

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

DATE: Wednesday, January 8th, 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 Escobar, 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, 2019 MMID Board President*
2. Public Comments
3. Minutes of the December 11, 2019 General Board Meeting **(ACTION)**
4. December 2019 (Year End) Financial Statements **(ACTION)**
5. Election of MMID Board Member **(ACTION)**
 - a. One Business Owner Vacancy (2019-2020 Term)
6. 2020 Board of Directors Election of Officers **(ACTION)**
 - a. 2020 President –
 - b. 2020 Vice President –
 - c. 2020 Secretary –
 - d. 2020 Treasurer –
7. 2020 Board Committee Chair Appointments
 - a. 2020 Policies/Procedures/Bylaws Chair –
 - b. 2020 Safety & Security Chair –
 - c. 2020 Improvements Chair –
 - d. 2020 Finance Chair (Treasurer) –
 - e. 2020 Events & Promotions Chair –
8. City of Stockton Announcements & Project Updates – *Nicole Snyder*
9. Strategic Planning Session
10. Executive Director Report – *Matthew P. Grizzle*
11. Standing Committees Discussion
 - a. Policies & Procedures
 - b. Security
 - c. Improvement
 - d. Finance
 - e. Events & Promotions
12. Board Member Requests/Announcements
13. Next MMID Board of Directors General Meeting Scheduled February 12th, 2019
14. Adjournment

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

**Wednesday, December 11th, 2019
Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204**

PRESENT: Matthew Grizzle, Kim Byrd, Lisa Whirlow, Lenzi Leonard, Nicole Snyder, Kevin Hernandez, Manuel Guizar, Yonie Young, Jeffrey Gamboni, Jeff Dundas, Mike Klocke (4:06), Scott Escabar (4:09), John Precissi (Incoming Director 2020)

ABSENT: Brianna Southern, Troy Cobb

GUESTS: Kevin Lincoln, Helena Monica, Lydia Clary

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

2. Public Comments –

- a. Kevin Lincoln, candidate for Mayor of Stockton. Came to introduce himself and observe.
- b. Helena Monica, property/business owner. Came to observe.
- c. Lydia Clary, representative from City of Stockton Planning Department. Came to answer any questions about closed Empire Theater building. Last time inspection requested was September 18th, they have fulfilled all requested. They are waiting on contractor/building owner to request inspections, at this point they haven't done many inspections. Had been in constant contact with contractor up until they left the job site a couple weeks ago. Construction permits for location expire 180 from being pulled but extensions can be granted, they have been doing that. They have a meeting tomorrow with "the powers that be and legal counsel" to discuss "where we go from here". Will pass on information to Nicole as things progress so that she can report to ED/Board.

3. Adjourn To Closed Session

4. Adjourn Closed Session

5. Call To Order Open Session – 4:47 pm

6. Report of Closed Session Action – None

7. Minutes of November 13th, 2019 General Meeting

MOTION to approve the minutes of November 13th, 2019 general meeting.

Motion: Mike Klocke

Second: Lisa Whirlow

Vote: 10/10

Motion carried

Abstained:0

Note: Scott Escabar was out of the room during discussion and vote.

8. November 2019 Financial Statements

MOTION to approve the November 2019 financial report.

Motion: Lenzi Leonard

Second: Manuel Guizar

Vote: 11/11

Motion carried

Abstained:0

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

Wednesday, December 11th, 2019

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9. City of Stockton Announcements & Project Updates

Nicole Snyder reported that she met with Matthew Grizzle & Kim Byrd about replacement parking signs. She had discussion with Tina (parking department) and public works department and working out the process for replacement. We might be able to purchase/replace them and then get reimbursed. Will schedule meeting and invite Executive Director to attend once it's set. Also set meeting with department heads about Harding Way improvements for November 9th @ 1:30pm. Waiting on proposal for lighting across Pacific, Matthew reported it will be after the new year.

10. Holiday Sip & Shop

Matthew Grizzle reported wine stroll went very well, total profit for the event was a few hundred dollars. Sent out survey to merchants and everyone said they enjoyed the event and it was good for their business. The only person who felt a little left out was the salon north or regent who said they didn't get as much traffic as they like. Had about 100 wine stroll attendees, carolers, antique fire truck, holiday tree lighting, took pictures of 80 groups of attendees. Played recap video and radio advertising. Professional Santa was hired, he was great. Santa's workshop was set up at vacant building next to Gian's Deli. Decorations were done very well; location was completely transformed into holiday wonderland. Manuel reported that his business was slammed all evening even though the weather was bad (rain). Everyone is looking forward to next year's event.

11. Executive Director Report – (See ED Report)

Discussed the following:

- UOP Banners – Hired Port City Marketing to work on designs. Board asked if we could send back selection for modification.
- Car Show – Showed full video. Met with SPD group and they agreed to shared profit for the event (split profit until we get to our \$3,000 budget number then they get the remaining profit).

12. Committee Reports – Standing Committees

- a. *Bylaws* – Manuel Guizar: Nothing to report at this time.
- b. *Security & Safety* – Lisa Whirlow: Need more people at Business Watch meeting. Please attend! Matthew will be installing Blink cameras at the holiday tree to make sure no one is vandalizing it. Staples Energy has completed most of the external lighting upgrades throughout the district. Total coordinated grant funding is in excess of \$35,000.
- c. *Improvement* – Jeff Gamboni: See report. Nothing additional to report at this time.
- d. *Events & Promotions* – Lenzi Leonard: Hasn't really been involved, see Matthew's report.

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13. Board Member Requests/Announcements

Strategic planning session in January or early February. Will send out Doodle survey to try and coordinate day/time. Please respond when you get it.

14. Next Meeting

Wednesday, January 8th @ 4pm at "The Studio" behind Green's Nutrition.

15. Adjourn @ 5:36 pm

MOTION to adjourn the meeting.

Motion: Jeff Gamboni

Second: Manuel Guizar

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 December 31st, 2019

Prepared by
MMID Finance Committee

Prepared on
January 1, 2020

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Balance Sheet

As of December 31, 2019

		Total
ASSETS		
Current Assets		
Bank Accounts		
F&M Checking		50,709.79
F&M Emergency Reserve x619		11,577.98
F&M Savings x719		6,241.72
Total Bank Accounts		68,529.49
Total Current Assets		68,529.49
Fixed Assets		
Accumulated Depreciation		-1,526.01
Fixed Asset Furniture		1,526.01
Total Fixed Assets		0.00
TOTAL ASSETS		\$68,529.49
LIABILITIES AND EQUITY		
Liabilities		
Total Liabilities		
Equity		
Opening Balance Equity		21,357.76
Retained Earnings		-469.29
Net Income		47,641.02
Total Equity		68,529.49
TOTAL LIABILITIES AND EQUITY		\$68,529.49

Profit and Loss

January - December 2019

	Total
INCOME	
Assessment Income	276,795.65
Non-Assessed Income - (Other)	
Donation Income	25,000.00
Event Income	
Event Participant Entries	3,361.89
Event Silent Auction Sales	3,210.85
Event Sponsorship	19,370.00
Event Ticket Sales	12,162.85
Event Ticket Sales Drink	5,794.10
Event Ticket Sales Raffle	1,196.00
Total Event Income	45,095.69
Interest Income	3.06
Mural Project Donations	3,395.98
RTD Maintenance Contract	7,200.00
SJ Magazine Ad Income	300.00
Total Non-Assessed Income - (Other)	80,994.73
Total Income	357,790.38
GROSS PROFIT	357,790.38
EXPENSES	
Enhanced Maintenance	
Contractor - Maintenance	49,880.12
Infrastructure Improvement Program	21,617.91
Repair & Maintenance Supplies	5,521.75
Total Enhanced Maintenance	77,019.78
Marketing	
Advertising, Events & Promotions	14,163.91
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	8,474.23
Event Marketing & Advertising	370.56
Event Printing	920.49
Event Supplies	11,968.08
Total Event Expenses	42,746.60
MMMC - Events & Promotions	-200.00
Website Management & Hosting	290.40
Total Marketing	57,000.91
Office/General Administrative	

	Total
Dues & Subscriptions	1,045.65
Liability Insurance	13,721.77
Meeting Expense	1,121.77
Merchant Events/Hospitality	1,156.96
Office Printing	994.38
Office Supplies	1,377.14
Phone/Internet	314.18
Postage	221.40
Rent & Lease	3,850.00
Storage Lease	1,147.00
Travel/Gas/Parking	363.50
Total Office/General Administrative	25,313.75
Other Business Expenses	
Mural Project Expense	3,395.98
Total Other Business Expenses	3,395.98
Professional Services	
Accounting	3,850.13
Consulting Fees	700.00
Legal	1,293.39
Total Professional Services	5,843.52
Security	85,853.13
Staffing Expenses	
Contractor Management Services	16,500.00
Employee Benefits	2,450.00
Taxes	12,136.02
Wages	32,484.86
Workmans Comp Insurance	415.81
Total Staffing Expenses	63,986.69
Taxes & Licenses	55.00
Total Expenses	318,468.76
NET OPERATING INCOME	39,321.62
OTHER EXPENSES	
Reconciliation Discrepancies	-8,319.40
Total Other Expenses	-8,319.40
NET OTHER INCOME	8,319.40
NET INCOME	\$47,641.02

Budget vs. Actuals MMID 2019 BUDGET - FY19

January - December 2019

			Total
	Actual	Budget	% of Budget
INCOME			
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	3,361.89		
Event Silent Auction Sales	3,210.85		
Event Sponsorship	19,370.00		
Event Ticket Sales	12,162.85		
Event Ticket Sales Drink	5,794.10		
Event Ticket Sales Raffle	1,196.00		
Total Event Income	45,095.69	2,500.00	1,803.83 %
Interest Income	3.06	108.00	2.83 %
Mural Project Donations	3,395.98		
RTD Maintenance Contract	7,200.00	7,200.00	100.00 %
SJ Magazine Ad Income	300.00		
Total Non-Assessed Income - (Other)	80,994.73	9,808.00	825.80 %
Total Income	357,790.38	289,088.00	123.77 %
GROSS PROFIT	357,790.38	289,088.00	123.77 %
EXPENSES			
Enhanced Maintenance			
Contractor - Maintenance	49,880.12	57,500.00	86.75 %
Infrastructure Improvement Program	21,617.91	10,000.00	216.18 %
Repair & Maintenance Supplies	5,521.75	2,000.00	276.09 %
Total Enhanced Maintenance	77,019.78	69,500.00	110.82 %
Marketing			
Advertising, Events & Promotions	14,163.91	22,600.00	62.67 %
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	8,474.23		
Event Marketing & Advertising	370.56		
Event Printing	920.49		
Event Supplies	11,968.08		
Total Event Expenses	42,746.60		
MMMC - Events & Promotions	-200.00		

			Total
	Actual	Budget	% of Budget
Website Management & Hosting	290.40	5,000.00	5.81 %
Total Marketing	57,000.91	27,600.00	206.53 %
Office/General Administrative			
Bank Charges & Fees		500.00	
Dues & Subscriptions	1,045.65	500.00	209.13 %
Liability Insurance	13,721.77	12,000.00	114.35 %
Meeting Expense	1,121.77		
Merchant Events/Hospitality	1,156.96		
Office Printing	994.38	1,500.00	66.29 %
Office Supplies	1,377.14	800.00	172.14 %
Phone/Internet	314.18	1,000.00	31.42 %
Postage	221.40	400.00	55.35 %
Rent & Lease	3,850.00	4,200.00	91.67 %
Storage Lease	1,147.00	1,128.00	101.68 %
Travel/Gas/Parking	363.50		
Total Office/General Administrative	25,313.75	22,028.00	114.92 %
Other Business Expenses			
Mural Project Expense	3,395.98		
Total Other Business Expenses	3,395.98		
Professional Services			
Accounting	3,850.13	7,800.00	49.36 %
Consulting Fees	700.00		
Legal	1,293.39	12,000.00	10.78 %
Total Professional Services	5,843.52	19,800.00	29.51 %
Security	85,853.13	80,000.00	107.32 %
Staffing Expenses			
Contractor Management Services	16,500.00		
Employee Benefits	2,450.00	4,200.00	58.33 %
Taxes	12,136.02	4,200.00	288.95 %
Wages	32,484.86	50,000.00	64.97 %
Workmans Comp Insurance	415.81	2,100.00	19.80 %
Total Staffing Expenses	63,986.69	60,500.00	105.76 %
Taxes & Licenses	55.00		
Total Expenses	318,468.76	279,428.00	113.97 %
NET OPERATING INCOME	39,321.62	9,660.00	407.06 %
OTHER EXPENSES			
Reconciliation Discrepancies	-8,319.40		
Total Other Expenses	-8,319.40	0.00	0.00%
NET OTHER INCOME	8,319.40	0.00	0.00%
NET INCOME	\$47,641.02	\$9,660.00	493.18 %

Finance Committee Notes

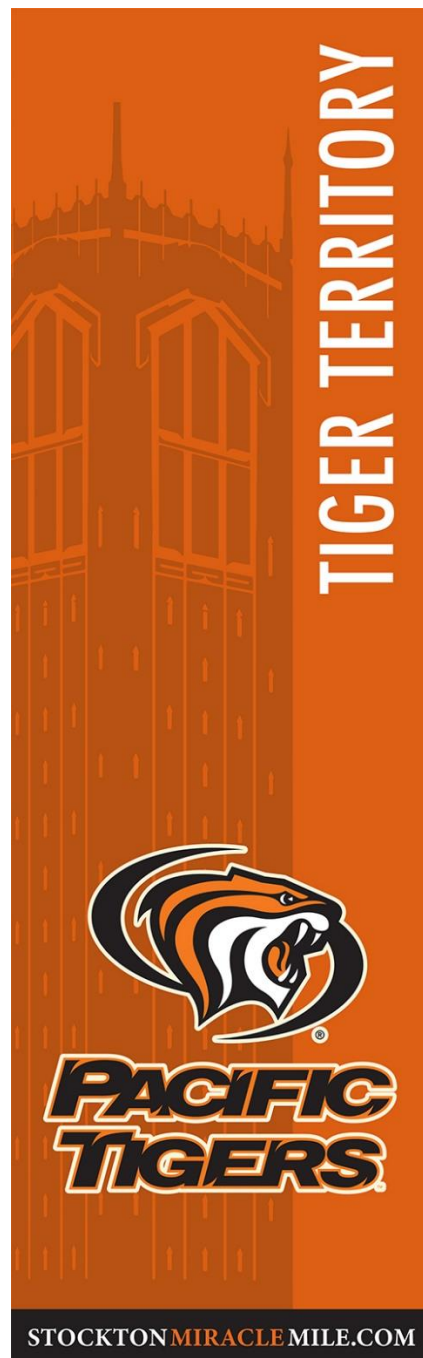
GENERAL NOTES

- Full 2018 & 2019 bank statement reconciliation was completed and everything matches exactly.
- \$563 was transferred from general checking to the PBID Renewal savings account on December 30th to 100% fund the account according to 2019 approved budget.
- \$5,115 was transferred from general checking to the Emergency Reserve savings account on December 30th to 100% fund the account according to 2019 approved budget.
- Remaining payroll tax payable was paid before it was due on January 30th so that we could go into the new year with zero liabilities.
- A systematic contact with all vendors was completed and all were paid invoices for services rendered through December, so we are going into 2020 with zero outstanding payables.
- Ended year with approximately \$50,000 in general checking however \$25,000 of that was the donation by City Council Member Susan Lenz that is to be used for pending improvement projects. The remaining \$25,000 will be used to fund our required savings transfers for 2020 and help with any remaining projects.
- We will be migrating from QuickBooks Online to QuickBooks Desktop version in January 2020 so reports might look a little different going forward. This migration will save the district considerable funds and is a better program overall.
- There are two offsetting lines at the very bottom of the Profit & Loss report totaling \$8,319.40 each. One is labeled "Reconciliation Discrepancies" and the matching journal entry references "Other Income". This was done to make record of duplicate payroll tax payments from 2018 that QuickBooks incorrectly processed. This transaction was done at the direction of our accountant to keep our accounting records in line with the amounts that were correctly paid.

MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – JANUARY 2019 (PAGE #1)

Miracle Mile Banners & UOP Marketing Partnership

I discussed again with the UOP representatives the feedback of the board after our last board meeting and then forwarded instructions to Port City Marketing for revisions. They came back with the designs below. I sent those out to the board for feedback and the only criticism seemed to be the lack of contrast in the “Miracle Mile” focused banners (grey on black) so I instructed Port City to come up with some color options. I should get those in time for the board meeting to share and discuss. Once final designs have been agreed to then production will take a couple weeks and then a couple weeks for installation.



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

City of Stockton Assessment Invoicing

I will be mailing out an invoice for the first installment of our assessment income this week. I am awaiting final confirmation of the correct amount to invoice from Nicole Snyder, my belief is that it should be for \$96,078.49 which is 53% of the annual assessment income.

2018-2019 Full Bookkeeping Reconciliation & Year End Financial Reports

I completed a full line-by-line bank reconciliation for all of 2018 & 2019 and we match exactly between QuickBooks and F&M Online Banking. All financial reports included in this board packet are ready for accountant review after being approved (well in advance of requirements).

Transition From QuickBooks Online To Desktop

I am finishing out our migration from QuickBooks Online version to QuickBooks Desktop version. This move will take us from spending about \$900 annually to a \$130 one-time fee. The software is good for up to five years so overall saving to the district will be over \$4,370! This transition has been approved whole heartedly by both our accountant and the QuickBooks Training Pro I spoke with last month, they both agreed that is a much better program overall and prefer working with it.

End Of The Year/Beginning Of The Year Processes

Most of my time spent over the past few weeks has been wrapping up end of year items and getting projects started for beginning of the year. There is over fifty (50) items on a list that need to be completed annually around the first of the year. I will be meeting with our Security & Enhanced Maintenance contractors before our board meeting so I will report of any changes to services at the board meeting. I have started working on the annual report and should have it completed by the end of January (a month earlier than required).

Confirmed dates for when reports are due to The City of Stockton:

2020 Budget – February 1st

2019 Annual Report – March 1st

2019 Financials – March 1st

We will probably be on the City Council agenda sometime in March or April for final approval, I will let everyone know when I receive confirmation on the date.

105.9 The Bull – Twelve Days Of Christmas Promotion

The radio marketing promotion concluded, and the winner of the gift card was Molly Valera. She selected Fat City BBQ for her \$100 gift card. I made sure to get a picture of her picking it up from Don and we posted it on our social media pages. The promotion was a \$350 investment (\$250 to The Bull & \$100 GC) and we received 30 DJ reads, a sliding banner on their website and multiple Facebook & Twitter posts with clickable tags.