

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

DATE: Wednesday, May 13th, 2020

TIME: 4:00pm

PLACE: Virtual Meeting – ZOOM Video Conference: <https://us02web.zoom.us/j/81595650765>
or via telephone (669) 900-6833, Meeting ID: 815 9565 0765, Password: 006643

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. Virtual online meetings are permitted via the Governor's [Executive Order N-29-20](#).

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 April 8th, 2020 General Board Meeting (**ACTION**)
4. April 2020 Financial Statements (**ACTION**)
5. Election of MMID Board Member (**ACTION**)
 - a. One Business Owner Vacancy (2019-2020 Term)
6. COVID-19 District Response & Plans
7. City of Stockton Announcements & Project Updates – *Nicole Snyder*
8. 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 June 10th, 2020
13. Adjournment

*If any accommodations are needed, please contact Matthew Grizzle (Executive Director) at 209-740-9070.
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, April 8th, 2020
Virtual Meeting – ZOOM Video Conference
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PRESENT: Matthew Grizzle (Executive Director), Kim Byrd, Lisa Whirlow, Nicole Snyder, John Precissi, Yonie Young, Jeff Dundas, Jeffrey Gamboni, Kevin Hernandez, Mike Klocke, Miguel Guizar

ABSENT: Brianna Southern, Helena Monica

GUESTS: Nancy Moore

1. Call to Order Open Session – 4:00pm by President, Kim Byrd

2. Public Comments

- Nancy Moore (property owner) was visiting and wanted to see how MMID meetings run.

3. Minutes of February 11, 2020 General Meeting

MOTION to approve the minutes of February 11th, 2020 general meeting.

Motion: Nicole Snyder Second: Manuel Guizar Vote: 9/0 Motion carried Abstained:0

Note: Lisa Whirlow was not present for vote.

4. February Financial Statements

MOTION to approve February 2020 financial statements.

Motion: Manuel Guizar Second: John Precissi Vote: 9/0 Motion carried Abstained:0

Note: Lisa Whirlow was not present for vote.

5. Election of Merchant Board Position – Tabled, will resume search after COVID-19.

6. Social Media Marketing

- Three companies have presentations and work within budget.
- Events & Promotions committee will help with finalizing.

7. COVID-19 Response & Plans

- Marketing Video – Matthew will contract with videographer and reach out to merchants to participate.
- ZOOM session tutorial for MMID merchants and stakeholders on social media, marketing, website.

8. City of Stockton

- Nicole reported that inspections and permits for Empire Theater building have expired. Lisa will speak with property lawyer. Invite property owner to conference call.
- Micro loan available.
- SBA grant through City of Stockton

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

Wednesday, April 8th, 2020
Virtual Meeting – ZOOM Video Conference
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9. Dashboard

- Matthew created new format; everyone likes it.
- Committees will be discussing improvement projects.

10. Executive Director Report

- See included report in board packet.
- Banner samples from East Coast company closed due to COVID, will be getting samples from a different manufacture from California. 62 Banners total, each costing \$90, total cost for everything including banners/hardware/installation/shipping/tax will be about \$12,500. Matthew will look at purchasing hardware on Amazon and cost for renting a lift so we can install ourselves.
- Waiting on budget for Stage II of Harding Way improvement projects.
- Miracle Mile En Blanc will be postponed without specific date.

11. Committee Reports

- **Policies & Procedures** – Nothing to report at this time.
- **Finance** – No additional report at this time.
- **Security** – Committee still needs chairperson. Matthew reported increase in homeless camping.
- **Events & Promotions** – Promotion ideas for businesses were discussed.
- **Improvement** – Jeff Gamboni reported that the Stockton Garden club wants to be involved in the Tuxedo Court project. Improvement projects will be broken up into smaller pieces due to social distancing. Start with Tuxedo planter then move to Time Honored, Yoga Center and general weeding. White material in tree wells was put there by maintenance crew to prevent aphids.

12. Board Announcements

- New restaurant is going in at Cocoro spot, business is being reinvented.
- House of Shaw potential retirement.

13. Next Meeting

Wednesday, May 11th @ 4pm – Virtual ZOOM Meeting

14. Adjourn @ 5:24 pm

MOTION to adjourn the meeting.

Motion: Manuel Guizar

Second: Jeff Gamboni

Vote: 10/0

Motion carried

Abstained:0

Minutes Submitted by Secretary, Yonie Young



Board of Directors Report

Miracle Mile Improvement District
For the period ended April 30th, 2020

Prepared by
MMID Finance Committee

Prepared on
May 1st, 2020

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Balance Sheet

As of April 30, 2020

		Total
ASSETS		
Current Assets		
Bank Accounts		
F&M Checking		109,941.61
F&M Emergency Reserve x619		11,578.84
F&M Savings x719		6,242.18
Total Bank Accounts		127,762.63
Total Current Assets		127,762.63
Fixed Assets		
Accumulated Depreciation		-1,526.01
Fixed Asset Furniture		1,526.01
Total Fixed Assets		0.00
TOTAL ASSETS		\$127,762.63
LIABILITIES AND EQUITY		
Liabilities		
Total Liabilities		
Equity		
Opening Balance Equity		21,357.76
Retained Earnings		47,171.73
Net Income		59,233.14
Total Equity		127,762.63
TOTAL LIABILITIES AND EQUITY		\$127,762.63

Profit and Loss

January - April, 2020

	Total
INCOME	
Assessment Income	135,776.64
Non-Assessed Income - (Other)	
Interest Income	1.32
Total Non-Assessed Income - (Other)	1.32
Total Income	135,777.96
GROSS PROFIT	135,777.96
EXPENSES	
Enhanced Maintenance	
Contractor - Maintenance	14,669.16
Infrastructure Improvement Program	1,384.50
Repair & Maintenance Supplies	473.33
Total Enhanced Maintenance	16,526.99
Marketing	
Advertising, Events & Promotions	3,589.05
Event Expenses	
Event License/Permit Fees	-521.64
Total Event Expenses	-521.64
Website Management & Hosting	235.14
Total Marketing	3,302.55
Office/General Administrative	
Dues & Subscriptions	400.16
Liability Insurance	3,515.82
Meeting Expense	438.08
Merchant Events/Hospitality	134.23
Office Printing	203.65
Office Supplies	345.68
Phone/Internet	29.12
Postage	160.18
Rent & Lease	1,400.00
Storage Lease	760.00
Travel/Gas/Parking	113.02
Total Office/General Administrative	7,499.94
Professional Services	
Accounting	1,444.11
Consulting Fees	505.00
Legal	584.50
Total Professional Services	2,533.61
Security	24,681.73
Staffing Expenses	
Contractor Management Services	22,000.00

	Total
Total Staffing Expenses	22,000.00
Total Expenses	76,544.82
NET OPERATING INCOME	59,233.14
NET INCOME	\$59,233.14

Budget vs. Actuals Year To Date

January - April, 2020

			Total
	Actual	Budget	% of Budget
INCOME			
Assessment Income	135,776.64	143,178.40	94.83 %
Non-Assessed Income - (Other)			
Interest Income	1.32	1.95	67.69 %
RTD Maintenance Contract		1,800.00	
Total Non-Assessed Income - (Other)	1.32	1,801.95	0.07 %
Total Income	135,777.96	144,980.35	93.65 %
GROSS PROFIT	135,777.96	144,980.35	93.65 %
EXPENSES			
Enhanced Maintenance			
Contractor - Maintenance	14,669.16	18,800.00	78.03 %
Infrastructure Improvement Program	1,384.50	1,600.00	86.53 %
Repair & Maintenance Supplies	473.33	400.00	118.33 %
Total Enhanced Maintenance	16,526.99	20,800.00	79.46 %
Marketing			
Advertising, Events & Promotions	3,589.05	4,000.00	89.73 %
Event Expenses		0.00	
Event License/Permit Fees	-521.64		
Total Event Expenses	-521.64	0.00	
Website Management & Hosting	235.14	348.00	67.57 %
Total Marketing	3,302.55	4,348.00	75.96 %
Office/General Administrative			
Dues & Subscriptions	400.16	600.00	66.69 %
Liability Insurance	3,515.82	3,500.00	100.45 %
Meeting Expense	438.08	600.00	73.01 %
Merchant Events/Hospitality	134.23		
Office Printing	203.65	550.00	37.03 %
Office Supplies	345.68	450.00	76.82 %
Phone/Internet	29.12	200.00	14.56 %
Postage	160.18	240.00	66.74 %
Rent & Lease	1,400.00	1,400.00	100.00 %
Storage Lease	760.00	800.00	95.00 %
Travel/Gas/Parking	113.02		
Total Office/General Administrative	7,499.94	8,340.00	89.93 %
Professional Services			
Accounting	1,444.11	1,500.00	96.27 %
Consulting Fees	505.00	1,000.00	50.50 %
Legal	584.50		
Total Professional Services	2,533.61	2,500.00	101.34 %

			Total
	Actual	Budget	% of Budget
Security	24,681.73	24,000.00	102.84 %
Staffing Expenses			
Contractor Management Services	22,000.00	22,000.00	100.00 %
Total Staffing Expenses	22,000.00	22,000.00	100.00 %
Total Expenses	76,544.82	81,988.00	93.36 %
NET OPERATING INCOME	59,233.14	62,992.35	94.03 %
NET INCOME	\$59,233.14	\$62,992.35	94.03 %

Budget vs. Actuals Year End

January - April, 2020

			Total
	Actual	Budget	% of Budget
INCOME			
Assessment Income	135,776.64	228,380.12	59.45 %
Non-Assessed Income - (Other)			
Event Income		50,000.00	
Interest Income	1.32	7.90	16.71 %
RTD Maintenance Contract		7,200.00	
Total Non-Assessed Income - (Other)	1.32	57,207.90	0.00 %
Total Income	135,777.96	285,588.02	47.54 %
GROSS PROFIT	135,777.96	285,588.02	47.54 %
EXPENSES			
Enhanced Maintenance			
Contractor - Maintenance	14,669.16	56,400.00	26.01 %
Infrastructure Improvement Program	1,384.50	4,800.00	28.84 %
Repair & Maintenance Supplies	473.33	1,200.00	39.44 %
Total Enhanced Maintenance	16,526.99	62,400.00	26.49 %
Marketing			
Advertising, Events & Promotions	3,589.05	12,000.00	29.91 %
Event Expenses		35,000.00	
Event License/Permit Fees	-521.64		
Total Event Expenses	-521.64	35,000.00	-1.49 %
Website Management & Hosting	235.14	348.00	67.57 %
Total Marketing	3,302.55	47,348.00	6.98 %
Office/General Administrative			
Dues & Subscriptions	400.16	1,200.00	33.35 %
Liability Insurance	3,515.82	10,900.00	32.26 %
Meeting Expense	438.08	1,200.00	36.51 %
Merchant Events/Hospitality	134.23		
Office Printing	203.65	1,350.00	15.09 %
Office Supplies	345.68	850.00	40.67 %
Phone/Internet	29.12	600.00	4.85 %
Postage	160.18	240.00	66.74 %
Rent & Lease	1,400.00	4,200.00	33.33 %
Storage Lease	760.00	1,200.00	63.33 %
Travel/Gas/Parking	113.02		
Total Office/General Administrative	7,499.94	21,740.00	34.50 %
Professional Services			
Accounting	1,444.11	2,100.00	68.77 %
Consulting Fees	505.00	1,000.00	50.50 %
Legal	584.50		

			Total
	Actual	Budget	% of Budget
Total Professional Services	2,533.61	3,100.00	81.73 %
Security	24,681.73	72,000.00	34.28 %
Staffing Expenses			
Contractor Management Services	22,000.00	66,000.00	33.33 %
Total Staffing Expenses	22,000.00	66,000.00	33.33 %
Total Expenses	76,544.82	272,588.00	28.08 %
NET OPERATING INCOME	59,233.14	13,000.02	455.64 %
NET INCOME	\$59,233.14	\$13,000.02	455.64 %

Finance Committee Notes

General Notes:

- Transactions were limited to mostly basic operating expenses.
- Hardware was purchased for the installation of sign pole banners.
- Received Stockton Unified School District assessment income for the year.

Submitted By Jeff Dundas, MMID Treasurer

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

Miracle Mile Banners & UOP Marketing Partnership

We received the banners from the California manufacturer and they didn't look correct, the colors were way off. We were in the process of working through those challenges when we heard from the company back East saying they were reopening for business with reduced employees. We convinced them to move us to the front of the line and they turned around the banners within about 10 days with their limited staff. I did some shopping around for banner hardware and found them way cheaper from a direct distributor in Southern California. The brackets went from \$3,134 on the quote to \$986 or about \$2,148 in savings to the district. The banners are being installed this weekend, there is a total of 62 going up (34 Miracle Mile & 28 University of Pacific).



Stockton Unified School District Invoicing

We received the invoiced assessment from Stockton Unified School District on April 28th for their property tax this year 19,826.22.

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

2019 Miracle Mile Improvement District Annual Report

The annual report for the district was finished and sent to The City of Stockton on time in February. I printed 360 copies of the report for distribution to property owners and merchant business owners. The report was voted on and approved by the Stockton City Council on April 14th at their regular meeting. After approval I mailed out the report to all district property owners via first-class mail. I also hand distributed copies to all Miracle Mile merchants in the weeks following. I still have a few copies available that we can use for distribution throughout the year or if anyone needs/wants another copy.

COVID-19 Leadership Coalition

I am continuing to work with a large group of community leaders in coordinated efforts to create and disseminate information for businesses and individuals and proactively plan for re-opening of businesses. This group is coordinated by Carrie Wright, the Director of Stockton Economic Development. It includes the Mayor's Office, SBA Leadership, various Chamber of Commerce directors/presidents, Visit Stockton, Lincoln Center and Downtown Stockton Alliance, among others. We meet weekly via ZOOM call and communicate via email throughout the week.

COVID-19 Miracle Mile Webpage

I am continuing to maintain daily our COVID-19 response webpage www.stocktonmiraclemile.com/covid19) It includes information gathered from various sources throughout the local community, county, state & federal agencies. I have also included resources for funding, marketing, seminars, and online courses/classes offered by Miracle Mile merchants.

COVID-19 Newsletter

I have been sending out an email to our entire distribution list at least once a week highlighting some of the new additions to the Miracle Mile COVID-19 webpage. The goal is to develop a habit for people to check that webpage often so that I don't need to send out emails every time something new comes out (which happens sometimes several times a day).

Social Media

We held a Zoom training seminar with our social media coordinator on April 16th. Katie from 19 Colors Marketing went over concepts that the Miracle Mile is using in its social media strategy and how individual Miracle Mile merchants could leverage it to benefit their businesses. She also spoke about ways merchants could share their posts/stories with the MMID so that we could better promote them. We have made a videotape of the seminar available on our website to view.

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

Miracle Mile Signage Replacement Project



I am continuing to work with the city traffic department to make progress on getting the parking & wayfinding signs replaced throughout the district. I bid out the “Miracle Mile Parking” signs through a couple companies and the totals came back in the \$2,200-\$2,600 total range. I met with a couple traffic engineers on Wed, May 6th and we did a walk through the district to verify signs. I spoke with them at that time about the bids I received for the parking wayfinding signs and that I wish we didn’t have to “foot the bill” for signs that point to city owned lots. They agreed and so now the city sign department will be making the “Miracle Mile Parking” signs similar to the ones we had up before (just removed the caravan at the top and put in the skyline from our logo). That amounts to a very nice savings to the district. They are currently working on

finalizing their report and sending it over the internal sign department. Once the signs are produced, they will start to install them, but it will most likely be on staggered basis due to their limited staffing right now.

Security QR Patrol Tracking Launched

We launched the QR Patrol tracking system on April 17th, we have two individual mobile units in operation. One being used by the random patrol guard and one being used by the dedicated service we run during the overnight hours. There are currently 33 checkpoints throughout the district, 13 of which are QR code based in the “hot spot” zones. The system will give us the opportunity to see how our security contractor is operating their shift, where the biggest need is and, down the road, give us a possible additional means of income via supplemental security QR checks. I am refining the reporting system and operations and will have some reports available to share at the board meeting.

District Watering

Due to some concerns in the process of how plants are being watered I have worked with our maintenance contractor and Improvements Committee chair (Jeff Gamboni) to develop a strategy. Jeff advised we purchase a special landscaping tool that we can use to monitor the water content of the soil, that should arrive within the next week. I coordinated a meeting with Jeff and our maintenance contractor so that they could go over how specifically tree wells should be watered. We will be monitoring the system and make necessary adjustments to the watering/soil/plants/etc as necessary.

Farmers Market

We originally moved on from the idea of hosting a farmers market in the district but Lisa Whirlow brought a new potential coordinator into the fold. I am working with her and the city special events department to see if we can pull enough strings to get it going for this year. I have a meeting with the director of special events department on Tuesday, May 12th so I will have more to report at the board meeting.