

# **PUBLIC NOTICE**

## **MIRACLE MILE IMPROVEMENT DISTRICT**

### **BOARD OF DIRECTORS GENERAL MONTHLY MEETING**

**DATE:** Wednesday, February 12<sup>th</sup>, 2020 **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, Yonie Young, Jeff Dundas, Jeff Gamboni, Manuel Guizar, Mike Klocke, Nicole Snyder, Brianna Southern, Kevin Hernandez, John Precissi, Helena Monica

#### **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, Board President*
2. Public Comments
3. Minutes of the January 8th, 2020 General Board Meeting **(ACTION)**
4. Minutes of the January 14th, 2020 Emergency Board Meeting **(ACTION)**
5. January 2020 Financial Statements **(ACTION)**
6. Election of MMID Board Member **(ACTION)**
  - a. One Business Owner Vacancy (2020-2021 Term)
7. Strategic Planning Session Report – *Kim Byrd*
8. City of Stockton Announcements & Project Updates – *Nicole Snyder*
9. Executive Director Report – *Matthew P. Grizzle*
10. Standing Committees Discussion
  - a. Policies & Procedures – *Manuel Guizar, Chair*
  - b. Security – *Matthew Grizzle, Acting Chair*
  - c. Improvement – *Jeff Gamboni, Chair*
  - d. Finance – *Jeff Dundas, Chair*
  - e. Events & Promotions – *Lisa Whirlow, Chair*
11. Board Member Requests/Announcements
12. Next MMID Board of Directors General Meeting Scheduled March 11th, 2020
13. Adjournment

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

**Wednesday, January 8th, 2020**  
**Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204**

**PRESENT:** Matthew Grizzle, Kim Byrd, Lisa Whirlow, Nicole Snyder, Kevin Hernandez, Yonie Young, Jeffrey Gamboni, Jeff Dundas, Troy Cobb, Mike Klocke, John Precissi, Manuel Guizar (Arrived @ 4:15pm)

**ABSENT:** Brianna Southern

**GUESTS:** Jason Laurenti, Terrie Lucas

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

**2. Public Comments –**

- a. Jason Laurenti, possible new business owner on The Mile. Came to introduce himself, observe and announce that he is looking to open an island themed restaurant & tiki bar within the district.
- b. Terrie Lucas, manager of Miracle Mile Save Mart. Announced that they are about 60% done with their remodel and just awaiting city approval for remaining work. Wanting to help out the district however she/they can.

**3. Minutes of December 11th, 2019 General Meeting**

**MOTION to approve the minutes of December 11th, 2019 general meeting.**

Motion: Mike Klocke      Second: Kevin Hernandez      Vote: 10/10      Motion carried      Abstained:0

**4. December 2019 (Year End) Financial Statements**

**MOTION to approve the year-end financial report.**

Motion: Lisa Whirlow      Second: Jeff Dundas      Vote: 10/10      Motion carried      Abstained:0

**5. Election of MMID Board Member**

**MOTION to elect Helena Monica to fill the 2019-2020 term business owner board position vacated by Lenzi Leonard.**

Motion: Jeff Dundas      Second: Jeff Gamboni      Vote: 10/10      Motion carried      Abstained:0

**6. (a) Election of MMID Board President**

**MOTION to elect Kim Byrd to fill the position of 2020 MMID Board President.**

Motion: Mike Klocke      Second: Kevin Hernandez      Vote: 10/10      Motion carried      Abstained:0

**6. (b) Election of MMID Board Vice President**

**MOTION to elect Lisa Whirlow to fill the position of 2020 MMID Board Vice President.**

Motion: Mike Klocke      Second: Kim Byrd      Vote: 10/10      Motion carried      Abstained:0

**6. (c) Election of MMID Board Secretary**

**MOTION to elect Yonie Young to fill the position of 2020 MMID Board Secretary.**

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

*Note: Manuel Guizar arrived in time to take part in discussion and vote on this action item.*

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

**Wednesday, January 8<sup>th</sup>, 2020  
Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204  
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## **6. (d) Election of MMID Board Treasurer**

**MOTION to elect Jeff Dundas to fill the position of 2020 MMID Board Treasurer.**

Motion: Manuel Guizar

Second: Troy Cobb

Vote: 11/11 Motion carried

Abstained:0

## **7. Appointment of Committee Chairpersons**

- a) 2020 Policies & Procedure Chair – Manuel Guizar
- b) 2020 Safety & Security Chair – Troy Cobb
- c) 2020 Improvements Chair – Jeff Gamboni
- d) 2020 Finance Chair (Treasurer) – Jeff Dundas
- e) 2020 Events & Promotions Chair – Lisa Whirlow

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

City Council date for annual approval is April 14<sup>th</sup>. No updates when it comes to Empire Theater building progress. Nicole Snyder reported that she had received the parking lot report from Matthew Grizzle with prioritizations of work needed, that project is several years out. Send "GoRequest" for sidewalk/concrete work issues. Harding Way improvement meeting will be happening 1/9/20, Matthew & Jeff will be attending.

## **9. Strategic Planning Session**

Matthew Grizzle reported that only eight board members responded to Doodle. Date for strategic planning retreat is set for Thursday, January 30<sup>th</sup> @ 10:00am-4:00pm. Will take place at University of the Pacific Alumni House, lunch will be provided. Please do everything you can to attend, we will be setting objectives for 2020.

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

Discussed the following:

- UOP Banners – General discussion was had about banners and design updates. Agreed that grey with lighter background for bigger contrast is the best. Will send over final revisions to designer for approval. Hopefully will have banners to show at next board meeting.
- Have meeting with 4<sup>th</sup> of July Parade chairperson on Monday, will update as I have more information.
- Please do not leave the meeting without handing in your signed Conflict of Interest & Whistleblower forms.

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

**Wednesday, January 8th, 2020**

**Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204**

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

- a. *Bylaws* – Manuel Guizar: Nothing to report at this time, will prob hold review meeting in August.
- b. *Security & Safety* – Troy: Will update with meeting date asap.
- c. *Improvement* – Jeff Gamboni: Nothing to report at this time.
- d. *Finance* – Jeff Dundas: Meeting will be determined asap.
- e. *Events & Promotions* – Lisa Whirlow: Not sure about meeting times, want to make it accessible to as many people as possible. Will send out Doodle to figure out meeting time/date.

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

Jeff Gamboni reported that Susan Eggman having open house this evening at her location next to Gian's Deli. Manuel Guizar asked about social media marketing contractor, was told RFP will be sent out soon. Kevin Hernandez asked why we aren't going to city planning board meeting to ask for improvements (sidewalks, trees, etc). Nicole Snyder stated that planning department doesn't align with public works which is the department that helps with those items, might be best to send in "GoRequest" in mass. Nicole Snyder also reported that new City Manager will be taking seat soon.

## **13. Next Meeting**

Wednesday, February 12th @ 4pm at "The Studio" behind Green's Nutrition.

## **14. Adjourn @ 5:09 pm**

**MOTION to adjourn the meeting.**

Motion: Manuel Guizar

Second: Lisa Whirlow

Vote: 11/11 Motion carried

Abstained:0

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

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

**Tuesday, January 14th, 2020  
Miracle Mile Office, 200 West Harding Way, Stockton, CA 95204**

**PRESENT:** Matthew Grizzle, Kim Byrd, Lisa Whirlow, Yonie Young, Jeffrey Gamboni, Jeff Dundas, Manuel Guizar, Kevin Hernandez (Arrived At 5:45pm)

**ABSENT:** Brianna Southern, Nicole Snyder, Troy Cobb, Mike Klocke, John Precissi, Helena Monica

**GUESTS:** None

1. **Call to Order Open Session – 5:45 pm by President, Kim Byrd**

2. **Public Comments – None**

3. **Amendment, Corporation Entity**

MOTION to amend entity Articles of Incorporation, Article One to read “The name of the corporation is Miracle Mile PBID” and authorize the Executive Director to file any/all necessary paperwork to process such change.

Motion: Manuel Guizar

Second: Lisa Whirlow

Vote: 7/7

Motion carried

Abstained:0

4. **Adjourn @ 5:56 pm**

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



# Board of Directors Report

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

Prepared by  
MMID Finance Committee

Prepared on  
February 1, 2020

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# Balance Sheet

As of January 31, 2020

|                                     |  | Total               |
|-------------------------------------|--|---------------------|
| <b>ASSETS</b>                       |  |                     |
| <b>Current Assets</b>               |  |                     |
| <b>Bank Accounts</b>                |  |                     |
| F&M Checking                        |  | 130,448.60          |
| F&M Emergency Reserve x619          |  | 11,577.98           |
| F&M Savings x719                    |  | 6,241.72            |
| <b>Total Bank Accounts</b>          |  | <b>148,268.30</b>   |
| <b>Total Current Assets</b>         |  | <b>148,268.30</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>\$148,268.30</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                          |  | 79,738.81           |
| <b>Total Equity</b>                 |  | <b>148,268.30</b>   |
| <b>TOTAL LIABILITIES AND EQUITY</b> |  | <b>\$148,268.30</b> |



# Profit and Loss

January 2020

|  | Total              |
|--|--------------------|
| <b>INCOME</b>                              |                    |
| Assessment Income                          | 95,679.55          |
| <b>Total Income</b>                        | <b>95,679.55</b>   |
| <b>GROSS PROFIT</b>                        |                    |
|  | <b>95,679.55</b>   |
| <b>EXPENSES</b>                            |                    |
| Enhanced Maintenance                       |                    |
| Contractor - Maintenance                   | 4,552.50           |
| Infrastructure Improvement Program         | -250.00            |
| Repair & Maintenance Supplies              | 8.45               |
| <b>Total Enhanced Maintenance</b>          | <b>4,310.95</b>    |
| Marketing                                  |                    |
| Advertising, Events & Promotions           | 809.88             |
| Event Expenses                             |                    |
| Event License/Permit Fees                  | -521.64            |
| <b>Total Event Expenses</b>                | <b>-521.64</b>     |
| Website Management & Hosting               | 184.14             |
| <b>Total Marketing</b>                     | <b>472.38</b>      |
| Office/General Administrative              |                    |
| Dues & Subscriptions                       | 254.08             |
| Meeting Expense                            | 438.08             |
| Merchant Events/Hospitality                | 39.95              |
| Office Supplies                            | 57.55              |
| Phone/Internet                             | 29.12              |
| Postage                                    | 3.58               |
| Rent & Lease                               | 350.00             |
| Storage Lease                              | 190.00             |
| Travel/Gas/Parking                         | 112.52             |
| <b>Total Office/General Administrative</b> | <b>1,474.88</b>    |
| Professional Services                      |                    |
| Accounting                                 | 127.97             |
| Consulting Fees                            | 425.00             |
| Legal                                      | 504.50             |
| <b>Total Professional Services</b>         | <b>1,057.47</b>    |
| Security                                   | 3,125.06           |
| Staffing Expenses                          |                    |
| Contractor Management Services             | 5,500.00           |
| <b>Total Staffing Expenses</b>             | <b>5,500.00</b>    |
| <b>Total Expenses</b>                      | <b>15,940.74</b>   |
| <b>NET OPERATING INCOME</b>                | <b>79,738.81</b>   |
| <b>NET INCOME</b>                          | <b>\$79,738.81</b> |

# Budget vs. Actuals Year To Date

January 2020

|  |                  |                  | Total             |
|--|------------------|------------------|-------------------|
|  | Actual           | Budget           | % of Budget       |
| <b>INCOME</b>                              |                  |                  |                   |
| Assessment Income                          | 95,679.55        | 96,078.49        | 99.58 %           |
| <b>Total Income</b>                        | <b>95,679.55</b> | <b>96,078.49</b> | <b>99.58 %</b>    |
| <b>GROSS PROFIT</b>                        |                  |                  |                   |
|  | <b>95,679.55</b> | <b>96,078.49</b> | <b>99.58 %</b>    |
| <b>EXPENSES</b>                            |                  |                  |                   |
| Enhanced Maintenance                       |                  |                  |                   |
| Contractor - Maintenance                   | 4,552.50         | 4,700.00         | 96.86 %           |
| Infrastructure Improvement Program         | -250.00          | 400.00           | -62.50 %          |
| Repair & Maintenance Supplies              | 8.45             | 100.00           | 8.45 %            |
| <b>Total Enhanced Maintenance</b>          | <b>4,310.95</b>  | <b>5,200.00</b>  | <b>82.90 %</b>    |
| Marketing                                  |                  |                  |                   |
| Advertising, Events & Promotions           | 809.88           | 1,000.00         | 80.99 %           |
| Event Expenses                             |                  | 0.00             |                   |
| Event License/Permit Fees                  | -521.64          |                  |                   |
| <b>Total Event Expenses</b>                | <b>-521.64</b>   | <b>0.00</b>      |                   |
| Website Management & Hosting               | 184.14           | 29.00            | 634.97 %          |
| <b>Total Marketing</b>                     | <b>472.38</b>    | <b>1,029.00</b>  | <b>45.91 %</b>    |
| Office/General Administrative              |                  |                  |                   |
| Dues & Subscriptions                       | 254.08           | 100.00           | 254.08 %          |
| Meeting Expense                            | 438.08           | 100.00           | 438.08 %          |
| Merchant Events/Hospitality                | 39.95            |                  |                   |
| Office Printing                            |                  | 250.00           |                   |
| Office Supplies                            | 57.55            | 300.00           | 19.18 %           |
| Phone/Internet                             | 29.12            | 50.00            | 58.24 %           |
| Postage                                    | 3.58             | 20.00            | 17.90 %           |
| Rent & Lease                               | 350.00           | 350.00           | 100.00 %          |
| Storage Lease                              | 190.00           | 100.00           | 190.00 %          |
| Travel/Gas/Parking                         | 112.52           |                  |                   |
| <b>Total Office/General Administrative</b> | <b>1,474.88</b>  | <b>1,270.00</b>  | <b>116.13 %</b>   |
| Professional Services                      |                  |                  |                   |
| Accounting                                 | 127.97           | 75.00            | 170.63 %          |
| Consulting Fees                            | 425.00           | 0.00             |                   |
| Legal                                      | 504.50           |                  |                   |
| <b>Total Professional Services</b>         | <b>1,057.47</b>  | <b>75.00</b>     | <b>1,409.96 %</b> |
| Security                                   | 3,125.06         | 6,000.00         | 52.08 %           |
| Staffing Expenses                          |                  |                  |                   |
| Contractor Management Services             | 5,500.00         | 5,500.00         | 100.00 %          |
| <b>Total Staffing Expenses</b>             | <b>5,500.00</b>  | <b>5,500.00</b>  | <b>100.00 %</b>   |
| <b>Total Expenses</b>                      | <b>15,940.74</b> | <b>19,074.00</b> | <b>83.57 %</b>    |

|                      |             |             | Total       |
|----------------------|-------------|-------------|-------------|
|                      | Actual      | Budget      | % of Budget |
| NET OPERATING INCOME | 79,738.81   | 77,004.49   | 103.55 %    |
| NET INCOME           | \$79,738.81 | \$77,004.49 | 103.55 %    |

# Budget vs. Actuals Year End

January 2020

|  |                  |                   | Total          |
|--|------------------|-------------------|----------------|
|  | Actual           | Budget            | % of Budget    |
| <b>INCOME</b>                              |                  |                   |                |
| Assessment Income                          | 95,679.55        | 221,380.10        | 43.22 %        |
| Non-Assessed Income - (Other)              |                  |                   |                |
| Event Income                               |                  | 50,000.00         |                |
| Interest Income                            |                  | 7.90              |                |
| RTD Maintenance Contract                   |                  | 7,200.00          |                |
| <b>Total Non-Assessed Income - (Other)</b> |                  | <b>57,207.90</b>  |                |
| <b>Total Income</b>                        | <b>95,679.55</b> | <b>278,588.00</b> | <b>34.34 %</b> |
| <b>GROSS PROFIT</b>                        | <b>95,679.55</b> | <b>278,588.00</b> | <b>34.34 %</b> |
| <b>EXPENSES</b>                            |                  |                   |                |
| Enhanced Maintenance                       |                  |                   |                |
| Contractor - Maintenance                   | 4,552.50         | 56,400.00         | 8.07 %         |
| Infrastructure Improvement Program         | -250.00          | 4,800.00          | -5.21 %        |
| Repair & Maintenance Supplies              | 8.45             | 1,200.00          | 0.70 %         |
| <b>Total Enhanced Maintenance</b>          | <b>4,310.95</b>  | <b>62,400.00</b>  | <b>6.91 %</b>  |
| Marketing                                  |                  |                   |                |
| Advertising, Events & Promotions           | 809.88           | 12,000.00         | 6.75 %         |
| Event Expenses                             |                  | 35,000.00         |                |
| Event License/Permit Fees                  | -521.64          |                   |                |
| <b>Total Event Expenses</b>                | <b>-521.64</b>   | <b>35,000.00</b>  | <b>-1.49 %</b> |
| Website Management & Hosting               | 184.14           | 348.00            | 52.91 %        |
| <b>Total Marketing</b>                     | <b>472.38</b>    | <b>47,348.00</b>  | <b>1.00 %</b>  |
| Office/General Administrative              |                  |                   |                |
| Dues & Subscriptions                       | 254.08           | 1,200.00          | 21.17 %        |
| Liability Insurance                        |                  | 10,900.00         |                |
| Meeting Expense                            | 438.08           | 1,200.00          | 36.51 %        |
| Merchant Events/Hospitality                | 39.95            |                   |                |
| Office Printing                            |                  | 1,350.00          |                |
| Office Supplies                            | 57.55            | 850.00            | 6.77 %         |
| Phone/Internet                             | 29.12            | 600.00            | 4.85 %         |
| Postage                                    | 3.58             | 240.00            | 1.49 %         |
| Rent & Lease                               | 350.00           | 4,200.00          | 8.33 %         |
| Storage Lease                              | 190.00           | 1,200.00          | 15.83 %        |
| Travel/Gas/Parking                         | 112.52           |                   |                |
| <b>Total Office/General Administrative</b> | <b>1,474.88</b>  | <b>21,740.00</b>  | <b>6.78 %</b>  |
| Professional Services                      |                  |                   |                |
| Accounting                                 | 127.97           | 2,100.00          | 6.09 %         |
| Consulting Fees                            | 425.00           | 1,000.00          | 42.50 %        |

|                                    |                  |                   | Total          |
|------------------------------------|------------------|-------------------|----------------|
|                                    | Actual           | Budget            | % of Budget    |
| Legal                              | 504.50           |                   |                |
| <b>Total Professional Services</b> | <b>1,057.47</b>  | <b>3,100.00</b>   | <b>34.11 %</b> |
| Security                           | 3,125.06         | 72,000.00         | 4.34 %         |
| Staffing Expenses                  |                  |                   |                |
| Contractor Management Services     | 5,500.00         | 66,000.00         | 8.33 %         |
| <b>Total Staffing Expenses</b>     | <b>5,500.00</b>  | <b>66,000.00</b>  | <b>8.33 %</b>  |
| <b>Total Expenses</b>              | <b>15,940.74</b> | <b>272,588.00</b> | <b>5.85 %</b>  |
| NET OPERATING INCOME               | 79,738.81        | 6,000.00          | 1,328.98 %     |
| NET INCOME                         | \$79,738.81      | \$6,000.00        | 1,328.98 %     |

# Finance Committee Notes

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## GENERAL NOTES

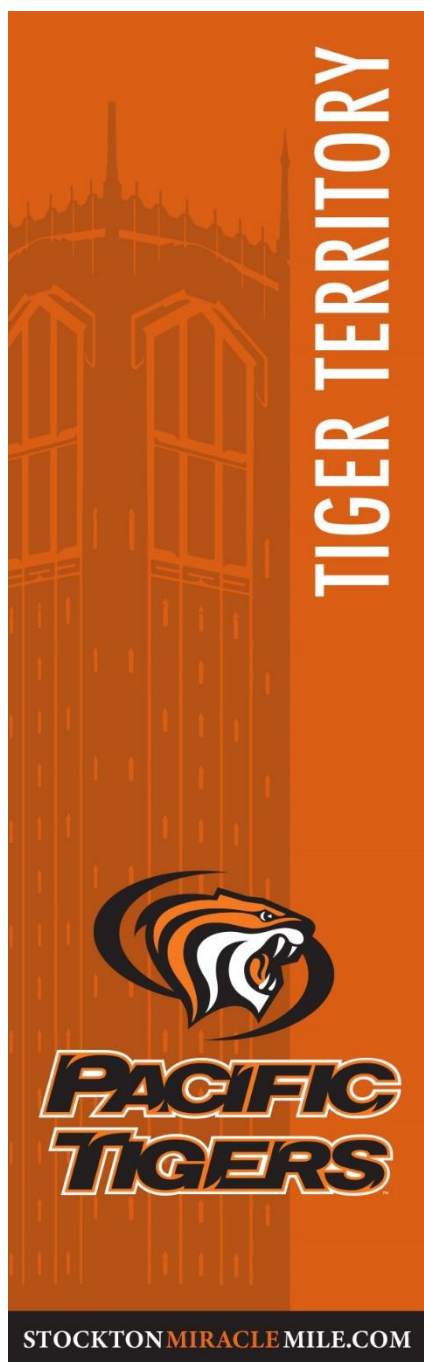
- Negative \$521 listed in **meeting expense** category is due to receiving a partial refund for police services and security deposit from Holiday Sip & Shop.
- Negative \$250 listed in **infrastructure improvements expense** is due to receiving a payment from Hospice of San Joaquin who worked out a partnership with Matthew Grizzle to help with the cost of renting the boom lift.
- The **meeting expense** line item is a little higher than normal because of the expenses incurred for the board strategic planning session (room rental, lunch, etc).
- **Dues & subscriptions** line item is higher this month due to annual fees incurred from Envato subscription.
- **Consulting fees** line item is the consulting fees for Peter Johnson's board training at our strategic planning session.
- **Website hosting** line item includes our annual hosting fee for our website, this will take care of our hosting until Jan 2021.
- **Storage Lease** line item will go down in the coming months due to storage being shared.
- All other line items are within expected numbers.

~ Jeff Dundas, Treasurer & Finance Committee Chair

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

## Miracle Mile Banners & UOP Marketing Partnership

I have been in discussion with both UOP Athletics and Port City Marketing Solutions to finalize the banners for the light poles. I gave them the input from the board at our last meeting and they created a few different versions. I sent those to the board for input and the overwhelming approval landed with the version with the highest contrast. Below are the final designs that have been sent to the sign company for sample creation. Once I receive the samples, I'll make them available for viewing and if all is well received then we will move to mass production with installation happening within a couple week after.





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

## **Property Owner Assessment Payment**

We received our first installment check from the City of Stockton for \$96,078.49 which is 53% of the annual assessment income from Miracle Mile property owners.

## **City of Stockton Assessment Invoicing**

I sent the City of Stockton (through Nicole Snyder) an invoice for their individual portion of property owner assessment on February 3<sup>rd</sup> in the amount of \$20,270.85. We should receive payment within the next 30 days.

## **2019 Full Bookkeeping Reconciliation & Year End Financial Reports**

All year-end financial records have been reconciled and filed with our accountant. Our financial review should be completed within the next few weeks and our 2019 taxes filed on time.

## **Transition from QuickBooks Online to Desktop**

I have been working on the transition from Quickbooks Online to Quickbooks Desktop. I have a meeting with a Quickbooks Certified Professional on February 10<sup>th</sup> to go over everything before we make the transition completely.

## **Amendment to Articles of Incorporation**

A good amount of time was spent this past month on filing the necessary paperwork to amend our Articles of Incorporation to reflect the new corporation name. I have updated everything with the IRS, California Secretary of State, County of San Joaquin and City of Stockton. We are now officially “Miracle Mile PBID” dba “Miracle Mile Improvement District”. I have also updated our banking, insurance, legal and any other necessary entities.

## **Harding Way Improvement Project**

On January 9<sup>th</sup> Jeff Gamboni & I met with Nicole Snyder and several members of the City of Stockton Public Works Department to discuss the process for moving forward with the remaining Harding Way improvements. From that meeting we scheduled a walk of the area and completed that on January 16<sup>th</sup> where we were informed of the potential process for getting the work started. After further discussion, we scheduled and completed another walk on February 4<sup>th</sup> where we mapped out the areas we would like hardscape work done. I received a quote for the desired work on February 7<sup>th</sup>. Jeff Gamboni and I will be working to set priorities for the work to be completed and the first wave of work will be done within the next 10 weeks with the remaining work done later this year.



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

## **QR-Patrol System**

I have been working to complete the development and setup of a QR & GPS based security patrol monitoring service. I have the monitoring desktop system set up and the app loaded to the iPhone that will be used. I will be testing out the system over the next week and then will be meeting with Hammer Head security to train them on the system. This will allow for real time monitoring of our security contractor and greater reporting overall.

## **Miracle Mile Signage Replacement Project**

I met with several members of the City of Stockton Traffic Division on January 24<sup>th</sup>. We spoke about the process for replacing the parking/no loitering/no trespassing/wayfinding/etc signs throughout the district that are either in very bad shape and unreadable or not meeting current city standards and codes for enforcement. Using the detailed list provided by Kim Byrd, I have provided a summary list to them so that they can work through their process of manufacturing the signs they will be replacing. The Miracle Mile parking wayfinding signs they are not going to be able to replace so I will be working with a sign company to get those made, once they are done then CoS will install.

## **Social Media Marking RFP**

I have started working through our beginning of the year contractor reviews and have sent out a request for proposal (RFP) for our social media marketing services at the request of the events & promotions committee.

Estimated timeline for the RFP is as follows:

- February 5<sup>th</sup>, 2020 ~ RFP distributed
- February 19<sup>th</sup>, 2020 ~ Written proposals due to the Miracle Mile Improvement District
- February 20<sup>th</sup>, 2020 ~ Events, Advertising & Promotions Committee RFP review
- March 11<sup>th</sup>, 2020 ~ Discussion & action taken at MMID General Board Meeting

## **Insurance Review**

I have met with our insurance provider to go over our 2019 insurance renewals. They will be looking to incorporate our signature events into our policy at time of renewal to potentially save us some money. I will update as I work through the process. Our liability insurance renews in March and our D&O policy in October.

## **2019 Annual Report**

I am making progress on the 2019 annual report due on March 1<sup>st</sup>, 2020. The report will include a recap of the work that was done this past year and a look ahead to the planned objectives for 2020. I am awaiting some statistics from different organizations for inclusion in the report (security, maintenance, social media marketing) but will complete the report and deliver it on time to the City of Stockton and distribute to our stakeholders.

## **Board Committee Reports – February 2020**

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

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

- Nothing to report at this time.

#### **Security – Matthew Grizzle, Acting Chair**

- See Executive Director report for report about QR-Patrol system.
- Need to appoint new committee chair as soon as possible.

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

The Finance Committee met on February 6th @ the Miracle Mile Office. Jeff Dundas, Kim Byrd & Matthew Grizzle were in attendance.

- See notes in financial report.

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

The Improvement Committee met on November 21st @ Yujin Ramen. Jeff Gamboni, Matthew Grizzle, Yonie Young & Kevin Hernandez were in attendance.

- Report will be provided at board meeting; committee notes unavailable at this time.

#### **Events & Promotions – Lisa Whirlow, Committee Chair**

Events & Promotions Committee met on February 5<sup>th</sup> @ Taps Barrel House. Lisa Whirlow, Matthew Grizzle, Kim Byrd, John Precissi, Kevin Hernandez, Nadja King & representatives from N9NE were in attendance.

- Working on setting meeting time/dates, thinking second Thursday @ 9:00am.
- Signature Events: En Blanc – June 13<sup>th</sup>, Car Show – September 26<sup>th</sup>, Sip & Shop – November 28<sup>th</sup>.
- Third Thursday / Cruise Night – May through October.
- Valentines promotion running now on social media. \$1,000 gift basket prize package.
- Farmers Market – Wednesday evenings starting in late May through September.
- Easter Egg Hunt – April 4<sup>th</sup>, 11am-3pm
- Fun run?
- Sidewalk sales
- Need event chairs
- Merchant & secondary events on calendar
- Next meeting will put together to-do lists, timelines, budgets, and discuss general marketing/advertising.