106,007.44
Uncategorized Income			31.49					31.49
Total Income	52,917.45	193.90	472.58	128.00	21,639.84	27,329.00	45,202.00	147,890.77
GROSS PROFIT	52,917.45	193.90	472.58	128.00	21,639.84	27,329.00	45,202.00	147,890.77
EXPENSES								
CIVIL SIDEWALK								0.00
Banner Pole Retrofit (ARPA Grant Funded)	847.85		29,544.00			800.00		31,191.85
Enhanced Maintenance								0.00
Contract Maintenance Services	5,435.04	5,435.04	5,435.04	5,435.00	5,435.04	5,435.04	5,435.00	38,045.20
Repair & Maintenance Supplies	56.24		85.90	12.00				154.14
Waste Management Service	289.57	744.89		149.58	284.95	284.95	515.08	2,269.02
Total Enhanced Maintenance	5,790.85	6,179.83	5,520.94	5,596.58	5,719.99	5,719.99	5,950.08	40,468.96
Enhanced Security								0.00
Contract Security Services	8,106.00	8,781.00	7,942.00	2,822.00	2,912.00	5,554.00	8,387.25	44,504.25

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Total
Total Enhanced Security	8,106.00	7,942.00	2,912.00	2,912.00	2,912.00	5,654.00	8,387.25	44,504.25
Total CIVIL SIDEWALK	14,734.70	14,960.93	43,006.94	8,418.58	9,431.99	11,273.99	14,337.93	118,164.46
DISTRICT IDENTITY								0.00
Event Expenses				48.00				48.00
Advertising/Promotional					13.34			13.34
En Blanc Event Expense				7,064.90	1,085.56	21,043.82	760.98	29,955.26
Event Printing				84.29				84.29
Merchant Processing Fees					5.00	503.09	20.00	528.09
Total Event Expenses				7,197.19	1,103.90	21,546.91	780.98	30,629.98
Marketing (ARPA Grant Funded)	1,500.00	1,550.00	1,500.00	1,500.00	1,663.34	1,500.00	1,600.00	10,813.34
Car Show & Concert		3,375.00				1,687.50		5,062.50
En Blanc Event		1,568.75	3,137.50		1,568.75	1,020.24	2,457.14	9,752.38
Holiday Sip & Shop		2,525.00			1,262.50			3,787.50
Website Hosting & Services	448.03	90.90	1.50	201.48	90.50	1.50	1.50	885.41
Total Marketing (ARPA Grant Funded)	1,948.03	9,109.85	4,639.00	1,701.48	4,585.09	4,209.24	4,058.64	30,251.13
Total DISTRICT IDENTITY	1,948.03	9,109.85	4,639.00	8,898.67	5,689.99	25,756.15	4,899.62	60,890.11
DISTRICT MANAGEMENT & ADMINISTRATION								0.00
Contract Accounting Services	87.50	500.00	1,300.00	1,150.00	500.00	500.00	500.00	4,537.50
Contract Management Services	2,141.36	3,336.74	2,316.13	4,686.40	3,262.50	2,661.23	8,319.13	26,723.49
Insurance Liability / D&O			318.75					318.75
Legal & Professional Fees				120.00				120.00
Office/General Administrative						93.65		93.65
Dues, Subscriptions & Memberships			43.49		12.00	12.00	119.76	223.25
Meeting Expense	12.00	24.00						134.72
Office Printing					134.72			512.05
Office Supplies	200.00	58.43		20.00		58.43		336.86
Phone & Internet Service	29.13	29.13	29.13	29.13	29.13	29.13	29.13	203.91
Total Office/General Administrative	241.13	111.56	72.82	49.19	175.85	193.21	660.94	1,504.44
QuickBooks	103.36	85.00	85.00	85.00	85.00	85.00	85.00	613.36
Storage Lease	1,200.00							1,200.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	3,773.85	4,033.30	4,082.50	6,090.53	4,029.35	3,439.44	9,565.07	35,017.54
Total Expenses	20,456.08	26,103.88	51,739.44	25,407.78	19,144.33	40,469.58	26,742.02	212,082.11
NET OPERATING INCOME	32,461.37	-27,909.88	-51,265.88	-23,281.78	2,495.51	-13,140.58	16,459.98	-64,181.34
NET INCOME	\$29,461.37	\$ -27,909.88	\$ -51,265.88	\$ -23,281.78	\$ 2,495.51	\$ -13,140.58	\$ 16,459.98	\$ -64,181.34

Appendix: Contractor Services

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

Miracle Mile Improvement District

Budget vs. Actuals: MMID 2023 BUDGET TOTAL - FY23

January - July, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
ASSESSMENT INCOME				
Assessed Properties		99,589.28	-99,589.28	
COS Assessment	21,639.84	21,639.84	0.00	100.00 %
SUSD Assessment	20,202.00	20,202.00	0.00	100.00 %
Total ASSESSMENT INCOME	41,841.84	141,431.12	-99,589.28	29.58 %
NON-ASSESSED INCOME				
Event Income	0.00		0.00	
Event - En Blanc		5,000.00	-5,000.00	
Event Beverage Sales	8,577.00		8,577.00	
Event Raffle Sales	1,742.00		1,742.00	
Event Silent Auction Sales	3,910.00		3,910.00	
Event Sponsorship	3,000.00		3,000.00	
Event Ticket Sales	10,100.00		10,100.00	
Total Event - En Blanc	27,329.00		27,329.00	
Event Pop-Up Nights	3,676.82		3,676.82	
Total Event Income	31,005.82	5,000.00	26,005.82	620.12 %
Grant Income	75,000.00	100,000.00	-25,000.00	75.00 %
Interest Income	1.62	4.00	-2.38	40.50 %
Net Restitution	0.00		0.00	
Other Non-Assessed Income		94,381.00	-94,381.00	
Total NON-ASSESSED INCOME	106,007.44	199,385.00	-93,377.56	53.17 %
Uncategorized Income	31.49		31.49	
Total Income	\$147,880.77	\$340,816.12	\$ -192,935.35	43.39 %
GROSS PROFIT	\$147,880.77	\$340,816.12	\$ -192,935.35	43.39 %
Expenses				
CIVIL SIDEWALK				
Banner Pole Retrofit (ARPA Grant Funded)	31,191.85	30,000.00	1,191.85	103.97 %
Enhanced Maintenance				
Contract Maintenance Services	38,045.20		38,045.20	
Repair & Maintenance Supplies	154.14		154.14	
Waste Management Service	2,269.02		2,269.02	
Total Enhanced Maintenance	40,468.36		40,468.36	
Enhanced Security				
Contract Security Services	44,504.25		44,504.25	
Total Enhanced Security	44,504.25		44,504.25	
Harding Way Reimbursement Project		0.00	0.00	
Republic Services - Waste Management		2,916.69	-2,916.69	
Total CIVIL SIDEWALK	116,164.46	114,477.19	1,687.27	101.47 %
DISTRICT IDENTITY				
Event Expenses	48.00	10,000.00	-9,952.00	0.48 %
Advertising/Promotional	13.34		13.34	

Miracle Mile Improvement District

Budget vs. Actuals: MMID 2023 BUDGET TOTAL - FY23

January - July, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
En Blanc Event Expense	29,955.26		29,955.26	
Event Printing	84.29		84.29	
Merchant Processing Fees	528.09		528.09	
Total Event Expenses	30,628.98	10,000.00	20,628.98	306.29 %
Marketing (ARPA Grant Funded)	10,813.34	29,166.69	-18,353.35	37.07 %
Car Show & Concert	5,062.50		5,062.50	
En Blanc Event	9,752.38		9,752.38	
Holiday Sip & Shop	3,787.50		3,787.50	
Website Hosting & Services	835.41	800.00	35.41	104.43 %
Total Marketing (ARPA Grant Funded)	30,251.13	29,966.69	284.44	100.95 %
Total DISTRICT IDENTITY	60,880.11	39,966.69	20,913.42	152.33 %
DISTRICT MANAGEMENT & ADMINISTRATION				
Contract Accounting Services	4,537.50	3,208.31	1,329.19	141.43 %
Contract Management Services	26,723.49	33,040.00	-6,316.51	80.88 %
Insurance Liability / D&O	318.75	11,000.00	-10,681.25	2.90 %
Legal & Professional Fees	120.00	3,000.00	-2,880.00	4.00 %
Office/General Administrative	93.65	1,458.31	-1,364.66	6.42 %
Dues, Subscriptions & Memberships	223.25		223.25	
Meeting Expense	134.72		134.72	
Office Printing	512.05		512.05	
Office Supplies	336.86		336.86	
Phone & Internet Service	203.91		203.91	
Total Office/General Administrative	1,504.44	1,458.31	46.13	103.16 %
QuickBooks	613.36		613.36	
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	35,017.54	52,906.62	-17,889.08	66.19 %
Total Expenses	\$212,062.11	\$207,350.50	\$4,711.61	102.27 %
NET OPERATING INCOME	\$ -64,181.34	\$133,465.62	\$ -197,646.96	-48.09 %
NET INCOME	\$ -64,181.34	\$133,465.62	\$ -197,646.96	-48.09 %

Miracle Mile Improvement District

Budget vs. Actuals: MMID 2023 BUDGET TOTAL - FY23

January - December 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
ASSESSMENT INCOME				
Assessed Properties		188,178.56	-188,178.56	
COS Assessment	21,639.84	21,639.84	0.00	100.00 %
SUSD Assessment	20,202.00	20,202.00	0.00	100.00 %
Total ASSESSMENT INCOME	41,841.84	230,020.40	-188,178.56	18.19 %
NON-ASSESSED INCOME				
Event Income	0.00		0.00	
Event - En Blanc		10,000.00	-10,000.00	
Event Beverage Sales	8,577.00		8,577.00	
Event Raffle Sales	1,742.00		1,742.00	
Event Silent Auction Sales	3,910.00		3,910.00	
Event Sponsorship	3,000.00		3,000.00	
Event Ticket Sales	10,100.00		10,100.00	
Total Event - En Blanc	27,329.00		27,329.00	
Event Pop-Up Nights	3,676.82		3,676.82	
Total Event Income	31,005.82	10,000.00	21,005.82	310.06 %
Grant Income	75,000.00	100,000.00	-25,000.00	75.00 %
Interest Income	1.62	8.00	-6.38	20.25 %
Net Restitution	0.00		0.00	
Other Non-Assessed Income		94,381.00	-94,381.00	
Total NON-ASSESSED INCOME	106,007.44	204,389.00	-98,381.56	51.87 %
Uncategorized Income	31.49		31.49	
Total Income	\$147,880.77	\$434,409.40	\$ -286,528.63	34.04 %
GROSS PROFIT	\$147,880.77	\$434,409.40	\$ -286,528.63	34.04 %
Expenses				
CIVIL SIDEWALK				
Banner Pole Retrofit (ARPA Grant Funded)	31,191.85	30,000.00	1,191.85	103.97 %
Enhanced Maintenance				
Contract Maintenance Services	38,045.20		38,045.20	
Repair & Maintenance Supplies	154.14		154.14	
Waste Management Service	2,269.02		2,269.02	
Total Enhanced Maintenance	40,468.36		40,468.36	
Enhanced Security				
Contract Security Services	47,461.25		47,461.25	
Total Enhanced Security	47,461.25		47,461.25	
Harding Way Reimbursement Project		94,381.00	-94,381.00	
Republic Services - Waste Management		5,000.00	-5,000.00	
Total CIVIL SIDEWALK	119,121.46	269,199.00	-150,077.54	44.25 %
DISTRICT IDENTITY				
Event Expenses	48.00	30,000.00	-29,952.00	0.16 %
Advertising/Promotional	13.34		13.34	

Miracle Mile Improvement District

Budget vs. Actuals: MMID 2023 BUDGET TOTAL - FY23

January - December 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
En Blanc Event Expense	29,955.26		29,955.26	
Event Printing	84.29		84.29	
Merchant Processing Fees	528.09		528.09	
Total Event Expenses	30,628.98	30,000.00	628.98	102.10 %
Marketing (ARPA Grant Funded)	10,813.34	50,000.00	-39,186.66	21.63 %
Car Show & Concert	5,062.50		5,062.50	
En Blanc Event	9,752.38		9,752.38	
Holiday Sip & Shop	3,787.50		3,787.50	
Website Hosting & Services	835.41	800.00	35.41	104.43 %
Total Marketing (ARPA Grant Funded)	30,251.13	50,800.00	-20,548.87	59.55 %
Total DISTRICT IDENTITY	60,880.11	80,800.00	-19,919.89	75.35 %
DISTRICT MANAGEMENT & ADMINISTRATION				
Contract Accounting Services	4,537.50	5,500.00	-962.50	82.50 %
Contract Management Services	26,723.49	56,640.00	-29,916.51	47.18 %
Insurance Liability / D&O	318.75	11,000.00	-10,681.25	2.90 %
Legal & Professional Fees	120.00	3,000.00	-2,880.00	4.00 %
Office/General Administrative	93.65	2,500.00	-2,406.35	3.75 %
Dues, Subscriptions & Memberships	223.25		223.25	
Meeting Expense	134.72		134.72	
Office Printing	512.05		512.05	
Office Supplies	336.86		336.86	
Phone & Internet Service	203.91		203.91	
Total Office/General Administrative	1,504.44	2,500.00	-995.56	60.18 %
QuickBooks	613.36		613.36	
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	35,017.54	79,840.00	-44,822.46	43.86 %
Total Expenses	\$215,019.11	\$429,839.00	\$ -214,819.89	50.02 %
NET OPERATING INCOME	\$ -67,138.34	\$4,570.40	\$ -71,708.74	-1,468.98 %
NET INCOME	\$ -67,138.34	\$4,570.40	\$ -71,708.74	-1,468.98 %

**Executive Director Report
June 2023**

AB 179	<p>\$20M Improvement Grant (Assemblyman Villapudua)</p> <p>Application to participate in the Ad Hoc Workgroup closed on July 7, 2023. Will continue to update Information on the Miracle Mile Website, as it becomes available:</p> <p>https://stocktonmiraclemile.com/advocacy/</p> <p>California Legislative Information: https://leginfo.legislature.ca.gov/</p> <p>Caltrans Stockton’s Miracle Mile Project: https://dot.ca.gov/caltrans-near-me/district-10/district-10-current-projects/stockton-miracle-mile</p> <p>Get involved with the Adhoc Committee: <u>Application to participate on the Ad Hoc Work Group</u></p> <p>Assemblymember Villapudua to unable to attend July BOD meeting, invited to attend August BOD meeting. No response to date.</p>																																				
ARPA DISTRICT GRANT (\$100k)	<p style="text-align: center;">ARPA DISTRICT GRANT (\$100k) Miracle Mile Improvement District</p> <p style="text-align: center;">Profit and Loss January - July, 2023</p> <table style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 85%;"></th> <th style="text-align: right; border-top: 1px solid black; border-bottom: 1px solid black;">TOTAL</th> </tr> </thead> <tbody> <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;">10,813.34</td> </tr> <tr> <td> Car Show & Concert</td> <td style="text-align: right;">5,062.50</td> </tr> <tr> <td> En Blanc Event</td> <td style="text-align: right;">9,752.38</td> </tr> <tr> <td> Holiday Sip & Shop</td> <td style="text-align: right;">3,787.50</td> </tr> <tr> <td>Total Marketing (ARPA Grant Funded)</td> <td style="text-align: right;">29,415.72</td> </tr> <tr> <td>Total DISTRICT IDENTITY</td> <td style="text-align: right;">29,415.72</td> </tr> <tr> <td>Total Expenses</td> <td style="text-align: right;">\$60,607.57</td> </tr> <tr> <td>NET OPERATING INCOME</td> <td style="text-align: right;">\$ -60,607.57</td> </tr> <tr> <td>NET INCOME</td> <td style="text-align: right;">\$ -60,607.57</td> </tr> </tbody> </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)	10,813.34	Car Show & Concert	5,062.50	En Blanc Event	9,752.38	Holiday Sip & Shop	3,787.50	Total Marketing (ARPA Grant Funded)	29,415.72	Total DISTRICT IDENTITY	29,415.72	Total Expenses	\$60,607.57	NET OPERATING INCOME	\$ -60,607.57	NET INCOME	\$ -60,607.57
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RFP	<p>Pending Re-Group of the Civil Sidewalk Committee, following Strategic Planning Session from August 1, 2023</p> <p>Industrial Camera Purchase & Installation RFP – Respondents and Presentations</p> <ul style="list-style-type: none"> • Calidad Security - Dennis Smallie (participating) • Hammer Head Security - Lakh Singh (participating) 																																				

	<p>Proposal received and presentations provided to the Civil Sidewalk Committee. Committee will regroup upon return of the Chair at the end of the month of July. Next steps:</p> <ul style="list-style-type: none"> • Assess financial proposals and long-term feasibility. • Seek additional guidance from UOP PD and support services through monitoring program. • Provide recommendations to the BOD, based on findings. <p>Pending Restart - Harding Way Project \$94,380.98</p> <p>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.</p> <p>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>
<p>PUBLIC WORKS:</p>	<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.</p> <p>I'll provide updates on the parking lot separately.</p> <p>Please let me know if you have any questions.</p> <p>City of Stockton, CA - Bid Flash Project Detail (stocktonca.gov) WT22052 Miracle Mile RRFB Improvements Plans-Signed.pdf (stocktonca.gov)</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>
<p>BIKE STOCKTON:</p>	<p>Re-Location Efforts</p> <p>eBikes are slated to be relocated to the Northwest side on Maple Street, boarding Stockton Art League. Met with Executive Director, Jessica Fong (SAL) and Bike Stockton representative to discuss and confirm site as suitable. Ms. Fong has authority and has agreed, given SAL is added as additional insured.</p> <p>Location business owners confirm receptivity of racks in proximity to business. Location criteria includes:</p> <ul style="list-style-type: none"> • Business & Property Owner approval • Rack not located in front of glass plate window or storefronts. • ADA requirements are met. • Penetration into the Miracle Mile from the North. To encourage exposure to south end business • Bike ability a consideration (West Side) <p>Update – Racks being serviced at UOP and Downtown for the time being. Significant theft and vandalism (26 bikes a launch, 7 bikes in service currently) Team trying to determine how to make the program sustainable. Jeff Gamboni would like to take the lead and determine alternate</p>

	location(s), where feasible. Pending alternate recommendation. 8/3/23 – Jessica Fong contacted me for an updated on the installation of eBikes outside the Art League location, follow up needed, based on board direction.
LEGAL:	<p>Trip/Fall Insurance Litigation</p> <p>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 deposition scheduled for August 14th.</p>
ECONOMIC DEVELOPMENT :	<p>VACANCIES:</p> <ul style="list-style-type: none"> -Hookah Bar -Merillo Jewlers -Hubba Hubba -Cobra Chai -Southern Exposure -Old Bank of Stockton <p>NEW Mile Business:</p> <p>Business CHANGES:</p> <p>COMING SOON – August:</p> <p>Groundstock Coffee (old Skate Shop) Montea (Old Miracle Mile Dry Cleaners) Creperie Le Pompon (previously Midtown Creperie) La Michaoacana Prime (old Starbucks)</p> <p>COMING SOON – September:</p> <p>Property SALES:</p> <p>230 W. Harding Way (Percy Maragos) – Sold 2323 Pacific Avenue, (Teddy & Meryl Southern) 1700 Block Pacific Avenue (Escabar Building)</p>
TRANSITION:	<p>Financial Cut Over</p> <ul style="list-style-type: none"> • Expected to occur in the July/August, configuration of new QuickBooks account to coincide. <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 • Appoint Interim MMCID Board & Executive Committee – Complete • New MMCID Bank Account - Complete <p>In Process:</p> <ul style="list-style-type: none"> • File 1023 & 3500 IRS Application for Recognition of Exemption (IRS) – Narrative revamped • Insurance Application Submittals – In process



EN BLANC UPDATE:

Event Financial Report
 In attendance ~ 300
 Income: \$60,379
 Expense: \$29,955
 Net Event Profit: \$29,829

UOP WELCOME BACK:

Friday, August 25th from 6 to 9pm

- UOP new and returning students, faculty, alumna and the community invited. Anticipating visitors between 1,500 – 3,000.
- Street closure on Pacific Avenue from Castle to Cleveland/Dorris, including Tuxedo to Beverly Place
- Ferris Wheel on Pacific near Tuxedo
- DJ
- Miracle Mile Swag Bags & water
- Shuttle service available to/from UOP
- Passports for opportunity to win Miracle Mile gift cards
- 34 merchants signed up to participate. Balloon will denote participants.

Salon Lilianna Alverson's Upholstery The Ave 🐱 Black Rabbit 🐱 Green's Nutrition 🐱 Mile Nutrition 🐱 N9Ne 🐱 Belissima 🐱 Hidden Gem 🐱 Ibiza 🐱 Manny's California Fresh 🐱 ** Groundstack Coffee 🐱 Sweet Life Boutique 🐱 Unitarian Church ** Run Republic 🐱 Mr. Otto's Bookstore 🐱 House of Shaw 🐱 ** Cuppajo Coffee 🐱	Stockton Art League 🐱 Trendy Boutique 🐱 The Lush Studio 🐱 With Garden Flair 🐱 Whirlow's 🐱 Taps Barrel House 🐱 Seoul Soon Dubu Nail Lounge 🐱 Little Shop on the Mile 🐱 Bill's Music 🐱 Moore's Martial Arts 🐱 Cocoro Bistro 🐱 Ululani 🐱 Edge Nutrition 🐱 Fat City Brew & BBQ 🐱 Mile Nutrition 🐱 ** placed in the closure area 🐱 = 10% & Pacific Partner
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MIRACLE MILE CAR SHOW & CONCERT:

Saturday, October 7th 12pm to 5pm

- Classic Car Show (with judging)
- DJ & Live Music
- Beer Garden (and potential Lockeford Sausage for sale)
- Pop-Up
- Looking for the **DIRECTOR volunteers** during the event:
 - Vehicle Check-In 10:00 to 12:30
 - Id Check & Beer Ticket Sales, (two shifts) 11:30-2 and 2-4:30
 - Beer Garden (three shifts) 11-1:30pm and 1:30-4pm, 3:30-6pm
- Sponsorship Forms available in electronic format (printable & sharable) at www.stocktonmiraclemile.com

SAVE THE DATES:	<ul style="list-style-type: none"> • Miracle Mile Car Show & Concert – Saturday, October 7th (12pm – 5pm) • Miracle Mile Candy Crawl and BOO-tique Market – Saturday, October 28th (12pm – 4pm) • Shop Small Saturday – Saturday, November 25th. • Miracle Mile Holiday Sip & Shop – Saturday, December 2nd
BANNER RENTAL	<p>Rental request received by:</p> <ul style="list-style-type: none"> • Stockton Police Department (recruitment) • Peer Recovery Services <p>Sign Program Pre-Requisites:</p> <ul style="list-style-type: none"> • Install lower wire, for sign stability. Diede Construction contacted to help facilitate installation. • Evaluate pricing structure. • Document signage requirements & specifications • Create rental agreement (TOS) & release of liability. • Determine if additional liability coverage is needed.
STRATEGIC PLANNING	<p>August 1st from 10am to 4pm Report Summary pending completion and will be sent out to the board this month.</p>

Social Media Analytics – June 2023

Reach

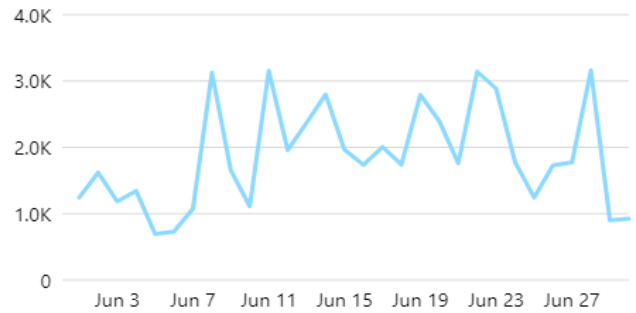
Facebook reach ⓘ

20,306 ↑ 156.8%



Instagram reach ⓘ

13,702 ↑ 21%



Page and profile visits

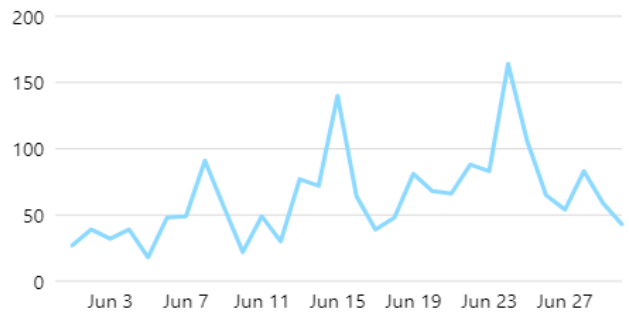
Facebook visits ⓘ

2,482 ↑ 186.9%



Instagram profile visits ⓘ

1,900 ↑ 39%



New likes and follows

Facebook Page new likes ⓘ

24 ↑ 9.1%



New Instagram followers ⓘ

184 ↑ 17.2%



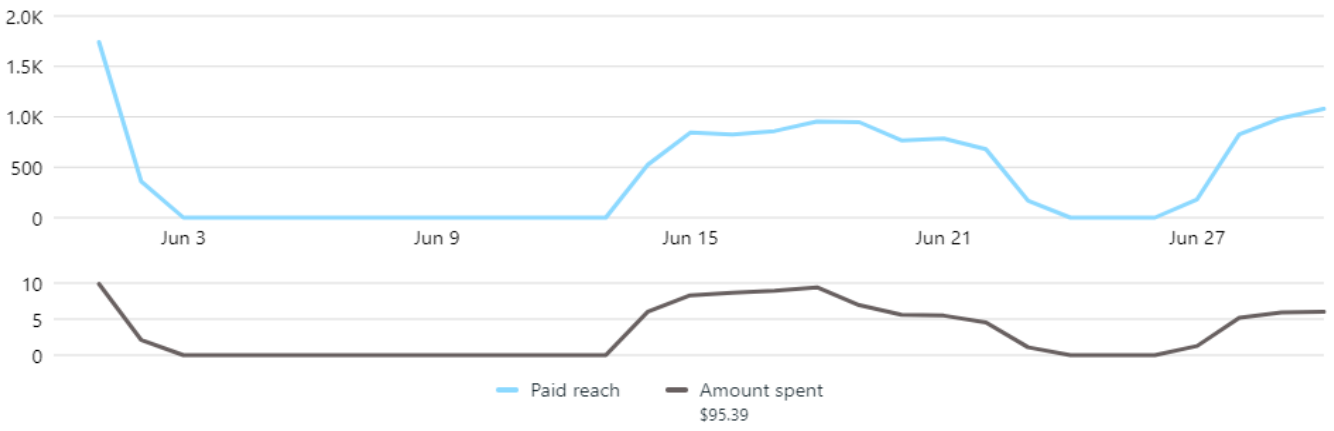
Ad trends

Paid reach ⓘ

8,804 ↑ 32.7%

Paid impressions ⓘ

13,413 ↑ 52.4%



Audience

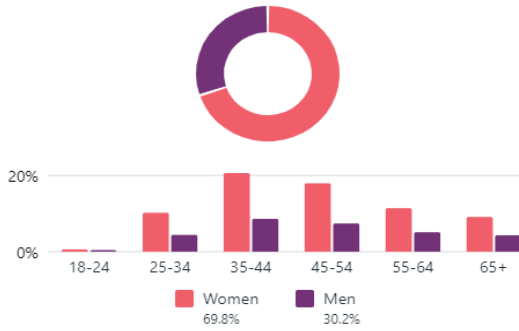
Current audience

Potential audience

Facebook followers ⓘ

10,584

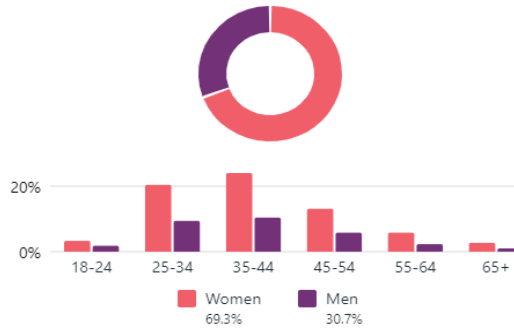
Age & gender ⓘ



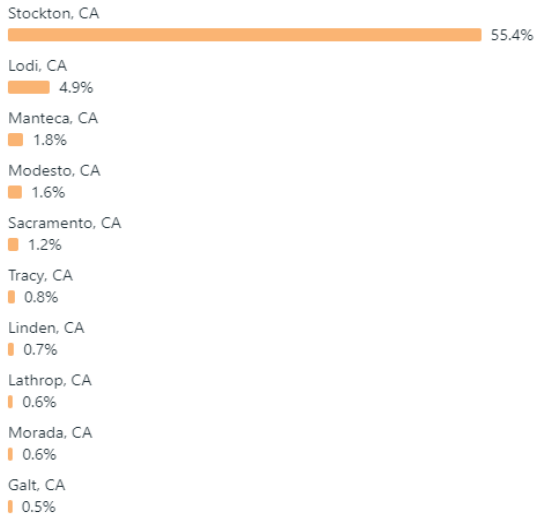
Instagram followers ⓘ

9,482

Age & gender ⓘ



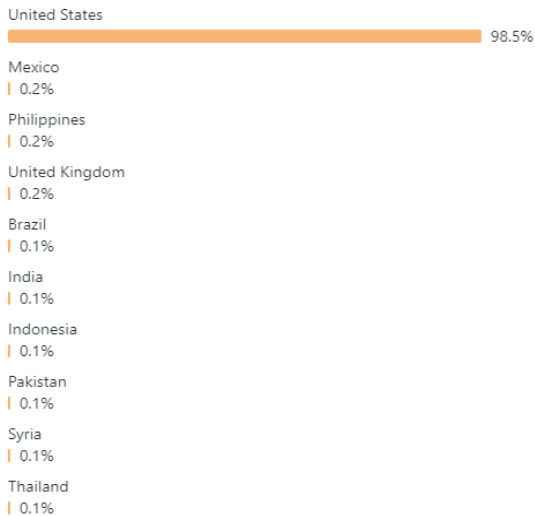
Top cities



Top cities



Top countries



Top countries

