

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

**DATE:** Wednesday, December 11th, 2019  
**TIME:** 4:00pm  
**PLACE:** Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204  
**TO:** **Miracle Mile Improvement District Board Members:** Kim Byrd, Lisa Whirlow, Lenzi Leonard, Scott Escabar, Jeff Dundas, Jeff Gamboni, Manuel Guizar, Mike Klocke, Nicole Snyder, Yonie Young, Brianna Southern, Troy Cobb, Kevin Hernandez

**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.

**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, MMID Board President*
2. Public Comments
3. Adjourn to Closed Session
  - a. Personnel – Executive Director Services Evaluation **(ACTION)**
4. Adjourn Closed Session
5. Call to Open Session
6. Report of Closed Session Action Taken (If Any) – *Kim Byrd*
7. Minutes of the November 13, 2019 General Board Meeting **(ACTION)**
8. November 2019 Financial Statements **(ACTION)**
9. City of Stockton Announcements & Project Updates – *Nicole Snyder*
10. Holiday Sip & Stroll Report– *Matthew Grizzle*
11. Executive Director Report – *Matthew Grizzle*
12. Committee Reports: Standing Committees
  - a. Policies & Procedures – *Manuel Guizar*
  - b. Security – *Lisa Whirlow*
  - c. Improvement – *Jeff Gamboni*
  - d. Finance – *Jeff Dundas*
  - e. Events & Promotions – *Lenzi Leonard*
13. Board Member Requests/Announcements
14. Next MMID Board of Directors General Meeting Scheduled January 8th, 2019
15. Adjournment

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

**Wednesday November 13th, 2019**  
**Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204**

**PRESENT:** Matthew Grizzle, Kim Byrd, Lisa Whirlow, Mike Klocke, Nicole Snyder, Kevin Hernandez, Brianna Southern, Manuel Guizar, Yonie Young, Jeffrey Gamboni, Troy Cobb, Jeff Dundas

**ABSENT:** Scott Escabar, Lenzi Leonard

**GUESTS:** None

**1. Call to Order Open Session - 4:04 pm by President, Kim Byrd**

**2. Public Comments - NONE**

**3. Minutes of October 9th, 2019 General Meeting**

**MOTION to approve the minutes of October 9<sup>th</sup>, 2019 general meeting.**

Motion: Mike Klocke      Second: Lisa Whirlow      Vote: 11/11    Motion carried      Abstained:0

**4. October 2019 Financial Statements**

**MOTION to approve the October 2019 financial report.**

Motion: Manuel Guizar      Second: Brianna Southern      Vote: 11/11    Motion carried      Abstained:0

**5. 2020 MMID Budget**

**MOTION to approve the district budget for 2020.**

Motion: Lisa Whirlow      Second: Manuel Guizar      Vote: 11/11    Motion carried      Abstained:0

**6. Election of 2020-2021 Term Directors**

**Eligible Nominees ~ Property Owner Positions (Four Seats Available)**

- Kim Byrd - **ELECTED**
- Lisa Whirlow - **ELECTED**
- Manuel Guizar - **ELECTED**
- John Precissi- **ELECTED**
- Helena Monica

**MOTION to certify ballots and election of property owner positions listed above.**

Motion: Jeff Gamboni      Second: Jeff Dundas      Vote: 11/11    Motion carried      Abstained:0

**Eligible Nominees ~ Business Owner Position (One Seat Available)**

- Kevin Hernandez - **ELECTED**
- Helena Monica
- Kim Byrd – N/A (SEE ABOVE)
- Lisa Whirlow – N/A (SEE ABOVE)
- Manuel Guizar – N/A (SEE ABOVE)

**MOTION to certify ballots and election of merchant owner position listed above.**

Motion: Mike Klocke      Second: Manuel Guizar      Vote: 11/11    Motion carried      Abstained:0

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

**Wednesday November 13th, 2019  
Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204  
(PAGE #2)**

**7. Energy Watch Program**

Lisa Whirlow reported that everything is wrapping up on program. We will have report from program showing all funds dispersed throughout the district. Matthew has been coordinating the installation of lighting throughout The Mile with Staples Energy. He has secured a lift that will be on site later this month to complete all the exterior lighting that are high up on buildings, any additional work will be completed in late December or early January when we rent a lift again for the removal of the Christmas Tree lights at Tuxedo court.

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

Nicole Snyder deferred to Matthew to report on the meetings that she has attended with him. Matthew reported that Nicole has been great about facilitating meetings and that we have had several over the past month. Most of them have been with department heads. We met with the streets & trees department to gain approval for the holiday tree at Tuxedo court including replacement of new drip irrigation system and use of the city water for that area. We met with public works department staff to discuss the lighting across Pacific Ave project where it was learned that we aren't going to be able to use city light poles or power for the project, we will be exploring alternatives. We also met with the planning department to discuss pending Harding Way improvement project. Nicole is going to research and find project files for work that has already been done so we can show precedent with tacking onto existing city project bids. All is moving forward, albeit unfortunately slowly due to city regulations.

**9. Improvement Projects Timeline**

Moving forward with planting of Christmas Tree at Tuxedo court. Tree is arriving this Saturday; lighting will be done by K&T Lighting on Sunday. Sunday we will also be planting the rest of the star jasmine through the rest of zone one in the district, please come out to help. There were concerns about if the new plants were getting enough water, was reported by Matthew that they are getting watered twice a week.

**10. Holiday Sip & Shop**

Matthew Grizzle reported that everything is going well. Most everything is done; glasses have been ordered. Event banner was designed but will probably not be installed due to banner contractor not willing have banners up during inclement weather. Posters have gone out, signage have gone out, merchant participation forms and emails have been sent out to wineries. Would like assistance getting merchants signed up to participate and more wineries. Need Santa due to our Santa cancelling.

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

**Wednesday November 13th, 2019**  
**Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204**  
**(PAGE #3)**

## **11. Executive Director Report – (See ED Report)**

Discussed the following:

- UOP Banners – Showed new banner designs, consensus was that the board didn't like them. Suggested talking to a graphic design company to get them to work on them and then submit to UOP for approval/ideas. Matthew said he would do that.
- Best of San Joaquin – We won for the first time this year!
- Car Show Partner Potential – Stockton Police Department Fallen Heroes/Widows Fund has approached us with the idea of partnering on our Car Show in 2020. General discussion was had, consensus was that we wouldn't be able to donate all proceeds due to our resources devoted to event but willing to discuss shared benefit. Matthew will update after he has further discussion with Stockton Police Department event representatives and Chaplin.

## **12. Committee Reports – Standing Committees**

- Bylaws* – Manuel Guizar: Nothing to report at this time.
- Security & Safety* – Lisa Whirlow: Did not receive requested report from Hammer Head Security. Been having increasing transient issues. Kim reported that there was discussion at security town hall meeting about setting up a police annex. Kim, Lisa & Matthew toured a possible location on The Mile, will update if it moves forward.
- Improvement* – Jeff Gamboni: See report. Please come out on Sunday to help with star jasmine planting. Matthew has set up California Conservation Corp to come out and help. Lisa is going to set up morning refreshments from Starbucks.
- Finance* – Jeff Dundas: Nothing additional to report at this time.
- Events & Promotions* – Lenzi Leonard absent, no report available.

## **13. Board Member Requests/Announcements**

None

## **14. Next Meeting**

Wednesday, December 11th @ 4pm at "The Studio" behind Green's Nutrition.

## **15. Adjourn @ 5:58 pm**

**MOTION to adjourn the meeting.**

Motion: Manuel Guizar

Second: Kevin Hernandez

Vote: 11/11 Motion carried

Abstained:0

**Minutes Submitted by Acting Secretary Matthew Grizzle, Executive Director**



# Board of Directors Report

Miracle Mile Improvement District  
For the period ended November 30, 2019

Prepared by  
MMID Finance Committee

Prepared on  
December 1, 2019

## Table of Contents

---

Balance Sheet.....	3
Profit and Loss YTD Comparison .....	4
Budget vs. Actuals MMID 2019 BUDGET - YTD.....	6
Budget vs. Actuals MMID 2019 BUDGET - FY19 .....	8
Finance Committee Notes .....	10

# Balance Sheet

As of November 30, 2019

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
F&M Checking	109,792.29
F&M Emergency Reserve x619	6,462.33
F&M Savings x719	5,678.31
Petty Cash	250.00
<b>Total Bank Accounts</b>	<b>122,182.93</b>
<b>Other Current Assets</b>	
Payroll Refunds	126.00
<b>Total Other Current Assets</b>	<b>126.00</b>
<b>Total Current Assets</b>	<b>122,308.93</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>\$122,308.93</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Payroll Liabilities	
CA PIT / SDI	354.73
Federal Unemployment (940)	73.92
<b>Total Payroll Liabilities</b>	<b>428.65</b>
<b>Total Other Current Liabilities</b>	<b>428.65</b>
<b>Total Current Liabilities</b>	<b>428.65</b>
<b>Total Liabilities</b>	<b>428.65</b>
<b>Equity</b>	
Opening Balance Equity	55,107.52
Retained Earnings	-20,259.72
Net Income	87,032.48
<b>Total Equity</b>	<b>121,880.28</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$122,308.93</b>

# Profit and Loss YTD Comparison

November 2019

	Total	
	Nov 2019	Jan - Nov, 2019 (YTD)
<b>INCOME</b>		
Assessment Income		276,795.65
Non-Assessed Income - (Other)		
Donation Income		25,000.00
Event Income		
Event Participant Entries	-25.00	2,416.85
Event Silent Auction Sales		3,210.85
Event Sponsorship	1,250.00	19,620.00
Event Ticket Sales	1,017.63	11,252.47
Event Ticket Sales Drink		5,794.10
Event Ticket Sales Raffle		1,196.00
<b>Total Event Income</b>	<b>2,242.63</b>	<b>43,490.27</b>
Interest Income		1.79
Mural Project Donations		3,395.98
RTD Maintenance Contract		5,400.00
SJ Magazine Ad Income		300.00
<b>Total Non-Assessed Income - (Other)</b>	<b>2,242.63</b>	<b>77,588.04</b>
<b>Total Income</b>	<b>2,242.63</b>	<b>354,383.69</b>
<b>GROSS PROFIT</b>	<b>2,242.63</b>	<b>354,383.69</b>
<b>EXPENSES</b>		
Enhanced Maintenance		
Contractor - Maintenance	4,731.99	40,089.80
Infrastructure Improvement Program	5,033.43	11,270.75
Repair & Maintenance Supplies	1,012.30	2,865.09
<b>Total Enhanced Maintenance</b>	<b>10,777.72</b>	<b>54,225.64</b>
Marketing		
Advertising, Events & Promotions	1,250.00	12,762.75
Event Expenses		
Event Catering/COGS		6,162.75
Event Entertainment	479.00	3,529.00
Event Equipment/Rentals		10,115.07
Event Insurance	426.00	1,206.42
Event License/Permit Fees	3,436.76	8,448.23
Event Marketing & Advertising	100.00	320.56
Event Printing	352.90	920.49
Event Supplies	340.01	9,784.34
<b>Total Event Expenses</b>	<b>5,134.67</b>	<b>40,486.86</b>
MMMC - Events & Promotions		-200.00



		Total
	Nov 2019	Jan - Nov, 2019 (YTD)
Website Management & Hosting		288.90
<b>Total Marketing</b>	<b>6,384.67</b>	<b>53,338.51</b>
Office/General Administrative		
Dues & Subscriptions	114.93	1,094.54
Liability Insurance		13,721.77
Meeting Expense		883.84
Merchant Events/Hospitality	39.95	1,117.01
Office Printing	352.90	994.38
Office Supplies		1,205.24
Phone/Internet		70.78
Postage		201.00
Rent & Lease	350.00	4,045.00
Storage Lease	190.00	607.00
Travel/Gas/Parking		173.84
<b>Total Office/General Administrative</b>	<b>1,047.78</b>	<b>24,114.40</b>
Other Business Expenses		
Mural Project Expense		256.50
<b>Total Other Business Expenses</b>		<b>256.50</b>
Professional Services		
Accounting	210.00	3,177.14
Consulting Fees		700.00
Legal		835.60
<b>Total Professional Services</b>	<b>210.00</b>	<b>4,712.74</b>
Security	6,000.54	73,123.75
Staffing Expenses		
Contractor Management Services	5,500.00	11,000.00
Employee Benefits		2,450.00
Taxes		11,149.00
Wages		32,484.86
Workmans Comp Insurance		415.81
<b>Total Staffing Expenses</b>	<b>5,500.00</b>	<b>57,499.67</b>
Taxes & Licenses		80.00
<b>Total Expenses</b>	<b>29,920.71</b>	<b>267,351.21</b>
<b>NET OPERATING INCOME</b>	<b>-27,678.08</b>	<b>87,032.48</b>
<b>NET INCOME</b>	<b>\$ -27,678.08</b>	<b>\$87,032.48</b>

# Budget vs. Actuals MMID 2019 BUDGET - YTD

January - November, 2019

			Total
	Actual	Budget	% of Budget
<b>INCOME</b>			
Assessment Income	276,795.65	279,280.00	99.11 %
Non-Assessed Income - (Other)			
Donation Income	25,000.00		
Event Income		2,500.00	
Event Participant Entries	2,416.85		
Event Silent Auction Sales	3,210.85		
Event Sponsorship	19,620.00		
Event Ticket Sales	11,252.47		
Event Ticket Sales Drink	5,794.10		
Event Ticket Sales Raffle	1,196.00		
<b>Total Event Income</b>	<b>43,490.27</b>	<b>2,500.00</b>	<b>1,739.61 %</b>
Interest Income	1.79	99.00	1.81 %
Mural Project Donations	3,395.98		
RTD Maintenance Contract	5,400.00	7,200.00	75.00 %
SJ Magazine Ad Income	300.00		
<b>Total Non-Assessed Income - (Other)</b>	<b>77,588.04</b>	<b>9,799.00</b>	<b>791.80 %</b>
<b>Total Income</b>	<b>354,383.69</b>	<b>289,079.00</b>	<b>122.59 %</b>
<b>GROSS PROFIT</b>	<b>354,383.69</b>	<b>289,079.00</b>	<b>122.59 %</b>
<b>EXPENSES</b>			
Enhanced Maintenance			
Contractor - Maintenance	40,089.80	53,538.00	74.88 %
Infrastructure Improvement Program	11,270.75	10,000.00	112.71 %
Repair & Maintenance Supplies	2,865.09	2,000.00	143.25 %
<b>Total Enhanced Maintenance</b>	<b>54,225.64</b>	<b>65,538.00</b>	<b>82.74 %</b>
Marketing			
Advertising, Events & Promotions	12,762.75	20,713.00	61.62 %
Event Expenses			
Event Catering/COGS	6,162.75		
Event Entertainment	3,529.00		
Event Equipment/Rentals	10,115.07		
Event Insurance	1,206.42		
Event License/Permit Fees	8,448.23		
Event Marketing & Advertising	320.56		
Event Printing	920.49		
Event Supplies	9,784.34		
<b>Total Event Expenses</b>	<b>40,486.86</b>		
MMMC - Events & Promotions	-200.00		

	Total		
	Actual	Budget	% of Budget
Website Management & Hosting	288.90	4,878.00	5.92 %
<b>Total Marketing</b>	<b>53,338.51</b>	<b>25,591.00</b>	<b>208.43 %</b>
Office/General Administrative			
Bank Charges & Fees		480.00	
Dues & Subscriptions	1,094.54	500.00	218.91 %
Liability Insurance	13,721.77	11,498.00	119.34 %
Meeting Expense	883.84		
Merchant Events/Hospitality	1,117.01		
Office Printing	994.38	1,375.00	72.32 %
Office Supplies	1,205.24	726.00	166.01 %
Phone/Internet	70.78	913.00	7.75 %
Postage	201.00	380.00	52.89 %
Rent & Lease	4,045.00	3,850.00	105.06 %
Storage Lease	607.00	1,034.00	58.70 %
Travel/Gas/Parking	173.84		
<b>Total Office/General Administrative</b>	<b>24,114.40</b>	<b>20,756.00</b>	<b>116.18 %</b>
Other Business Expenses			
Mural Project Expense	256.50		
<b>Total Other Business Expenses</b>	<b>256.50</b>		
Professional Services			
Accounting	3,177.14	7,150.00	44.44 %
Consulting Fees	700.00		
Legal	835.60	11,000.00	7.60 %
<b>Total Professional Services</b>	<b>4,712.74</b>	<b>18,150.00</b>	<b>25.97 %</b>
Security	73,123.75	73,326.00	99.72 %
Staffing Expenses			
Contractor Management Services	11,000.00		
Employee Benefits	2,450.00	3,850.00	63.64 %
Taxes	11,149.00	3,850.00	289.58 %
Wages	32,484.86	45,837.00	70.87 %
Workmans Comp Insurance	415.81	1,925.00	21.60 %
<b>Total Staffing Expenses</b>	<b>57,499.67</b>	<b>55,462.00</b>	<b>103.67 %</b>
Taxes & Licenses	80.00		
<b>Total Expenses</b>	<b>267,351.21</b>	<b>258,823.00</b>	<b>103.30 %</b>
<b>NET OPERATING INCOME</b>	<b>87,032.48</b>	<b>30,256.00</b>	<b>287.65 %</b>
<b>NET INCOME</b>	<b>\$87,032.48</b>	<b>\$30,256.00</b>	<b>287.65 %</b>

# Budget vs. Actuals MMID 2019 BUDGET - FY19

January - November, 2019

			Total
	Actual	Budget	% of Budget
<b>INCOME</b>			
Assessment Income	276,795.65	279,280.00	99.11 %
Non-Assessed Income - (Other)			
Donation Income	25,000.00		
Event Income		2,500.00	
Event Participant Entries	2,416.85		
Event Silent Auction Sales	3,210.85		
Event Sponsorship	19,620.00		
Event Ticket Sales	11,252.47		
Event Ticket Sales Drink	5,794.10		
Event Ticket Sales Raffle	1,196.00		
<b>Total Event Income</b>	<b>43,490.27</b>	<b>2,500.00</b>	<b>1,739.61 %</b>
Interest Income	1.79	108.00	1.66 %
Mural Project Donations	3,395.98		
RTD Maintenance Contract	5,400.00	7,200.00	75.00 %
SJ Magazine Ad Income	300.00		
<b>Total Non-Assessed Income - (Other)</b>	<b>77,588.04</b>	<b>9,808.00</b>	<b>791.07 %</b>
<b>Total Income</b>	<b>354,383.69</b>	<b>289,088.00</b>	<b>122.59 %</b>
<b>GROSS PROFIT</b>	<b>354,383.69</b>	<b>289,088.00</b>	<b>122.59 %</b>
<b>EXPENSES</b>			
Enhanced Maintenance			
Contractor - Maintenance	40,089.80	57,500.00	69.72 %
Infrastructure Improvement Program	11,270.75	10,000.00	112.71 %
Repair & Maintenance Supplies	2,865.09	2,000.00	143.25 %
<b>Total Enhanced Maintenance</b>	<b>54,225.64</b>	<b>69,500.00</b>	<b>78.02 %</b>
Marketing			
Advertising, Events & Promotions	12,762.75	22,600.00	56.47 %
Event Expenses			
Event Catering/COGS	6,162.75		
Event Entertainment	3,529.00		
Event Equipment/Rentals	10,115.07		
Event Insurance	1,206.42		
Event License/Permit Fees	8,448.23		
Event Marketing & Advertising	320.56		
Event Printing	920.49		
Event Supplies	9,784.34		
<b>Total Event Expenses</b>	<b>40,486.86</b>		
MMMC - Events & Promotions	-200.00		

	Total		
	Actual	Budget	% of Budget
Website Management & Hosting	288.90	5,000.00	5.78 %
<b>Total Marketing</b>	<b>53,338.51</b>	<b>27,600.00</b>	<b>193.26 %</b>
Office/General Administrative			
Bank Charges & Fees		500.00	
Dues & Subscriptions	1,094.54	500.00	218.91 %
Liability Insurance	13,721.77	12,000.00	114.35 %
Meeting Expense	883.84		
Merchant Events/Hospitality	1,117.01		
Office Printing	994.38	1,500.00	66.29 %
Office Supplies	1,205.24	800.00	150.66 %
Phone/Internet	70.78	1,000.00	7.08 %
Postage	201.00	400.00	50.25 %
Rent & Lease	4,045.00	4,200.00	96.31 %
Storage Lease	607.00	1,128.00	53.81 %
Travel/Gas/Parking	173.84		
<b>Total Office/General Administrative</b>	<b>24,114.40</b>	<b>22,028.00</b>	<b>109.47 %</b>
Other Business Expenses			
Mural Project Expense	256.50		
<b>Total Other Business Expenses</b>	<b>256.50</b>		
Professional Services			
Accounting	3,177.14	7,800.00	40.73 %
Consulting Fees	700.00		
Legal	835.60	12,000.00	6.96 %
<b>Total Professional Services</b>	<b>4,712.74</b>	<b>19,800.00</b>	<b>23.80 %</b>
Security	73,123.75	80,000.00	91.40 %
Staffing Expenses			
Contractor Management Services	11,000.00		
Employee Benefits	2,450.00	4,200.00	58.33 %
Taxes	11,149.00	4,200.00	265.45 %
Wages	32,484.86	50,000.00	64.97 %
Workmans Comp Insurance	415.81	2,100.00	19.80 %
<b>Total Staffing Expenses</b>	<b>57,499.67</b>	<b>60,500.00</b>	<b>95.04 %</b>
Taxes & Licenses	80.00		
<b>Total Expenses</b>	<b>267,351.21</b>	<b>279,428.00</b>	<b>95.68 %</b>
<b>NET OPERATING INCOME</b>	<b>87,032.48</b>	<b>9,660.00</b>	<b>900.96 %</b>
<b>NET INCOME</b>	<b>\$87,032.48</b>	<b>\$9,660.00</b>	<b>900.96 %</b>



# Finance Committee Notes

---

## GENERAL NOTES

- Matthew has scheduled meeting with Kemper accounting firm on Thursday, December 12th to complete preliminary audit and review of annual financial docs to make sure everything is in order for the end of the year.
- All Miracle Mile Mural Committee funds have been distributed out of the MMID accounts as of 12/03/19, will show in our December financial reports.

## INCOME/EXPENSE LINE & CATEGORY CHANGES

- Created "Event Printing" line and moved 50% of all printing expense to that from "Office Printing" line to better account for proper expense.
- Created "Travel/Gas/Parking" line and moved appropriate expenses out of "Dues & Subscription" expense category.
- Created "Merchant Meeting & Hospitality" line and moved appropriate expenses out of "Meeting Expenses" expense category.
- Moved "Contractor Management Services" out of "Professional Services" category and into "Staffing Expenses" category.

# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – DECEMBER 2019

## Stockton Rotary Meeting


I passed out flyers and spoke at the regular meeting on November 20<sup>th</sup> about the Holiday Sip & Shop event.

## Banners Across Pacific Avenue @ Tuxedo


We are still in a holding pattern when it comes to Miracle Mile event banners on display across Pacific @ Tuxedo. The company that produces the banner is not willing to put up new banners during inclement weather. Visit Stockton is working with them and an engineer to resolve the concerns, no update available as of 12/9/19.

## Social Media Marketing

So far only one person has submitted anything to our social meeting marketing online form (Whirlow's), it is available at <https://stocktonmiraclemile.com/social/>. The social media coordinator and I worked on a contest leading up to the Sip & Shop event with great success. We gave away two sets of tickets and two shopping gift cards, one set on Facebook and one on Instagram. We had thousands of views, hundreds of likes and shares during the series of posts. Here is an example, this is just one of about a dozen posts promoting the contest.

**Stockton Miracle Mile (Official)** is with Angela Koch and Patrice Noll.  
Published by Katie Siegfried [?] · November 14 at 5:09 PM · 🌐

CONTEST ALERT!!  
We are giving away 4 tickets to the Miracle Mile Sip & Shop along with a \$50 gift card to use at your favorite merchant that day!  
To enter all you have to do is FOLLOW our page, LIKE the post & TAG the three people you would take with you. We then need you to tag or tell us which merchant you would want the gift card for and then finally SHARE the post with your friends! Make sure you follow all the steps so you are eligible to WIN!!!  
It is going to be such a great event! Winner will be announced on 11/25. You can enter as much as you like! We suggest you head on over to Instagram to enter there as well!  
Make sure you follow Miracle Mile 209 on Facebook, Instagram and Twitter to stay up to date with everything happening down on "The Mile"!  
#miraclemilesipshop #mmsipshop #miraclemilestockton #stocktonmiraclemile #smallbusinesssaturday



Performance for Your Post

3,961 People Reached

271 Reactions, Comments & Shares

101 Like	72 On Post	29 On Shares
8 Love	6 On Post	2 On Shares
126 Comments	104 On Post	22 On Shares
36 Shares	36 On Post	0 On Shares

223 Post Clicks

7 Photo Views	2 Link Clicks	214 Other Clicks
---------------	---------------	------------------

NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – DECEMBER 2019 (PAGE #2)

## Miracle Mile Banners & UOP Marketing Partnership

I discussed with UOP representatives the feedback of the board after our last board meeting. I met with Port City Marketing solutions on November 20<sup>th</sup> and hired them to work on designs. I went over every draft that has been produced so far and discussed with them what the board and UOP liked and disliked about each of them. They submitted some designs for initial review on December 4<sup>th</sup> with the following explanations:



1. *Tone on tone grey for MMID and orange for UOP with cropped logos*

*The idea behind this one was to keep it simple while still referencing the palm trees. The logos are treated more as graphic elements with the edges cropped.*



2. *Tone on tone with logos only.*

*Again, simple, clean, classic, and with traditional treatment of the logos.*



# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – DECEMBER 2019 (PAGE #3)

## Miracle Mile Banners & UOP Marketing Partnership (*continued*)



### 3. Photographic

*The idea here was to showcase general themes without highlighting any specific storefront (MMID) or player (UOP). The photos can be swapped out if needed, and the text at the top (Dine, Shop, Play) can be changed if there are different sports or industries that you want to highlight.*

UOP liked the overall concept of some of the idea but sent over their design standards on December 4<sup>th</sup>, among them is the inability to crop or skew logos in any way. I sent back UOP's feedback to Port City on that same day and she responded on the 5<sup>th</sup> that she would re-work the design and give us some additional options for review. I have not received those files as of time of this report but should have them for the board meeting.

## Planting of Tree Wells

On November 17<sup>th</sup>, Jeff Gamboni & I along with the California Conservation Corp completed the coordinated planting of star jasmine in the remainder of the tree wells in Zone 1 of The Mile. We planted about 80 overall star jasmine plants in a little over 20 tree wells that morning. That brings the overall total to about 240 plants in over 60 tree wells throughout the district. CCC sent ten members out to help for this second stage of planting.





# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – DECEMBER 2019 (PAGE #4)

## Miracle Mile Live Holiday Tree

The improvement project that has been in the works for well over four to five months finally came to a fruition on November 16<sup>th</sup> as our LIVE holiday tree was installed at Tuxedo Court. Jeff Gamboni and I worked with Western Landscape to design and coordinate the installation and upgrade of the irrigation system of the entire area. I was able to secure a massive discount from Tom Patti at Delta Cranes to lift the tree into place. Huge thank you to the Jeff Gamboni for all his design work and heart put into the project, I know he spent quite a bit of time on it!





# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – DECEMBER 2019 (PAGE #5)

## Miracle Mile Live Holiday Tree (*continued*)



K&T Lighting came out on November 17<sup>th</sup> to install seasonal lighting however the tree wouldn't support the commercial light strands so their services were cancelled. I ended up purchasing twenty strands of "fairy" LED lights and spent over eight hours on November 24<sup>th</sup> with the assistance of board member Kevin Hernandez installing all the lighting. We did our official tree lighting at the Sip & Shop event on November 30<sup>th</sup>.



## **Board Committee Reports – December 2019**

### **(PAGE #1)**

#### **Policies & Procedures – Manuel Guizar, Committee Chair**

- Nothing to report at this time.

#### **Security – Lisa Whirlow, Committee Chair**

- Nothing to report at this time – will give report from December Business Watch & Committee meeting at the board meeting.
- The final meeting of this year is scheduled for Tuesday, December 10th. Next year's meeting schedule will be set once new committee chair is elected at January 2020 meeting.

#### **Finance – Jeff Dundas, Committee Chair**

The Finance Committee met on December 5th @ the Miracle Mile Office. Jeff Dundas, Kim Byrd & Matthew Grizzle were in attendance.

- We discussed debit card oversight report, Quickbooks review by accountant and 2020 budget.
- Finance Committee does not have any more meetings this year. Next year's meeting schedule will be set once new committee chair is elected at January 2020 meeting.

#### **Events & Promotions – Lenzi Leonard, Committee Chair**

Events & Promotions Committee met on November 11<sup>th</sup> after the MMID General Board meeting was canceled because Matthew was the only person in attendance.

- Holiday Sip & Shop – See report from Executive Director Matthew Grizzle.
- Events & Promotions Committee does not have any more meetings this year. Next year's meeting schedule will be set once new committee chair is elected at January 2020 meeting.

## **Board Committee Reports – December 2019**

### **(PAGE #2)**

#### **Improvements – Jeff Gamboni, Committee Chair**

The Improvement Committee met on November 21st @ the PME conference room. Jeff Gamboni, Matthew Grizzle, Yonie Young were in attendance.

- Tuxedo Court: We completed the planting of the 20' tall Incense Cedar on Saturday, November 16th. Delta Crane provided the rigging and crane work and Western Landscaping installed the tree. Prior to Saturday, Western had core-drilled the wall of the planter, installed a French drain, punched a drain hole down the center of the planter, installed a new irrigation controller and valve and installed most of the new drip-line style irrigation. They also installed new anchors for the guy-wire to stabilize the tree. After the tree planting was completed, they installed all the irrigation in the planter including deep watering tubes for the tree irrigation and drip-line style irrigation for the rest of the bed. Western planted apx. twenty red geraniums as a gift to the MMID. The complete project including removing the bottom of the fountain, removing old plants, installing new irrigation, new soil, tree purchase, tree transport, crane work and mulch. The project also included work required by the city including the installation of a new controller and the installation of a new quick coupler in a valve box to eliminate the need for a vulnerable hose bibb. Total project cost: apx. \$12,000.
- We met at 8:30 Sunday, November 17<sup>th</sup> to plant tree wells. Jeff had agreed to obtain the Star Jasmine and bagged soil for the event. Each tree well used apx. one-half bag of soil and 4 Star Jasmine plants in one-gallon containers. Matthew, Jeff and volunteer workers from the Great Valley Conservation Corps completed the project. The focus of the project were the empty tree wells from Maple Street south.
- OLD BUSINESS: Topics for improvements this year in no particular order
  - Banners - new banner concepts were requested.
  - Tree Plantings - should consider for empty tree wells by MMID
  - Bike Racks - consider locations
  - Planting Tuxedo Planter including Tree, Plants, Soil, Irrigation, Lighting - develop new planting plan.
  - Tree Pruning – identify potential targets.
  - Design Charrette for Tuxedo Court - consider the time of year, etc.
  - Planting Star Jasmine at base of trees - review additional areas, Irrigation can be postponed during wet weather.
  - Lights - under negotiations with COS
  - Planting at Bank of America - to be discussed with Jeff
  - Engineering study for Tuxedo Court - RFP should be requested.
  - Sidewalk Repair - Should be prioritized.
  - Planters in parking lots - Should be prioritized.
- The final meeting of this year is scheduled for Thursday, December 19th. Next year's meeting schedule will be set once new committee chair is elected at January 2020 meeting.