

# **PUBLIC NOTICE**

## **MIRACLE MILE IMPROVEMENT DISTRICT**

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

**DATE:** Wednesday, March 11th, 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 February 12<sup>th</sup>, 2020 General Board Meeting (**ACTION**)
4. February 2020 Financial Statements (**ACTION**)
5. Election of MMID Board Member (**ACTION**)
  - a. One Business Owner Vacancy (2019-2020 Term)
6. Social Media Marketing Services (**ACTION**)
7. City of Stockton Announcements & Project Updates – *Nicole Snyder*
8. New Objective Dashboards – *Matthew P. Grizzle*
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 April 8th, 2020
13. Adjournment

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

**Wednesday, February 12, 2020**

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

**(PAGE #1)**

**PRESENT:** Matthew Grizzle (Executive Director), Kim Byrd, Lisa Whirlow, Nicole Snyder, Mike Klocke, John Precissi, Yonie Young, Jeff Dundas (arrived @ 4:11pm), Kevin Hernandez (arrived @ 4:12pm), Manuel Guizar (Arrived @ 4:15pm), Helena Monica (arrived @ 4:17pm), Jeffrey Gamboni (arrived @ 4:29pm)

**ABSENT:** Brianna Southern

**GUESTS:** Mark Cox

**1. Call to Order Open Session – 4:11pm by President, Kim Byrd**

**2. Public Comments –**

- a. Mark Cox, Multimedia Sales Executive for The Record. Wants to help promote MMID with premium quarterly "Outlook" edition-released on Sunday which is their largest subscription day. Not digital media.

**3. Minutes of January 8, 2020 General Meeting**

**MOTION to approve the minutes of January 8, 2020 general meeting.**

Motion: Mike Klocke      Second: Jeff Dundas      Vote: 8/0      Motion carried      Abstained:0

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

**4. Minutes of January 14, 2020 Emergency Board Minutes**

**MOTION to approve the minutes of January 14, 2020 emergency meeting.**

Motion: Jeff Dundas      Second: Kevin Hernandez      Vote: 9/0      Motion carried      Abstained:0

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

**5. January Financial Statements**

**MOTION to approve January 2020 financial statements.**

Motion: Lisa Whirlow      Second: Mike Klocke      Vote: 9/0      Motion carried      Abstained:0

*Note: Manuel Guizar arrived to meeting @ 4:15pm*

*Note: Helena Monica arrived to meeting @ 4:17pm*

**6. Election of Merchant position-**

- a. Troy Cobb could not fulfill position due to time constraints
- b. Members are encouraged to recruit
- c. Merchant position for remainder of 2020

*Note: Jeff Gamboni arrived to meeting @ 4:29pm*

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

**Wednesday, February 12, 2020**

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

**(PAGE #2)**

## **7. Strategic Planning Session Report**

Passed out ideas based from Strategic planning session to prioritize projects for each committee (Major, mid-sized, and small projects) Figure our deliverables to show shareholders.

- a. Jeff Gamboni-Improvements-Orange: Harding Way improvement, string lights; Yellow: UOP co-op banners, street banner, sign replacements, curb/bollard painting; Green: planting planters, neighborhood meeting. Matthew Grizzle agrees that the list is doable.
- b. Lisa Whirlow-Events-Orange: MMEB; Yellow-farmers market, sip and shop, cruise; Green-(Neighborhood mixer is being moved to Community Engagement; UOP branding development and Athletics Events-TBD) Social Media:

*Note: Mike Klocke left meeting @ 5:36pm*

*Note: Nicole Synder left meeting @ 5:39pm*

Discussion on Farmers Market and Egg Hunt. Trying to get people to the Mile vs having people go into shops. Recommended making Egg Hunt free of charge

*Note: Kevin Hernandez left meeting @ 5:47pm*

- c. Matthew Grizzle-Security: New patrol gps tracking system.

## **8. Board Announcement-**

Helena Monica needs subcommittee for mission/vision statement; Helena Monica is hiring her branding company for MMID.

## **6. Next Meeting**

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

## **7. Adjourn @ 5:52 pm**

**MOTION to adjourn the meeting.**

Motion: Manuel Guizar

Second: n/a

Vote: 8/0

Motion carried

Abstained:0

**Minutes Submitted by Secretary, Yonie Young**



## Board of Directors Report

Miracle Mile Improvement District  
For the period ended February 29th, 2020

Prepared by  
MMID Finance Committee

Prepared on  
March 1, 2020

## Table of Contents

---

Balance Sheet.....	3
Profit and Loss .....	4
Budget vs. Actuals Year To Date .....	6
Budget vs. Actuals Year End .....	8
Finance Committee Notes .....	10

# Balance Sheet

As of February 29, 2020

		Total
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
F&M Checking		116,309.76
F&M Emergency Reserve x619		11,577.98
F&M Savings x719		6,241.72
<b>Total Bank Accounts</b>		<b>134,129.46</b>
<b>Total Current Assets</b>		<b>134,129.46</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>\$134,129.46</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		65,599.97
<b>Total Equity</b>		<b>134,129.46</b>
<b>TOTAL LIABILITIES AND EQUITY</b>		<b>\$134,129.46</b>

# Profit and Loss

January - February, 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	473.33
<b>Total Enhanced Maintenance</b>	<b>4,775.83</b>
Marketing	
Advertising, Events & Promotions	1,822.05
Event Expenses	
Event License/Permit Fees	-521.64
<b>Total Event Expenses</b>	<b>-521.64</b>
Website Management & Hosting	208.14
<b>Total Marketing</b>	<b>1,508.55</b>
Office/General Administrative	
Dues & Subscriptions	309.07
Meeting Expense	438.08
Merchant Events/Hospitality	79.90
Office Supplies	113.53
Phone/Internet	29.12
Postage	3.58
Rent & Lease	700.00
Storage Lease	380.00
Travel/Gas/Parking	112.52
<b>Total Office/General Administrative</b>	<b>2,165.80</b>
Professional Services	
Accounting	232.97
Consulting Fees	505.00
Legal	584.50
<b>Total Professional Services</b>	<b>1,322.47</b>
Security	9,306.43
Staffing Expenses	
Contractor Management Services	11,000.00
<b>Total Staffing Expenses</b>	<b>11,000.00</b>
Utilities	0.50
<b>Total Expenses</b>	<b>30,079.58</b>
<b>NET OPERATING INCOME</b>	<b>65,599.97</b>

	Total
NET INCOME	\$65,599.97



# Budget vs. Actuals Year To Date

January - February, 2020

			Total
	Actual	Budget	% of Budget
<b>INCOME</b>			
Assessment Income	95,679.55	96,078.49	99.58 %
Non-Assessed Income - (Other)			
RTD Maintenance Contract		1,800.00	
<b>Total Non-Assessed Income - (Other)</b>		<b>1,800.00</b>	
<b>Total Income</b>	<b>95,679.55</b>	<b>97,878.49</b>	<b>97.75 %</b>
<b>GROSS PROFIT</b>	<b>95,679.55</b>	<b>97,878.49</b>	<b>97.75 %</b>
<b>EXPENSES</b>			
Enhanced Maintenance			
Contractor - Maintenance	4,552.50	9,400.00	48.43 %
Infrastructure Improvement Program	-250.00	800.00	-31.25 %
Repair & Maintenance Supplies	473.33	200.00	236.67 %
<b>Total Enhanced Maintenance</b>	<b>4,775.83</b>	<b>10,400.00</b>	<b>45.92 %</b>
Marketing			
Advertising, Events & Promotions	1,822.05	2,000.00	91.10 %
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	208.14	348.00	59.81 %
<b>Total Marketing</b>	<b>1,508.55</b>	<b>2,348.00</b>	<b>64.25 %</b>
Office/General Administrative			
Dues & Subscriptions	309.07	400.00	77.27 %
Meeting Expense	438.08	400.00	109.52 %
Merchant Events/Hospitality	79.90		
Office Printing		350.00	
Office Supplies	113.53	350.00	32.44 %
Phone/Internet	29.12	100.00	29.12 %
Postage	3.58	240.00	1.49 %
Rent & Lease	700.00	700.00	100.00 %
Storage Lease	380.00	400.00	95.00 %
Travel/Gas/Parking	112.52		
<b>Total Office/General Administrative</b>	<b>2,165.80</b>	<b>2,940.00</b>	<b>73.67 %</b>
Professional Services			
Accounting	232.97	1,350.00	17.26 %
Consulting Fees	505.00	1,000.00	50.50 %
Legal	584.50		
<b>Total Professional Services</b>	<b>1,322.47</b>	<b>2,350.00</b>	<b>56.28 %</b>
Security	9,306.43	12,000.00	77.55 %
Staffing Expenses			

			Total
	Actual	Budget	% of Budget
Contractor Management Services	11,000.00	11,000.00	100.00 %
<b>Total Staffing Expenses</b>	<b>11,000.00</b>	<b>11,000.00</b>	<b>100.00 %</b>
Utilities	0.50		
<b>Total Expenses</b>	<b>30,079.58</b>	<b>41,038.00</b>	<b>73.30 %</b>
NET OPERATING INCOME	65,599.97	56,840.49	115.41 %
NET INCOME	\$65,599.97	\$56,840.49	115.41 %

# Budget vs. Actuals Year End

January - February, 2020

			Total
	Actual	Budget	% of Budget
<b>INCOME</b>			
Assessment Income	95,679.55	228,380.12	41.89 %
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>285,588.02</b>	<b>33.50 %</b>
<b>GROSS PROFIT</b>	<b>95,679.55</b>	<b>285,588.02</b>	<b>33.50 %</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	473.33	1,200.00	39.44 %
<b>Total Enhanced Maintenance</b>	<b>4,775.83</b>	<b>62,400.00</b>	<b>7.65 %</b>
Marketing			
Advertising, Events & Promotions	1,822.05	12,000.00	15.18 %
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	208.14	348.00	59.81 %
<b>Total Marketing</b>	<b>1,508.55</b>	<b>47,348.00</b>	<b>3.19 %</b>
Office/General Administrative			
Dues & Subscriptions	309.07	1,200.00	25.76 %
Liability Insurance		10,900.00	
Meeting Expense	438.08	1,200.00	36.51 %
Merchant Events/Hospitality	79.90		
Office Printing		1,350.00	
Office Supplies	113.53	850.00	13.36 %
Phone/Internet	29.12	600.00	4.85 %
Postage	3.58	240.00	1.49 %
Rent & Lease	700.00	4,200.00	16.67 %
Storage Lease	380.00	1,200.00	31.67 %
Travel/Gas/Parking	112.52		
<b>Total Office/General Administrative</b>	<b>2,165.80</b>	<b>21,740.00</b>	<b>9.96 %</b>
Professional Services			
Accounting	232.97	2,100.00	11.09 %
Consulting Fees	505.00	1,000.00	50.50 %

			Total
	Actual	Budget	% of Budget
Legal	584.50		
<b>Total Professional Services</b>	<b>1,322.47</b>	<b>3,100.00</b>	<b>42.66 %</b>
Security	9,306.43	72,000.00	12.93 %
Staffing Expenses			
Contractor Management Services	11,000.00	66,000.00	16.67 %
<b>Total Staffing Expenses</b>	<b>11,000.00</b>	<b>66,000.00</b>	<b>16.67 %</b>
Utilities	0.50		
<b>Total Expenses</b>	<b>30,079.58</b>	<b>272,588.00</b>	<b>11.03 %</b>
NET OPERATING INCOME	65,599.97	13,000.02	504.61 %
NET INCOME	\$65,599.97	\$13,000.02	504.61 %

# Finance Committee Notes

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## General Notes:

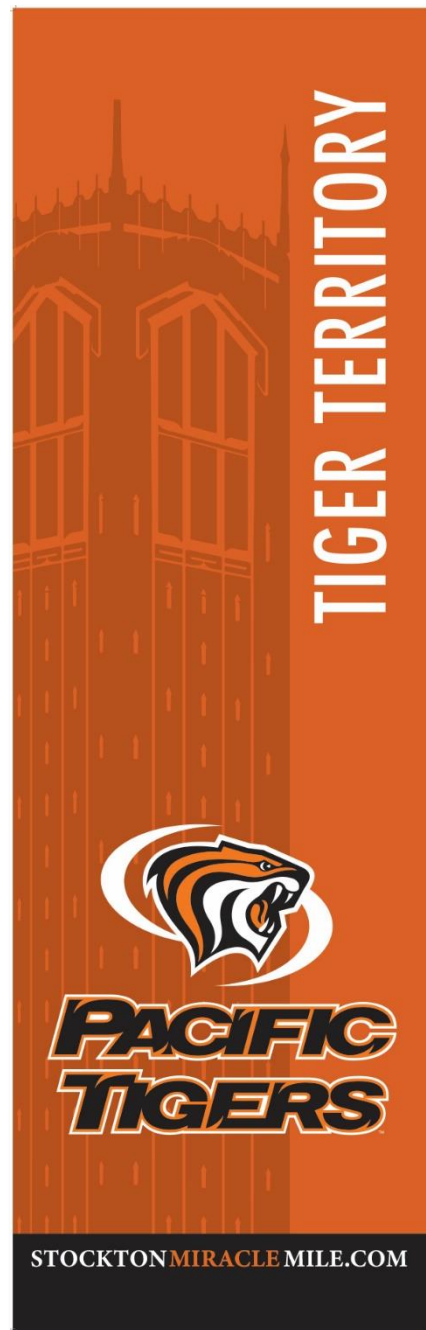
- Monthly budget allocation was adjusted for meeting expense, dues and subscriptions, & consulting fees to better align in year-to-date report.
- Trash services for January/February were higher – Matthew is working on securing a free/reduced cost dumpster
- Fees associated with the fictitious name change are in legal expenses
- All other expenses are in-line with expenditures

Jeff Dundas, Treasurer

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

## Miracle Mile Banners & UOP Marketing Partnership

We received final design approval from University of the Pacific on the banners and sent them over to New Image sign company to get samples made. I received them on 3/2/20 and took them by UOP for initial look. They really liked how they came out and said they just have to submit to the Athletic Director for final approval. I should have that by the time our board meeting happens. If we give final approval for these at the board meeting, I will have the remaining banners created and schedule for installation in late March or early April.





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

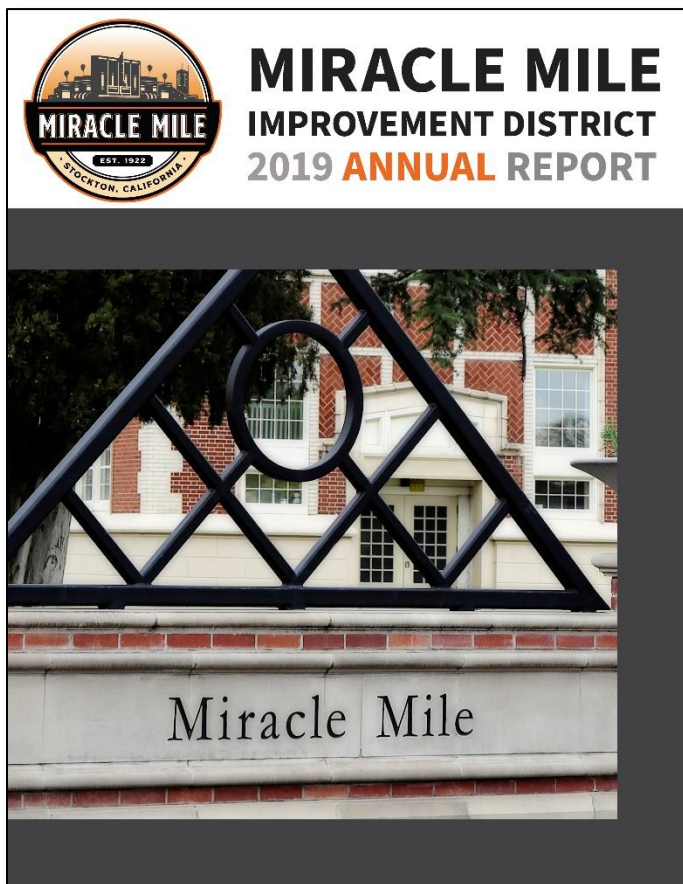
## **City of Stockton Assessment Invoicing**

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 \$20,270.87. We should receive payment sometime in March.

## **2019 Tax Return Filing**

All year-end financial documents, board of directors list and donation statement were sent to our CPA in early February and we received back our federal and state return documents back (ready to file) on February 18<sup>th</sup> and were quickly sent out via certified mail. All return documents have now been filed for 2019.

## **2019 Miracle Mile Improvement District Annual Report**



The annual report for the district was finished and sent to The City of Stockton on time last month. I will be printing/binding the report to be sent to property owners within the next couple weeks with board approval. We have also discussed printing/binding copies for distribution all merchant business owners as well. All printing/binding is being done in house saving the district between \$1,000-\$1,500 in printing fees (depending on how many we produce).

## **2020 Objective Dashboards**

I have been working on 2020 objective dashboards for the directives set at our strategic planning session and finalized at our February 2020 general board meeting. I will have those to share at our March meeting for discussion and adaption if desired.

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

## **Harding Way Improvement Project**

Jeff Gamboni and I worked in mid-late February to set priorities for work on Harding Way and presented those desires to city officials. This work included mostly “hardscape” repairs/replacements like sidewalks, curbs, gutters and driveways. After our submission to the city they came around the district and marked up all areas that were going to be replaced and we were informed that work would begin probably sometime in late March or early April and that we would be given advance notice so that we could discuss everything with the property/business owners so that they could make any necessary adjustments to their operations while the work was being done. On March 3<sup>rd</sup>, I observed out my office window, traffic cones and signs being put down. I went out to investigate and discovered that they had already started all the work and were currently jackhammering the sidewalk in front of Suzy’s restaurant. I immediately went around to all other businesses that were soon to be affected and let them know what was going on. All work was completed on March 5<sup>th</sup>. We spent probably a little under \$100,000 of the \$280,000+ available for Harding Way improvements with this phase of work. The next phase will get underway in the planning stages over the next couple month and construction will probably happen sometime later this year.

## **QR-Patrol System**

I have been working on testing the 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 have met with Hammerhead to go over the system in general and will be scheduling a training for the officers & admin staff over the next couple weeks. This will allow for real time monitoring of our security contractor and greater reporting overall.

## **Miracle Mile Signage Replacement Project**

I submitted to the City of Stockton a report created from the information gathered by Kim Byrd about signage replacement needs on February 12th. I am awaiting an update as to time-table for replacement of the signs that will be completed by city services. 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**

We received five total proposals from our social media marketing services RFP. They ranged in monthly investment: \$1200, \$1250, \$3000, \$3460, \$3500. I have had discussions with several of the companies who submitted a proposal and will have a report for the board meeting so we can discuss.

## **Tuxedo Court Meeting With City Officials**

Jeff Gamboni, Kevin Dougherty & I met with Gordon Mackay (Director of Public Works) and Eric Alvarez (Deputy Public Works Director & City Engineer) to discuss Tuxedo Court project. We were given guidance as to next steps and overall process. They are in support of the project, Jeff will report further at board meeting.



## **Board Committee Reports – March 2020**

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

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

- Nothing to report at this time.

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

- See Executive Director report.
- Need to appoint new committee chair as soon as possible.

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

The Finance Committee met on March 3rd @ the Miracle Mile Office. Jeff Dundas, Kim Byrd & Matthew Grizzle were in attendance.

- See notes in financial report.

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

Events & Promotions Committee met on February 26th @ Taps Barrel House. Board members Lisa Whirlow, Kim Byrd, John Precissi, and Executive Director Matthew Grizzle were present.

- Miracle Mile En Blanc – June 13th
  - Save the date has gone out
  - Sponsor packets are available
  - Entertainment RFP will be going out soon
  - Meeting with city soon
  - Getting list of rentals together for reservation
- Farmers Market
  - Matthew will be meeting with potential organizer and will report at meeting
  - Matthew will also be meeting with city special events department soon
  - Will most likely be Wednesday evenings starting in late May through September
- Easter Egg Hunt
  - Not going to do this year, will potentially look at for 2021
- Third Thursdays & Cruise Night
  - Runs May-October
  - Looking to set up organizing booth at rotation location to move traffic away from Tuxedo
  - Will employ Hammer Head security for events
- Car Show – September 27th
  - Will be partnering with San Joaquin County Fallen Heroes Organization on event
- Holiday Open House – November 28<sup>th</sup>
  - Wine stroll
  - Will be looking for growth/evolution from 2019 event, hoping for better weather this year

- **Board Committee Reports – March 2020**
  - **(PAGE #2)**

**Improvements – Jeff Gamboni, Committee Chair**

The Improvement Committee met on February 26th @ Yujin Ramen. Jeff Gamboni, Matthew Grizzle, Yonie Young, Kim Byrd, John Precissi & Kevin Hernandez were in attendance.

- Tuxedo Court Plantings: We discussed the planting of annuals at Tuxedo Court and at Old See's / Time Honored Planter. Jeff and John met at the planters after the meeting to review the issues and assess the existing conditions. Jeff will prepare planting plans, plant list and get cost information for the March Board Meeting. Board to consider planting as a group project.
- Tuxedo Court Plaza: Jeff indicated that Kevin Dougherty was in the process of setting up a meeting with Eric and Gordon at Public Works to discuss the path forward for the Tuxedo Court Plaza. The meeting occurred on Friday, 6 March. They suggested we meet with the City Traffic Engineer (Dajee) and also set up an on-site vehicle count for the intersection. They were interested in the project and want to help.
- OLD BUSINESS: Topics for improvements this year in no particular order
  - Banners—Banners are being manufactured.
  - Tree Plantings—Tree quantities need to be identified and process for planting approved.
  - Bike Racks—still holding on bike racks until need evaluated and location identified.
  - Tree Pruning—identify potential targets for pruning.
  - Planting Star Jasmine at base of trees—review additional areas, Irrigation should begin again.
  - Lights—study of rooftops to be performed by Matt and volunteers including Kevin H and Jason.
  - Planting at Bank of America—to be discussed with Jeff
  - Sidewalk Repairs were completed quickly last week on Harding Way. Phase Two to follow with next contract.
  - Planters in parking lots—Should be prioritized. Sue Christie spoke with Jeff about finding a way to help restore the broken planters.
- Next meeting is scheduled for 4:30pm, Wednesday, March 25<sup>th</sup> at The Ave.