

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

DATE: 4:00PM, WEDNESDAY, JULY 12, 2023

PLACE: IN-PERSON LOCATION:

LDA Partners Conference Room
222 Central Ct, Stockton, CA 95204
(HARD STOP @ 5:45PM)

TO: **MMID Board Members:** Tina Wells Lee, Lisa Whirlow, Jean Callahan, Juanita Pasley, Rex Dhatt, Jeff Gamboni, Manuel Guizar, Tammy Nguyen, John V. Precissi, Rachelle 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. Public Comments
 3. Guest: State Assemblymember Carlos Villapudua
 4. Minutes of the June 14, 2023, General Board Meeting – *Juanita Pasley (ACTION)*
 5. June 2023 Financial Statements – *Jean Callahan (ACTION)*
 6. City of Stockton Announcements & Project Updates – *Carrie Wright*
 7. Director Report – *Kim Byrd*
 - a. Strategic Planning
 - b. Nominating Committee
 - c. Town Hall Meeting (clean and safe)
 - d. Ongoing Security Concerns at 136 W Walnut Street (old A-1 Cleaners)
 - e. Care Link Roll Out
 - f. Website Merchant Directory Management
 - g. Banner Rental Program
 - h. eBike Update
 8. Committees Assignments & Reports
 - a. Bylaws – *Yonie Young*
 - b. Events & Promotions – *Juanita Pasley*
 - c. Civil Sidewalk – *Rex Dhatt (vacation)*
 - d. Miracle Mile Overlay (Adhoc) – *Jeff Gamboni*
 9. Member Requests/Announcements
- Adjournment

Next MMID Board of Directors General Meeting Scheduled Wednesday, August 9, 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, June 14, 2023

In-Person Meeting – LDA Partners Conference Room

PRESENT: Lisa Whirlow, Kim Byrd, Jean Callahan, Juanita Pasley, Tammy Nguyen, Jeff Gamboni, Yonie Young, John Precissi, Rex Dhatt, Manuel Guizar

ABSENT: Tina Wells-Lee, Rachelle Turner

GUESTS: Stanley McFadden (Chief of Police), Alfonso Apu (CMC), Lindsay Lopez (CMC)

1. **Meeting Called to Order** at 4:09pm by Lisa Whirlow, Board Vice President

2. **Public Comments:** N/A

3. **SPD & CMC Program** – Chief McFadden

Chief McFadden addressed the board and introduced the Community Medical Centers (CMC) team who help with the behavioral health issue in the City.

Alfonso Apu explained that the program is an alternative program to calling 911 for behavioral health crisis issues. They not only address the crisis with the individual, but also provide after care for people that need it. Hours to call the team for help are 8am - 11pm daily (7 days a week).

Lindsay Lopez stated that you can now call the number and report a person that is having a mental health situation and they will come out and talk to them and help them out providing support and resources for the individual. Business/property owners can also call and report an individual to get them help.

CMC will help to identify individuals and help them to establish care for mental health. Their goal is to have the community come together and help anyone that needs it. A clinician will come out to calls and help. As of right now, calls have been going to 911 or the non-emergency number, this program should help the community route calls to the correct place and take the responsibility off of Hammerhead Security. Tammy asked how quickly someone will be out, Lindsay said it should be about 2 hours or less to get a clinician out. Lisa asked about homeless that are camped out and if we should call CMC, Alfonso said of course. Juanita asked if there was a chance that we could have someone come out and see what is happening on a daily basis. Alfonso stated that that is definitely a possibility in the future. Alfonso has stated that they have started advertising to share the CMC team and word can get out. There was a discussion on how to get all of this information out to the merchants and property owners. For now, business cards with the contact info for the CMC team were left with the board.

4. **Minutes of the 5/10/23, General Board Meeting** – Juanita Pasley

MOTION to approve Minutes of May 10, 2023:

Motion: Manny Guizar **Second:** Tammy Nguyen **Vote:** 9/9 **Abstentions:** 0

Motion Approved

5. **May 2023 Financial Statements** – Jean Callahan

We have another \$50,000 coming within the next week or two, this will go into the MMID account (ARPA funds) and should be posted by the end of July. City of Stockton assessments were deposited into the MMID account, it will end up getting transferred to the MMCID account. Banner pole retrofit has been completed. Waste management has complained that our dumpster is full, we can get a larger

unit for \$415 a month. Kim recommended that we get a larger unit to accommodate DSA when they empty the trash. Motion was made to upgrade the trash unit.

MOTION to approve to upgrade the trash unit:

Motion: Juanita Pasley **Second:** Manny Guizar **Vote:** 9/9

Motion Approved

All invoices and receipts for the month are accounted for. Initial En Blanc expenses are in. Change needs to be made to move the expenses for the holiday items to the ARPA grant line.

MOTION to approve Financial Statements:

Motion: Manny Guizar **Second:** Juanita Pasley **Vote:** 9/9 **Abstentions:** 0

Motion Approved

6. Bike Stockton eBike Rack Relocation – Kim Byrd

The new bike location will be the Art Gallery on Pacific and Maple on the Northeast side. Jessica (owner of Art Gallery) has given the board approval to go ahead with the move. Kim will get with Bike Stockton to ask about the status of where the bikes are currently.

MOTION to approve relocation of bike racks:

Motion: Jean Callahan **Second:** Manny Guizar **Vote:** 9/9 **Abstentions:** 0

Motion Approved

7. City of Stockton Announcements & Project Updates – Kim Byrd, Carrie Wright (absent)

Carrier Wright has been appointed to replace Nicole Snyder on the board. She will be attending July's meeting.

8. Executive Director Report – Kim Byrd

a. Parking Enforcement –

b. AB-179 MM Improvement Project – Kim stated that the application process for the ADHOC committee is now live. Kim circled back with Israel and asked how the MMID will be allowed to be involved. We are guaranteed 3 spots. Discussion of whether we should flood the applications and try to get more people on the committee? Rex agrees that everyone should apply and see how much representation we get. Lisa spoke with Steve Sievers, and he said that he will circle back to Carlos Villapudua and get an update. We are still unsure how the selection process will work.

9. Committees Assignments

a. **Bylaws** – Yonie Young – No update

b. **Events & Promotions** – Juanita Pasley – 33 tickets left for En Blanc, meeting with Goodstock to finalize everything next week.

c. **Civil Sidewalk** – Rex Dhatt – Meeting was held about the RFPs for the cameras. Biggest issue is going to be the cost. Night patrols may have to get cancelled in lieu of having cameras. Calidad has a great live system, but no patrol. Hammerhead are not as advanced as the Calidad system. Possibility of working with UOP and setting up a subcontracting agreement to have UOP police respond if needed. We should also be looking for ways to offset the costs, businesses may want to cover the cost of putting a camera in front of their place. High risk businesses may have to pay a little more.

- d. **Miracle Mile Overlay (Adhoc)** – Jeff Gamboni – Next meeting will be July 11, 2023, at 3:30pm at LDA before the committee wraps up. Once everything is together, recommendations will be submitted to Matt. Maps will be changed after everything is reviewed. The ADHOC committee will then be turned into an economic development committee.

- 10. **Member Requests/Announcements:** Rex spoke about the possibility of getting a grant to build a parking structure to add more parking.
SPD is asking if we are okay with the animal shelter bringing some pets for adoption next cruise night.

Adjournment – Motion to adjourn made by Manny Guizar @ 5:38pm.

Next MMID Board of Directors General Meeting Scheduled Wednesday, July 12, 2023



Board of Directors Report

Miracle Mile Improvement District
Monthly Financials

Prepared by
MMID Finance Committee

Prepared on
July 10, 2023

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Financial Report Highlights

- \$50k pending income from COS - ARPA Funding Program
- \$21,639.84 pending transfer into MMCID Account

Balance Sheet

As of June 30, 2023

		Total
ASSETS		
Current Assets		
Bank Accounts		
F&M Checking		17,379.80
Total Bank Accounts		17,379.80
Total Current Assets		17,379.80
Fixed Assets		
Accumulated Depreciation		-1,526.01
Fixed Asset Furniture		1,526.01
Total Fixed Assets		0.00
TOTAL ASSETS		\$17,379.80
LIABILITIES AND EQUITY		
Liabilities		
Total Liabilities		
Equity		
Opening Balance Equity		-0.06
Retained Earnings		98,021.18
Net Income		-80,641.32
Total Equity		17,379.80
TOTAL LIABILITIES AND EQUITY		\$17,379.80

Profit and Loss by Month

January - June, 2023

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Total
INCOME							
ASSESSMENT INCOME							0.00
COS Assessment					21,639.84		21,639.84
Total ASSESSMENT INCOME					21,639.84		21,639.84
NON-ASSESSED INCOME							
Event Income			0.00	0.00	0.00		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						50,000.00
Interest Income			1.62				1.62
Net Restitution	165.00	0.00		-165.00			0.00
Total NON-ASSESSED INCOME	52,917.45	193.90	441.09	126.00	0.00	27,329.00	81,007.44
Uncategorized Income			31.49				31.49

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Total
DISTRICT IDENTITY						
Event Expenses						0.00
Advertising/Promotional				48.00		48.00
En Blanc Event Expense					13.34	13.34
Event Printing				7,064.90	1,085.56	8,150.46
Merchant Processing Fees				84.29		84.29
					5.00	5.00
Total Event Expenses				7,197.19	1,103.90	8,301.09
Marketing (ARPA Grant Funded)	1,500.00	1,550.00	1,500.00	1,500.00	1,663.34	7,713.34
Car Show & Concert		3,375.00		1,687.50		5,062.50
En Blanc Event		1,568.75	3,137.50		1,568.75	6,275.00
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	832.41
Total Marketing (ARPA Grant Funded)	1,948.03	9,109.65	4,639.00	3,388.98	4,585.09	23,670.75
Total DISTRICT IDENTITY	1,948.03	9,109.65	4,639.00	10,586.17	5,688.99	31,971.84
DISTRICT MANAGEMENT & ADMINISTRATION						0.00
Contract Accounting Services	87.50	500.00	1,300.00	1,150.00	500.00	3,537.50
Contract Management Services	2,141.36	3,336.74	2,316.13	4,686.40	3,262.50	15,743.13
Insurance Liability / D&O			318.75			318.75
Legal & Professional Fees				120.00		120.00
Office/General Administrative						0.00
Dues, Subscriptions & Memberships	12.00	24.00	43.49		12.00	91.49
Meeting Expense					134.72	134.72
Office Supplies	200.00	58.43		20.00		278.43
Phone & Internet Service	29.13	29.13	29.13	29.13	29.13	145.65
Total Office/General Administrative	241.13	111.56	72.62	49.13	175.85	650.29
QuickBooks	103.36	85.00	85.00	85.00	85.00	443.36
Storage Lease	1,200.00					1,200.00
Total DISTRICT MANAGEMENT & ADMINISTRATION	3,773.35	4,033.30	4,092.50	6,090.53	4,023.35	22,013.03
Total Expenses	20,456.08	28,103.88	51,738.44	25,095.32	19,144.33	144,538.05
NET OPERATING INCOME	32,461.37	-27,909.98	-51,265.86	-24,969.32	2,495.51	-69,188.28

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Total
NET INCOME	\$32,461.37	\$ -27,909.98	\$ -51,265.86	\$ -24,969.32	\$2,495.51	\$ -69,188.28

Actuals to Budget (Y-T-D)

January - May, 2023

	Actual	Budget	over Budget	Total % of Budget
INCOME				
ASSESSMENT INCOME				
COS Assessment	21,639.84	0.00	21,639.84	
Total ASSESSMENT INCOME	21,639.84	0.00	21,639.84	
NON-ASSESSED INCOME				
Event Income	0.00		0.00	
Event Pop-Up Nights	3,676.82	0.00	3,676.82	
Total Event Income	3,676.82	0.00	3,676.82	
Grant Income	50,000.00	50,000.00	0.00	100.00 %
Interest Income	1.62	0.00	1.62	
Total NON-ASSESSED INCOME	53,678.44	50,000.00	3,678.44	107.36 %
Uncategorized Income	31.49		31.49	
Total Income	75,349.77	50,000.00	25,349.77	150.70 %
GROSS PROFIT	75,349.77	50,000.00	25,349.77	150.70 %
EXPENSES				
CIVIL SIDEWALK				
Banner Pole Retrofit (ARPA Grant Funded)		11,651.50	-11,651.50	
Enhanced Maintenance	31,191.85	30,000.00	1,191.85	103.97 %
Contract Maintenance Services	27,175.20		27,175.20	
Repair & Maintenance Supplies	154.14		154.14	
Waste Management Service	1,468.99		1,468.99	
Total Enhanced Maintenance	28,798.33		28,798.33	
Enhanced Security				
Contract Security Services	30,563.00		30,563.00	
Total Enhanced Security	30,563.00		30,563.00	
Republic Services - Waste Management		416.67	-416.67	

	Actual	Budget	over Budget	Total % of Budget
Total CIVIL SIDEWALK	90,553.18	42,068.17	48,485.01	215.25 %
DISTRICT IDENTITY				
Event Expenses	48.00	0.00	48.00	
Advertising/Promotional	13.34		13.34	
En Blanc Event Expense	8,150.46		8,150.46	
Event Printing	84.29		84.29	
Merchant Processing Fees	5.00		5.00	
Total Event Expenses	8,301.09	0.00	8,301.09	
Marketing (ARPA Grant Funded)	7,713.34	4,166.67	3,546.67	185.12 %
Car Show & Concert	5,062.50		5,062.50	
En Blanc Event	6,275.00		6,275.00	
Holiday Sip & Shop	3,787.50		3,787.50	
Website Hosting & Services	832.41	800.00	32.41	104.05 %
Total Marketing (ARPA Grant Funded)	23,670.75	4,966.67	18,704.08	476.59 %
Total DISTRICT IDENTITY	31,971.84	4,966.67	27,005.17	643.73 %
DISTRICT MANAGEMENT & ADMINISTRATION				
Contract Accounting Services	3,537.50	458.33	3,079.17	771.82 %
Contract Management Services	15,743.13	4,720.00	11,023.13	333.54 %
Insurance Liability / D&O	318.75	0.00	318.75	
Legal & Professional Fees	120.00	3,000.00	-2,880.00	4.00 %
Office/General Administrative		208.33	-208.33	
Dues, Subscriptions & Memberships	91.49		91.49	
Meeting Expense	134.72		134.72	
Office Supplies	278.43		278.43	
Phone & Internet Service	145.65		145.65	
Total Office/General Administrative	650.29	208.33	441.96	312.14 %
QuickBooks	443.36		443.36	
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	22,013.03	9,586.66	12,426.37	229.62 %

	Actual	Budget	over Budget	Total % of Budget
Total Expenses	144,538.05	56,621.50	87,916.55	255.27 %
NET OPERATING INCOME	-69,188.28	-6,621.50	-62,566.78	1,044.90 %
NET INCOME	\$ -69,188.28	\$ -6,621.50	\$ -62,566.78	1,044.90 %

Actuals to Budget (Total)

January - December 2023

	Actual	Budget	over Budget	Total % 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	
Total ASSESSMENT INCOME	21,639.84	230,020.40	-208,380.56	9.41 %
NON-ASSESSED INCOME				
Event Income	0.00		0.00	
Event Pop-Up Nights	3,676.82	10,000.00	-10,000.00	
Total Event Income	3,676.82	10,000.00	-6,323.18	36.77 %
Grant Income	50,000.00	100,000.00	-50,000.00	50.00 %
Interest Income	1.62	8.00	-6.38	20.25 %
Other Non-Assessed Income		94,381.00	-94,381.00	
Total NON-ASSESSED INCOME	53,678.44	204,389.00	-150,710.56	26.26 %
Uncategorized Income	31.49		31.49	
Total Income	75,349.77	434,409.40	-359,059.63	17.35 %
GROSS PROFIT				
GROSS PROFIT	75,349.77	434,409.40	-359,059.63	17.35 %
EXPENSES				
CIVIL SIDEWALK				
Banner Pole Retrofit (ARPA Grant Funded)		139,818.00	-139,818.00	
Enhanced Maintenance	31,191.85	30,000.00	1,191.85	103.97 %
Contract Maintenance Services				
Contract Maintenance Services	32,610.24		32,610.24	
Repair & Maintenance Supplies	154.14		154.14	
Waste Management Service	1,753.94		1,753.94	
Total Enhanced Maintenance	34,518.32		34,518.32	
Enhanced Security				
Contract Security Services	36,117.00		36,117.00	

	Actual	Budget	over Budget	Total % of Budget
Total Enhanced Security	36,117.00		36,117.00	
Harding Way Reimbursement Project		94,381.00	-94,381.00	
Republic Services - Waste Management		5,000.00	-5,000.00	
Total CIVIL SIDEWALK	101,827.17	269,199.00	-167,371.83	37.83 %
DISTRICT IDENTITY				
Event Expenses	48.00	30,000.00	-29,952.00	0.16 %
Advertising/Promotional	13.34		13.34	
En Blanc Event Expense	12,283.34		12,283.34	
Event Printing	84.29		84.29	
Total Event Expenses	12,428.97	30,000.00	-17,571.03	41.43 %
Marketing (ARPA Grant Funded)	9,213.34	50,000.00	-40,786.66	18.43 %
Car Show & Concert	6,750.00		6,750.00	
En Blanc Event	7,295.24		7,295.24	
Holiday Sip & Shop	3,787.50		3,787.50	
Website Hosting & Services	833.91	800.00	33.91	104.24 %
Total Marketing (ARPA Grant Funded)	27,879.99	50,800.00	-22,920.01	54.88 %
Total DISTRICT IDENTITY	40,308.96	80,800.00	-40,491.04	49.89 %
DISTRICT MANAGEMENT & ADMINISTRATION				
Contract Accounting Services	4,037.50	5,500.00	-1,462.50	73.41 %
Contract Management Services	18,404.36	56,640.00	-38,235.64	32.49 %
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		2,500.00	-2,500.00	
Dues, Subscriptions & Memberships	103.49		103.49	
Meeting Expense	134.72		134.72	
Office Supplies	278.43		278.43	
Phone & Internet Service	174.78		174.78	
Total Office/General Administrative	691.42	2,500.00	-1,808.58	27.66 %
QuickBooks	443.36		443.36	

	Actual	Budget	over Budget	Total % of Budget
Storage Lease	1,200.00	1,200.00	0.00	100.00 %
Total DISTRICT MANAGEMENT & ADMINISTRATION	25,215.39	79,840.00	-54,624.61	31.58 %
Total Expenses	167,351.52	429,839.00	-262,487.48	38.93 %
NET OPERATING INCOME	-92,001.75	4,570.40	-96,572.15	-2,012.99 %
NET INCOME	\$ -92,001.75	\$4,570.40	\$ -96,572.15	-2,012.99 %

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

Executive Director Report June 2023

AB 179	<p>\$20M Improvement Grant (Assemblyman Villapudua)</p> <p>Application to participate in the Ad Hoc Workgroup are being accepted through July 7, 2023. Updated Information is available 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: Application to participate on the Ad Hoc Work Group</p> <p>Assemblymember Villapudua to attend July BOD meeting. pending availability.</p>																																				
ARPA DISTRICT GRANT (\$100k)	<p style="text-align: center;">ARPA DISTRICT GRANT (\$100k)</p> <p style="text-align: center;">Miracle Mile Improvement District</p> <p style="text-align: center;">Profit and Loss January - June, 2023</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th><th style="text-align: right;">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;">9,213.34</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;">7,295.24</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;">25,358.58</td></tr> <tr> <td>Total DISTRICT IDENTITY</td><td style="text-align: right;">25,358.58</td></tr> <tr> <td>Total Expenses</td><td style="text-align: right;">\$56,550.43</td></tr> <tr> <td>NET OPERATING INCOME</td><td style="text-align: right;">\$ -56,550.43</td></tr> <tr> <td>NET INCOME</td><td style="text-align: right;">\$ -56,550.43</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)	9,213.34	Car Show & Concert	5,062.50	En Blanc Event	7,295.24	Holiday Sip & Shop	3,787.50	Total Marketing (ARPA Grant Funded)	25,358.58	Total DISTRICT IDENTITY	25,358.58	Total Expenses	\$56,550.43	NET OPERATING INCOME	\$ -56,550.43	NET INCOME	\$ -56,550.43
	TOTAL																																				
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Expenses																																					
CIVIL SIDEWALK																																					
Banner Pole Retrofit (ARPA Grant Funded)	31,191.85																																				
Total CIVIL SIDEWALK	31,191.85																																				
DISTRICT IDENTITY																																					
Marketing (ARPA Grant Funded)	9,213.34																																				
Car Show & Concert	5,062.50																																				
En Blanc Event	7,295.24																																				
Holiday Sip & Shop	3,787.50																																				
Total Marketing (ARPA Grant Funded)	25,358.58																																				
Total DISTRICT IDENTITY	25,358.58																																				
Total Expenses	\$56,550.43																																				
NET OPERATING INCOME	\$ -56,550.43																																				
NET INCOME	\$ -56,550.43																																				
RFP	<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>
PUBLIC WORKS:	<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>
BIKE STOCKTON:	<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 location(s), where feasible.</p>
LEGAL:	<p>Trip/Fall Insurance Litigation</p> <p>Active litigation. Karin Bruce, our insurance attorney continues efforts to have MMID dismissed from</p>

	the case or hopes to significantly reduce our liability. Deposition scheduled for May 31 was completed.
ECONOMIC DEVELOPMENT :	<p>VACANCIES:</p> <ul style="list-style-type: none"> -Hookah Bar -Merillo Jewelers -Hubba Hubba -Cobra Chai -Southern Exposure -Old Bank of Stockton <p>NEW Mile Business: Kovars (previously Ghostlight) Speakeasy Barber (previously Lathered – 235 Dorris Place) – Opened July 2nd</p> <p>Business CHANGES: Avenue Salon (now at Fritz Chin location) Midtown Creperie (now inside Ibiza since early spring)</p> <p>COMING SOON - July: Ululani Hawaian Shaved Ice (old See’s Candy) The Bombshell Beauty Lounge (previously Avenue Salon)</p> <p>COMING SOON – August: Montea (Old Miracle Mile Dry Cleaners) Creperie Le Pompon (previously Midtown Creperie) La Michaoacana Prime (old Starbucks)</p> <p>Property SALES: 230 W. Harding Way (Percy Maragos) – In Escrow 2323 Pacific Avenue, (Teddy & Meryl Southern) 1700 Block Pacific Avenue (Escabar Building) – believed to be in escrow.</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:	<p>Preliminary Event Financials In attendance ~ 300 Income: \$60,379.00 Expense: \$30,550.00 Net Event Profit/Loss ~\$29,829</p> <p>Final account will be available at the end of July once all invoices have been processed. Cash Deposit Issue reported by bookkeeper.</p> 
SAVE THE DATES:	<ul style="list-style-type: none"> • Stockton Cruise Nights 3rd Thursday – June 14th (May through October) • UOP - Mile Take Over – Friday, August 25th (6pm-9pm) • 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: Stockton Police Department (recruitment) Peer Recovery Services</p> <ul style="list-style-type: none"> • Install lower wire, for sign stability. • Evaluate pricing structure. • Signage requirements • Rental agreement (TOS) & release of liability • Liability Coverage
STRATEGIC PLANNING	<p>August 1st 10am – 4pm UOP - Alex & Jeri Vereschagin Alumni House 1022 Dave Brubeck Way Stockton CA 95211</p> <p>Contract and estimate pending Catering TBD</p>
STOCKTON CRUISE NIGHT	<p>3rd Thursday – June 14th (May through October) Flashing red signals set to turn off at 5:30pm</p> <ul style="list-style-type: none"> • Stockton PD has confirmed participation. Horses, Crime Prevention and/or Recruitment will be at the events.

Social Media Analytics – June 2023

Reach

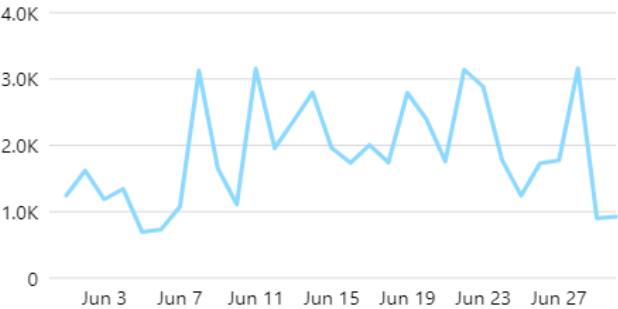
Facebook reach ⓘ

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%

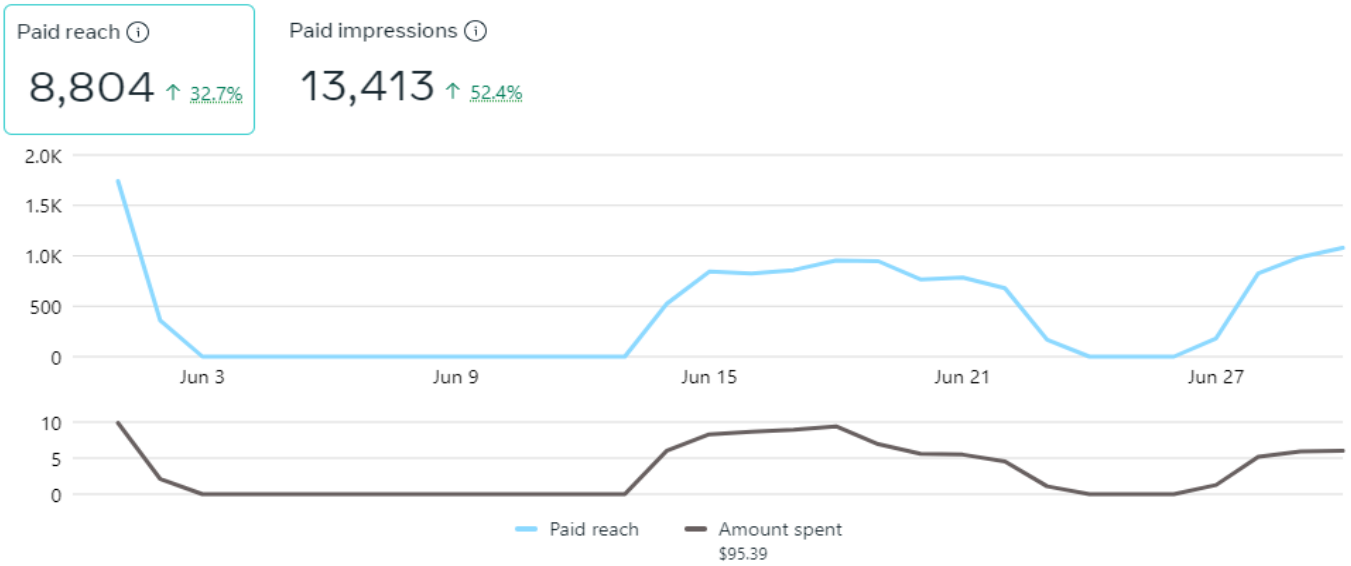


New Instagram followers ⓘ

184 ↑ 17.2%



Ad trends



Audience

Current audience

Potential audience

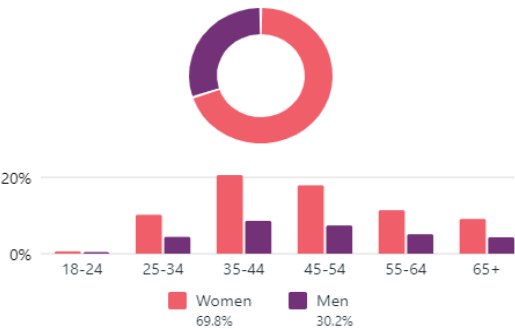
Facebook followers ⓘ

10,584

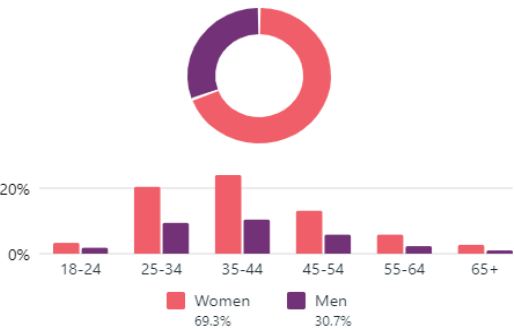
Instagram followers ⓘ

9,482

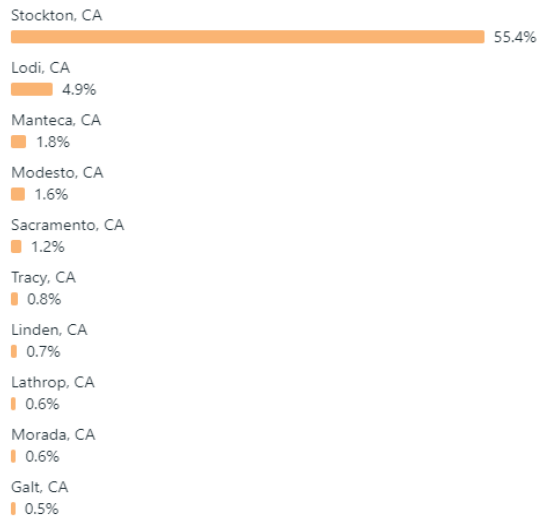
Age & gender ⓘ



Age & gender ⓘ



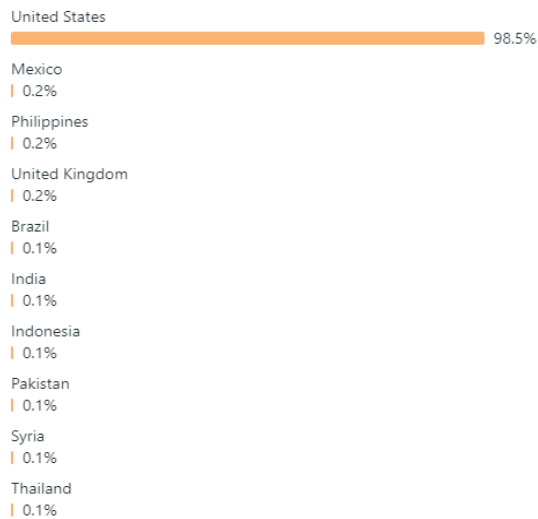
Top cities



Top cities



Top countries



Top countries



Hammer Head Security Stats:

Security Services	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Alarm Response	2											
Homeless Removal	41	27										
Noise Complaint												
Suspicious Person	2											
Suspicious Vehicle		1										
Other												
Calls for Service	45	28										

SPD Business Watch Stats

Next business watch meeting on Tuesday, July 11 @ 10am

	Jan 2023 12/12	Feb 2023 01/10	Mar 2022 2/09	Apr 2022 3/07	May 2022 4/11	Jun 2022 5/09	Jul 2022 6/13	Aug 2022 7/11	Sep 2022 8/09	Oct 2022 9/12	Nov 2022 10/07	Dec 22 11/07
Calls for Service	-	-	-	-	-	-	-	-	-	-	-	-
Timeframe	01/08	02/08	3/12	4/10	5/08	6/12	7/10	8/07	9/12	10/05	11/07	12/11
Homicide	0	0	0	1	0	0	0	0	0	0	0	0
Sexual Assault	0	0	0	0	0	0	0	0	0	0	0	0
Robbery	0	2	2	0	2	1	1	1	3	3	0	3
Aggravated Assault	2	1	2	0	0	2	3	0	4	0	1	1
Burglary	0	0	2	6	1	5	0	1	7	0	1	3
Vehicle Theft	2	1	1	0	1	1	0	0	0	0	0	0
Burglary – Auto	2	6	7	1	0	4	1	1	2	0	0	2
Theft	4	1	0	1	2	4	2	3	4	2	3	6
Arson	0	0	0	1	0	0	0	0	0	0	0	0
Vandalism	3	5	4	3	3	1	3	1	7	1	7	4
Total	13	16	18	14	10	18	10	7	12	8	12	19
Arrests										4		
Calls for Service	244	250	242	331	247	306	276	243	354	203	123	254

*An Open Letter
from the
Miracle Mile Improvement District
regarding
Next Steps in the Actualization of Mile Improvements
Made Possible by the Legislation of \$20 Million to that End*

November 15, 2022

The Miracle Mile Improvement District (MMID), a property and business improvement district, was formed in 2008 creating a financing mechanism whereby property owners agreed to a special assessment to fund improvements in the commercial district.

The MMID is the only entity that solely and directly represents the properties and businesses on the Miracle Mile daily. It is also clear that the MMID's spending proposal provided the credible foundation for Assemblymember Villapudua's ask. Assemblymember Villapudua wisely sought community input early in 2022, and that input certainly validated what the MMID already knew based on years of discourse. But when the call was made for a thoughtful and comprehensive proposal, it was the MMID that delivered.

To be clear, the MMID is well-placed, arguably **best placed**, to provide leadership and guidance as this generous and necessary appropriation morphs into action.

Assemblymember Villapudua artfully facilitated sufficient flexibility in the legislation's text for the use of the funding. He also assured us that his leadership would continue through his office's presence on the ad hoc work group. While it must be assumed that, as the recipient of the money, the City of Stockton must have the final word on expenditures, specificity as to the precise nature of governance mechanism is lacking. It is understandable that complete decision-making protocols would not have made their way into the legislation; it is also predictable that designing that process is underway now.

The MMID believes there should be consensus among all stakeholders as to the following.

- The process and all decisions throughout the process – including the appointment of members to the ad hoc work group - should be public and transparent. If by some chance an ad hoc work group is not subject to the requirements of the Brown Act for transparency, all stakeholders should immediately agree to comply with the Brown Act, anyway, as an act of good faith.
 - It must be understood that the project will require staff oversight, presumably of the City of Stockton and, to a lesser extent, the Department of Transportation. However, the wheel does not need to be reinvented. Beyond the community input solicited earlier this year, the MMID has participated in discourse and planning for years around the needs of the commercial district, its businesses, and its property owners. There is a plan that should be subject to some final review and adjustments and then implemented.
 - City Manager Harry Black correctly characterized the transformation of the Mile as a once-in-a-generation opportunity and pledged to complete projects within two years. It goes without
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Civil Sidewalks (Clean and Safe)	\$ 6,500,000.00
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Paver & Concrete Public Walk-Way	Regent to Harding Way	\$ 3,550,000.00
Enhanced Crosswalks	Marking and Beacon Lighting at all crosswalk intersections	\$ 750,000.00
Vintage Roadway Light w/ Pedistrian Sidewalk Lighting	New vintage poles and light features	\$ 1,500,000.00
Electrical Access in all Tree Wells	include electrical access to tree well and/or up lights	\$ 350,000.00
Sycamore Plane Trees	Tree removal, tree well expansion, curbing & replant (60)	\$ 210,000.00
Public Space Planter Box & Landscaping	Masonry planters throughout district footprint	\$ 40,000.00
	Irrigation & required back flow units installed	\$ 28,000.00
	Mature landscape for planters & public space	\$ 22,000.00
Trash Receptacles	Victor Stanley - receptacle, can & installation (30)	\$ 50,000.00

District Identity and Placemaking	\$ 6,500,000.00
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Public Space - Tuxedo Plaza	Creation of public space at Tuxedo Court	\$ 5,000,000.00
Branded Urban Furniture	Permanent for use in public space, including umbrellas,	\$ 100,000.00
District Bike Racks		\$ 8,000.00
District Banners & Brackets		\$ 10,000.00
Façade Improvement Grants	Earmarked for Small Business storefront Improvements	\$ 1,382,000.00

Services	\$ 5,000,000.00
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Security Infrastructure, Public Address and Monitoring	NVR District Security	\$ 3,800,000.00
Event Staging, Lighting and Seating		\$ 25,000.00
Golf Cart & Trailer	District Branded Kawaski Mule & Trailer (x2)	\$ 20,000.00
Technology Infrastructure		\$ 255,000.00
Retractable Bollards	Traffic Control for Public Events & Street Closures	\$ 900,000.00

Administration and Discretionary Allowance	\$ 2,000,000.00
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Discretionary	\$ 1,040,000.00
Administration	\$ 960,000.00

\$20,000,000.00

Open Letter from the Miracle Mile Improvement District
Page 2

saying that this approach is the best way to maximize value of the grant, and the ambitious timeline will absolutely require the prudent avoidance of undue administration, study, or consultation.

- The MMID should be significantly represented on the ad hoc work group. Participation on the ad hoc work group, both from among MMID representatives and the community at large, should be determined based on individuals' proven track records of service, of hard work, of commitment to the interests of the Miracle Mile. The newfound potential for the Mile's transformation has generated tremendous willingness to serve but often from among people who have been previously indifferent or self-centered. This project requires dedicated individuals who have already demonstrated the ability to be a part of something bigger than themselves. We need worker bees – and worker bees with integrity. The MMID knows who those individuals are and stands ready to provide recommendations.
- Aside from anything else it does to serve the needs of the transformation to be, the MMID will naturally encounter huge increases in demand for its advocacy of Mile businesses, coordination of outreach and information, and mitigation of the effects of significant public works projects on day-to-day business. In the MMID expenditure plan submitted to the Assemblymember, \$2 million was earmarked as administration and discretionary allowance. The MMID requests a public discussion regarding the allocation of some of those funds to itself to support additional staff in anticipation of this expanded workload.
- The MMID enjoys an extraordinary partnership with the University of the Pacific. We know that UOP commands extensive resources that can come to bear favorably on efficiency, cost, and expediency. We encourage the City of Stockton to forge an effective working relationship with UOP that would allow the university to maximize its ability to draw on those resources.

The Miracle Mile Improvement District is proud of its service to its commercial district and of its contributions to Assemblymember Villapudua's efforts to support the Mile's security and revitalization. And our gratitude to the Assemblymember is boundless. The MMID wants and deserves to be present and have input throughout this process, and we are ready to serve.

Sincerely,



Tina Wells Lee, President
Miracle Mile Improvement District

Attachments

- Text from Budget Bill Jr.
- MMID Spending Proposal as Requested by Assemblyman Villapudua