

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

**DATE:** 4:00PM, WEDNESDAY, SEPTEMBER 13, 2023  
**PLACE:** SUSD Annex (former Bank of America) 1661 Pacific Avenue

**Guest Only – Remote Viewing via Zoom**

<https://us06web.zoom.us/j/87343145576?pwd=dkkzcEloeE1zak0zbzIKY0lrMW9ZQT09>

Meeting ID: 873 4314 5576, Passcode: 939033

**TO:** **MMID Board Members:** Tina Wells Lee, Lisa Whirlow, Jean Callahan, Juanita Pasley, Rex Dhatt, Jeff Gamboni, Manuel Guizar, Tammy Nguyen, John V. Precissi, Rachele Turner, Yonie Young, Brian Wright, 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. Minutes of the August 9, 2023, General Board Meeting – *Juanita Pasley (ACTION)*
  4. August 2023 Financial Statements – *Jean Callahan (ACTION)*
  5. Security Camera Pilot Program – *Rex Dhatt (ACTION)*
  6. City of Stockton Announcements & Project Updates – *Carrie Wright*
  7. Director Report & Discussion – *Kim Byrd*
    - a. Town Hall Meeting Plans
    - b. Banner Rental Program Pricing
    - c. Car Show & Concert 2024 Volunteers
    - d. AB179 Adhoc Committee Advocacy
    - e. Bike Stockton Update
    - f. Raffle a Car – Fund Raising Opportunity
  8. Committee Reports
    - a. Bylaws – *Yonie Young*
    - b. Nominations 2024 – *Tina Wells Lee*
    - c. Events & Promotions – *Juanita Pasley*
    - d. Civil Sidewalk – *Rex Dhatt*
    - e. Economic Development – *Jeff Gamboni*
  9. Member Requests/Announcements
- Adjournment

**Next MMID Board of Directors General Meeting Scheduled Wednesday, October 11, 2023**

*If any accommodations are needed, please contact [info@stocktonmiraclemile.com](mailto: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, August 9, 2023

SUSD Annex 1661 Pacific Avenue

**PRESENT:** Tina Wells-Lee, Lisa Whirlow, Kim Byrd, Juanita Pasley, Tammy Nguyen (left at 5:53pm), Jeff Gamboni (4:07pm), Jean Callahan, John Precissi (4:05pm), Carrie Wright (4:11pm), Manuel Guizar (4:20pm, left 6:05pm), Brian Wright

**ABSENT:** Rex Dhatt, Yonie Young

**GUESTS:** Kevin Dougherty, Mike Hermann, Dr. Lewis Gale

1. **Meeting Called to Order** at 4:05pm by Tina Wells-Lee, Board President
2. **Introduction** – New Director Brian Wright, SUSD – Brian introduced himself as a lifetime Stocktonian who has worked in Lodi School District and has been with the School For Adults for 24 years, where he oversees all programs at the school.
3. **Public Comments:** N/A
4. **Guest:** State Assemblymember Carlos Villapudua – Kim received an email from the assemblyman's office that they are unable to make it to today's meeting.
5. **Guest:** Mike Herman, Pacific Athletics – Mike thanked the board and expressed that he has been pleased with the support thus far. He spoke about UOP Staff Appreciation Night which is an event that gives tickets as an incentive to invite people to attend games. Four-\$25 gift cards are given away at the staff appreciation night from Miracle Mile merchants. Mike also spoke about how part of the funds that were received from Wells Fargo have been set aside to help with the redesign of the pole banners on the Mile. There is also a new Athletic Director at UOP – Adam Tschuor. Adam's focus will be on getting students to attend the sporting events.  
Week of Welcome (WOW) Jean Callahan – Will be an event held on the Mile on August 25, 2023, from 6pm-9pm. A section of Pacific Ave. will be closed. There will be a Ferris wheel and a DJ. UOP is asking businesses to stay open later. The event will be advertised to all students, staff, faculty, and alumni in the area.
6. **Guest:** Dr. Lewis Gale, Eberhardt School of Business – Interim Dean. Dr. Gale spoke about the Eberhardt School of Business Entrepreneurship program, and this will be his focus right away. They are looking for an office space on the Mile to work with local merchants and businesses. Eberhardt would like to have students work with businesses and help merchants with things that they may be struggling with (ie: social media) and to give the students a hands-on opportunity. The vision for the space is an office with a boardroom and a few offices. Timeline: ongoing throughout this year and beyond, a minimum of 2000 sq ft needed.
7. **Minutes of the 7/12/23, General Board Meeting** – Juanita Pasley  
**MOTION to approve Minutes of August 9, 2023:**  
**Motion:** Carrie Wright **Second:** Manuel Guizar **Vote:** 9/9 **Abstentions:** 1/1  
**Motion Approved with corrections of the date: 7/12/13 (pg 1, item 4)**
8. **Assessment COLA Evaluation** – Tina Wells-Lee  
Decision needs to be made at tonight's meeting. Kim went over that, in the district management plan, there is the opportunity to assess an additional 5% to property owners. So far assessments have not

changed since inception, even though costs have gone up. The recommendation is that the board does not go up to the max of 5%, rather in the area of 3%. Keep in mind that insurance is looking to go up, Kim is still waiting on our broker to source. Carrie asked if we had notified the property owners to a possible increase? We have not. Per Kim, at 5% it would not be a huge increase to property owners. An increase would also help with the fundraising for the MMID. Motion was made by John Precissi to increase assessment to 4%.

**MOTION to increase the COLA assessment to 4% :**

**Motion:** John Precissi **Second:** Tammy Nguyen **Vote:** 10/10 **Abstentions:** 0

**Motion Approved**

**9. July 2023 Financial Statements – Jean Callahan**

Per Kim, \$25,000 (ARPA second payment) has been received. This means that all funds from ARPA have now been received. We will be moving to MMCID, the current MMID account will be closed out. Expenses are all regular charges, there was a small bump in Republic Services (garbage). Last of En Blanc expenses are in, we ended up with a net of \$30,424.

**MOTION to approve Financial Statements:**

**Motion:** Jean Callahan **Second:** Juanita Pasley **Vote:** 10/10 **Abstentions:** 0

**Motion Approved**

**10. City of Stockton Announcements & Project Updates – Carrie Wright**

Carrie spoke of a few upcoming positions and changes that will be happening with the city. Business Incentives Manager position has been posted. EDD has been working with Community Services to transition them to Economic Development. The special events application process with the city is going to be reviewed. There will be an RFP with Stockton PD as to the flashing beacon on Adams St, it is going to council on 8/22/23 for approval. The construction contract for this project is getting approved and looking to be put in by the end of the year. The window program is supposed to start in the fall, Carrie will be the person designing the program.

**11. Nominating for 2024 – Tina Wells-Lee**

Board members who are up for re-election – Lisa Whirlow, Manuel Guizar, Juanita Pasley, Rex Dhatt, & Rachelle Turner

A reminder was made that two property owners must make the nomination.

**12. Miracle Mile Overlay – Jeff Gamboni**

The committee met on 7/25/23 and reviewed signage materials. Denise Jefferson has been the advisor to the committee. Everything has been turned over to Matt for review and final recommendations will be submitted back to the committee for review. Target date for the final will be mid-September.

**13. Executive Director Report – Kim Byrd:** Petition for WOW event needs to be circulated. Petition require signatures from businesses as notification of the street closure. With majority, in favor. The bulk will need to respond in a positive manner.

- a. A property owner asked if it would be possible to be more “in the know” and able to listen in on our meetings. Kim asked the board if they would be open to the idea, board agreed to try it out.
- b. Meeting location – LDA has offered their location as a permanent. SUSD is available. Where should be host the meetings? Brian has offered SUSD. Location TBD.
- c. WOW – Help is needed to deliver balloons the day of, around 4:30pm-5:30pm. Swag bags have been ordered.
- d. Planning for Town Hall Meeting – September 18, 2023, at UOP, time TBD. Jeff Gamboni expressed his concern about UOP being the right location for this meeting. Maybe use another location? Kim will send out a notice to restaurants who may have space to see if they would be interested in hosting.

- e. eBike Placement – Jessica at Art League has asked when the bikes will be installed. Jeff was invited to meet with SJCOG to see alternate locations. Jeff will follow up with COG to find a permanent location.
- f. Economic Development Committee establishment – A takeoff from the overlay committee. First meeting will be 8/22/23 at 3:30pm at LDA.

**14. Committees Assignments**

- a. **Bylaws** – Yonie Young: No report.
- b. **Events & Promotions** – Juanita Pasley:  
WOW with UOP is happening Friday, August 25, 2023, from 6pm-9pm.  
Car Show will be happening Saturday, October 7, 2023, from 12pm-5pm.
- c. **Civil Sidewalk** – Rex Dhatt – Rex is currently on vacation. Next meeting to discuss RFP's for the cameras will be on 9/7/23 @ 1:00pm. Location House of Shaw.

**15. Member Requests/Announcements: N/A**

**Adjournment** – Motion to adjourn made by Juanita Pasley @ 6:07pm

**Next MMID Board of Directors General Meeting Scheduled Wednesday, September 13, 2023**



# Board of Directors Report

Miracle Mile Improvement District  
Monthly Financials

Prepared by  
MMID Finance Committee

Prepared on  
September 9, 2023

# Table of Contents

---

Balance Sheet.....3

Profit and Loss by Month .....4

Profit and Loss by Month .....6

Appendix: Contractor Services .....9

# Balance Sheet

As of August 31, 2023

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
F&M Checking	31,615.81
<b>Total Bank Accounts</b>	<b>31,615.81</b>
<b>Total Current Assets</b>	<b>31,615.81</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>\$31,615.81</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Total Liabilities</b>	
<b>Equity</b>	
Opening Balance Equity	-0.06
Retained Earnings	98,021.18
Net Income	-66,405.31
<b>Total Equity</b>	<b>31,615.81</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$31,615.81</b>

# Profit and Loss by Month

August 2023

	Aug 2023	Total
<b>INCOME</b>		
NON-ASSESSED INCOME		0.00
Event Income		0.00
Car Show & Concert		0.00
Car Show Registration	348.06	348.06
<b>Total Car Show &amp; Concert</b>	<b>348.06</b>	<b>348.06</b>
<b>Total Event Income</b>	<b>348.06</b>	<b>348.06</b>
Grant Income	25,000.00	25,000.00
<b>Total NON-ASSESSED INCOME</b>	<b>25,348.06</b>	<b>25,348.06</b>
<b>Total Income</b>	<b>25,348.06</b>	<b>25,348.06</b>
<b>GROSS PROFIT</b>	<b>25,348.06</b>	<b>25,348.06</b>
<b>EXPENSES</b>		
CIVIL SIDEWALK		0.00
Enhanced Maintenance		0.00
Contract Maintenance Services	5,435.00	5,435.00
Waste Management Service	515.26	515.26
<b>Total Enhanced Maintenance</b>	<b>5,950.26</b>	<b>5,950.26</b>
Enhanced Security		0.00
Contract Security Services	5,914.00	5,914.00
<b>Total Enhanced Security</b>	<b>5,914.00</b>	<b>5,914.00</b>
<b>Total CIVIL SIDEWALK</b>	<b>11,864.26</b>	<b>11,864.26</b>
DISTRICT IDENTITY		0.00
Event Expenses		0.00
Car Show Expenses	993.32	993.32
En Blanc Event Expense	-130.75	-130.75
Event UOP Welcome Back	3,940.16	3,940.16
Event Pop-Up Night	140.00	140.00
Event Stockton Cruise Night	60.00	60.00
<b>Total Event Expenses</b>	<b>5,002.73</b>	<b>5,002.73</b>
Marketing (ARPA Grant Funded)	3,630.95	3,630.95
Car Show & Concert	1,687.50	1,687.50
Website Hosting & Services	1.50	1.50
<b>Total Marketing (ARPA Grant Funded)</b>	<b>5,319.95</b>	<b>5,319.95</b>
<b>Total DISTRICT IDENTITY</b>	<b>10,322.68</b>	<b>10,322.68</b>
DISTRICT MANAGEMENT & ADMINISTRATION		0.00
Contract Accounting Services	500.00	500.00



	<b>Aug 2023</b>	<b>Total</b>
Contract Management Services	4,327.96	4,327.96
Legal & Professional Fees	120.00	120.00
Office/General Administrative		0.00
Dues, Subscriptions & Memberships	12.00	12.00
Phone & Internet Service	29.13	29.13
Postage & PO Box	226.00	226.00
<b>Total Office/General Administrative</b>	<b>267.13</b>	<b>267.13</b>
QuickBooks	90.00	90.00
<b>Total DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	<b>5,305.09</b>	<b>5,305.09</b>
<b>Total Expenses</b>	<b>27,492.03</b>	<b>27,492.03</b>
NET OPERATING INCOME	<b>-2,143.97</b>	<b>-2,143.97</b>
NET INCOME	<b>\$ -2,143.97</b>	<b>\$ -2,143.97</b>

# Profit and Loss by Month

January - August, 2023

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Total
INCOME									
ASSESSMENT INCOME									0.00
COS Assessment					21,639.84				21,639.84
SUSD Assessment							20,202.00		20,202.00
<b>Total ASSESSMENT INCOME</b>					<b>21,639.84</b>		<b>20,202.00</b>		<b>41,841.84</b>
NON-ASSESSED INCOME				0.00	0.00				0.00
Event Income									0.00
Car Show & Concert									0.00
Car Show Registration								348.06	348.06
<b>Total Car Show &amp; Concert</b>								<b>348.06</b>	<b>348.06</b>
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
<b>Total Event - En Blanc</b>						<b>27,329.00</b>			<b>27,329.00</b>
Event Pop-Up Nights	2,752.45	193.90	439.47	291.00					3,676.82
<b>Total Event Income</b>	<b>2,752.45</b>	<b>193.90</b>	<b>439.47</b>	<b>291.00</b>		<b>27,329.00</b>		<b>348.06</b>	<b>31,353.88</b>
Grant Income	50,000.00						25,000.00	25,000.00	100,000.00
Interest Income			1.62						1.62
Net Restitution	165.00	0.00		-165.00			0.00	0.00	0.00
<b>Total NON-ASSESSED INCOME</b>	<b>52,917.45</b>	<b>193.90</b>	<b>441.09</b>	<b>126.00</b>	<b>0.00</b>	<b>27,329.00</b>	<b>25,000.00</b>	<b>25,348.06</b>	<b>131,355.50</b>
Uncategorized Income			31.49						31.49
<b>Total Income</b>	<b>52,917.45</b>	<b>193.90</b>	<b>472.58</b>	<b>126.00</b>	<b>21,639.84</b>	<b>27,329.00</b>	<b>45,202.00</b>	<b>25,348.06</b>	<b>173,228.83</b>
GROSS PROFIT	52,917.45	193.90	472.58	126.00	21,639.84	27,329.00	45,202.00	25,348.06	173,228.83
EXPENSES									
CIVIL SIDEWALK									0.00
Banner Pole Retrofit (ARPA Grant Funded)	847.85		29,544.00		800.00				31,191.85
Enhanced Maintenance									0.00
Contract Maintenance Services	5,435.04	5,435.04	5,435.04	5,435.00	5,435.04	5,435.04	5,435.00	5,435.00	43,480.20
Repair & Maintenance Supplies	56.24		85.90	12.00					154.14
Waste Management Service	289.57	744.89		149.58	284.95	284.95	515.08	515.26	2,784.28

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Total
<b>Total Enhanced Maintenance</b>	<b>5,780.85</b>	<b>6,179.93</b>	<b>5,520.94</b>	<b>5,596.58</b>	<b>5,719.99</b>	<b>5,719.99</b>	<b>5,950.08</b>	<b>5,950.26</b>	<b>48,418.62</b>
Enhanced Security									0.00
Contract Security Services	8,106.00	8,781.00	7,942.00	2,822.00	2,912.00	5,554.00	8,387.25	5,914.00	50,418.25
<b>Total Enhanced Security</b>	<b>8,106.00</b>	<b>8,781.00</b>	<b>7,942.00</b>	<b>2,822.00</b>	<b>2,912.00</b>	<b>5,554.00</b>	<b>8,387.25</b>	<b>5,914.00</b>	<b>50,418.25</b>
<b>Total CIVIL SIDEWALK</b>	<b>14,734.70</b>	<b>14,960.93</b>	<b>43,006.94</b>	<b>8,418.58</b>	<b>9,431.99</b>	<b>11,273.99</b>	<b>14,337.33</b>	<b>11,864.26</b>	<b>128,028.72</b>
DISTRICT IDENTITY									0.00
Event Expenses				48.00					48.00
Advertising/Promotional					13.34				13.34
Car Show Expenses								993.32	993.32
En Blanc Event Expense				7,064.90	1,085.56	21,043.82	760.98	-130.75	29,824.51
Event UOP Welcome Back							80.00	3,940.16	4,020.16
Event Pop-Up Night								140.00	140.00
Event Printing				84.29					84.29
Event Stockton Cruise Night								60.00	60.00
Merchant Processing Fees					5.00	503.09	20.00		528.09
<b>Total Event Expenses</b>				<b>7,197.19</b>	<b>1,103.90</b>	<b>21,546.91</b>	<b>860.98</b>	<b>5,002.73</b>	<b>35,711.71</b>
Marketing (ARPA Grant Funded)	1,500.00	1,550.00	1,500.00	1,500.00	1,663.34	1,500.00	1,600.00	3,630.95	14,444.29
Car Show & Concert		3,375.00				1,687.50		1,687.50	6,750.00
En Blanc Event		1,568.75	3,137.50		1,568.75	1,020.24	2,457.14		9,752.38
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	1.50	1.50	1.50	836.91
<b>Total Marketing (ARPA Grant Funded)</b>	<b>1,948.03</b>	<b>9,109.65</b>	<b>4,639.00</b>	<b>1,701.48</b>	<b>4,585.09</b>	<b>4,209.24</b>	<b>4,058.64</b>	<b>5,319.95</b>	<b>35,571.08</b>
<b>Total DISTRICT IDENTITY</b>	<b>1,948.03</b>	<b>9,109.65</b>	<b>4,639.00</b>	<b>8,898.67</b>	<b>5,688.99</b>	<b>25,756.15</b>	<b>4,919.62</b>	<b>10,322.68</b>	<b>71,282.79</b>
DISTRICT MANAGEMENT & ADMINISTRATION									0.00
Contract Accounting Services	87.50	500.00	1,300.00	1,150.00	500.00	500.00	500.00	500.00	5,037.50
Contract Management Services	2,141.36	3,336.74	2,316.13	4,686.40	3,262.50	2,661.23	8,319.13	4,327.96	31,051.45
Insurance Liability / D&O			318.75						318.75
Legal & Professional Fees				120.00				120.00	240.00
Office/General Administrative						93.65			93.65
Dues, Subscriptions & Memberships	12.00	24.00	43.49		12.00	12.00	119.76	12.00	235.25
Meeting Expense					134.72				134.72
Office Printing							512.05		512.05
Office Supplies	200.00	58.43		20.00		58.43			336.86
Phone & Internet Service	29.13	29.13	29.13	29.13	29.13	29.13	29.13	29.13	233.04
Postage & PO Box								226.00	226.00
<b>Total Office/General Administrative</b>	<b>241.13</b>	<b>111.56</b>	<b>72.62</b>	<b>49.13</b>	<b>175.85</b>	<b>193.21</b>	<b>680.94</b>	<b>267.13</b>	<b>1,771.57</b>
QuickBooks	103.36	85.00	85.00	85.00	85.00	85.00	85.00	90.00	703.36

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Total
Storage Lease	1,200.00								1,200.00
<b>Total DISTRICT MANAGEMENT &amp; ADMINISTRATION</b>	<b>3,773.35</b>	<b>4,033.30</b>	<b>4,092.50</b>	<b>6,090.53</b>	<b>4,023.35</b>	<b>3,439.44</b>	<b>9,565.07</b>	<b>5,305.09</b>	<b>40,322.63</b>
<b>Total Expenses</b>	<b>20,456.08</b>	<b>28,103.88</b>	<b>51,738.44</b>	<b>23,407.78</b>	<b>19,144.33</b>	<b>40,469.58</b>	<b>28,822.02</b>	<b>27,492.03</b>	<b>239,634.14</b>
NET OPERATING INCOME	32,461.37	-27,909.98	-51,265.86	-23,281.78	2,495.51	-13,140.58	16,379.98	-2,143.97	-66,405.31
<b>NET INCOME</b>	<b>\$32,461.37</b>	<b>\$ -27,909.98</b>	<b>\$ -51,265.86</b>	<b>\$ -23,281.78</b>	<b>\$2,495.51</b>	<b>\$ -13,140.58</b>	<b>\$16,379.98</b>	<b>\$ -2,143.97</b>	<b>\$ -66,405.31</b>

## **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 August 2023

<b>AB 179</b>	<p>Stockton’s Miracle Mile Public Safety Improvement &amp; Revitalization Project  <a href="https://stocktonmiraclemile.com/advocacy/">https://stocktonmiraclemile.com/advocacy/</a>  <a href="https://dot.ca.gov/caltrans-near-me/district-10/district-10-current-projects/stockton-miracle-mile">https://dot.ca.gov/caltrans-near-me/district-10/district-10-current-projects/stockton-miracle-mile</a></p> <p><b>Ad Hoc Workgroup Representatives</b> (as known at this time)  Paris Allen – LDA Partners  Jean Callahan – UOP  Rex Dhatt – Miracle Mile Commercial Property Owner  Kevin Dougherty – Miracle Mile Commercial Property/Business Owner  Jonathan Hernandez – Miracle Mile Business Owner  Phillip Herrera – Management Consultant at <a href="#">California Governor’s Office of Business and Economic Development</a>  Ted Leland – UNRC Resident  Howard Seligman – Land Use Attorney</p> <p>First Adhoc Committee scheduled for September 20, 2023. Time and location has been requested. Meetings are open to the public.</p> <p>For any additional questions regarding Stockton’s Miracle Mile Public Safety Improvement &amp; Revitalization Project or the Project’s Ad Hoc Work Group, please write to: <a href="mailto:stocktonmiraclemile@dot.ca.gov">stocktonmiraclemile@dot.ca.gov</a></p>																																				
<b>ARPA DISTRICT GRANT (\$100k)</b>	<p><b>ARPA DISTRICT GRANT (\$100k)</b>  <b>Miracle Mile Improvement District</b></p> <p>Profit and Loss  January - August, 2023</p> <hr/> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"></td> <td style="text-align: right; width: 20%;">TOT</td> </tr> <tr> <td>Income</td> <td></td> </tr> <tr> <td><b>Total Income</b></td> <td></td> </tr> <tr> <td>GROSS PROFIT</td> <td style="text-align: right;"><b>\$0</b></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</td> </tr> <tr> <td>  <b>Total CIVIL SIDEWALK</b></td> <td style="text-align: right;"><b>31,191</b></td> </tr> <tr> <td>  DISTRICT IDENTITY</td> <td></td> </tr> <tr> <td>    Marketing (ARPA Grant Funded)</td> <td style="text-align: right;">14,444</td> </tr> <tr> <td>    Car Show &amp; Concert</td> <td style="text-align: right;">6,750</td> </tr> <tr> <td>    En Blanc Event</td> <td style="text-align: right;">9,752</td> </tr> <tr> <td>    Holiday Sip &amp; Shop</td> <td style="text-align: right;">3,787</td> </tr> <tr> <td>  <b>Total Marketing (ARPA Grant Funded)</b></td> <td style="text-align: right;"><b>34,734</b></td> </tr> <tr> <td>  <b>Total DISTRICT IDENTITY</b></td> <td style="text-align: right;"><b>34,734</b></td> </tr> <tr> <td><b>Total Expenses</b></td> <td style="text-align: right;"><b>\$65,926</b></td> </tr> <tr> <td>NET OPERATING INCOME</td> <td style="text-align: right;"><b>\$ -65,926</b></td> </tr> <tr> <td>NET INCOME</td> <td style="text-align: right;"><b>\$ -65,926</b></td> </tr> </table>		TOT	Income		<b>Total Income</b>		GROSS PROFIT	<b>\$0</b>	Expenses		CIVIL SIDEWALK		Banner Pole Retrofit (ARPA Grant Funded)	31,191	<b>Total CIVIL SIDEWALK</b>	<b>31,191</b>	DISTRICT IDENTITY		Marketing (ARPA Grant Funded)	14,444	Car Show & Concert	6,750	En Blanc Event	9,752	Holiday Sip & Shop	3,787	<b>Total Marketing (ARPA Grant Funded)</b>	<b>34,734</b>	<b>Total DISTRICT IDENTITY</b>	<b>34,734</b>	<b>Total Expenses</b>	<b>\$65,926</b>	NET OPERATING INCOME	<b>\$ -65,926</b>	NET INCOME	<b>\$ -65,926</b>
	TOT																																				
Income																																					
<b>Total Income</b>																																					
GROSS PROFIT	<b>\$0</b>																																				
Expenses																																					
CIVIL SIDEWALK																																					
Banner Pole Retrofit (ARPA Grant Funded)	31,191																																				
<b>Total CIVIL SIDEWALK</b>	<b>31,191</b>																																				
DISTRICT IDENTITY																																					
Marketing (ARPA Grant Funded)	14,444																																				
Car Show & Concert	6,750																																				
En Blanc Event	9,752																																				
Holiday Sip & Shop	3,787																																				
<b>Total Marketing (ARPA Grant Funded)</b>	<b>34,734</b>																																				
<b>Total DISTRICT IDENTITY</b>	<b>34,734</b>																																				
<b>Total Expenses</b>	<b>\$65,926</b>																																				
NET OPERATING INCOME	<b>\$ -65,926</b>																																				
NET INCOME	<b>\$ -65,926</b>																																				
<b>RFP</b>	<p><b>Industrial Camera Purchase &amp; Installation RFP – Respondents and Presentations</b></p> <ul style="list-style-type: none"> <li>• Calidad Security - Dennis Smallie (participating)</li> <li>• Hammer Head Security - Lakh Singh (participating)</li> </ul> <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"> <li>• Assess financial proposals and long-term feasibility.</li> <li>• Seek additional guidance from UOP PD and support services through monitoring program.</li> <li>• Provide recommendations to the BOD, based on findings.</li> </ul> <p><b>Pending Restart - Harding Way Project \$94,380.98</b></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"> <li>• David Silva - Landscaping - include add-on Garbage Can purchase.</li> <li>• Leobardo Rivera – Mountain Landscaping Proposal</li> <li>• Contract COS</li> </ul> <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>
<b>PUBLIC WORKS:</b>	<p><a href="http://www.stocktonca.gov/services/business/bidFlash/projDetail.html?dept=Public Works, idnum=WT22052">http://www.stocktonca.gov/services/business/bidFlash/projDetail.html?dept=Public Works, idnum=WT22052</a></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><a href="http://www.stocktonca.gov/bfDocs/WT22052%20Miracle%20Mile%20RRFB%20Improvements%20Plans-Signed.pdf">City of Stockton, CA - Bid Flash Project Detail (stocktonca.gov)</a>  <a href="http://www.stocktonca.gov/bfDocs/WT22052%20Miracle%20Mile%20RRFB%20Improvements%20Plans-Signed.pdf">http://www.stocktonca.gov/bfDocs/WT22052%20Miracle%20Mile%20RRFB%20Improvements%20Plans-Signed.pdf</a></p> <p>The parking lot project hit a snag in resolving drainage issues. O&amp;M is working with Siegfried to address pre-existing issues to prevent premature failure of parking lot surfaces in the future.</p>
<b>BIKE STOCKTON:</b>	<p>eBike racks were removed from the Miracle Mile in early September at property owner, Kevin Hernandez's request. Mr. Hernandez will begin construction work on the building façade and did not want racks/bikes to be damaged. Subsequently, racks were removed from UOP during the week of 9/5, as project was unsustainable due to theft and vandalism. Racks has since been reinstalled and UOP is the only location with bike racks. Bike Stockton, SJCOG and Shared Mobility are looking for ways to ensure sustainability of its' program. As such, the Miracle Mile location, is in flux.</p> <p>Currently two potential locations are in play, pending property/business owner approval. Both locations are situated at Pacific Avenue/Maple Street. Northside adjacent Stockton Art League (approved by property representative), Southside adjacent Starbucks (under review by property owner).</p> <p>The long-term viability of the program is unknown at this time. Until the Bike Stockton team has vetted its operational policy, the Miracle Mile will suspend installation, until further notice.</p>
<b>LEGAL:</b>	<p><b>Trip/Fall Insurance Litigation</b></p> <p>Active litigation. Karin Bruce, our insurance attorney continues efforts to have MMID dismissed</p>

	<p>from the case or hopes to significantly reduce our liability. Board President deposed on May 31. Executive Director was deposed on August 14<sup>th</sup>.</p>
<p><b>ECONOMIC DEVELOPMENT:</b></p>	<p><b>VACANCIES:</b></p> <ul style="list-style-type: none"> <li>- Empire Theatre Block (previously 9 business locations)</li> <li>- Hookah Bar</li> <li>- Merillo Jewelers</li> <li>- Hubba Hubba</li> <li>- Cobra Chai</li> <li>- Southern Exposure</li> <li>- Stockton Savings (façade improvement underway)</li> <li>- Stockton Art Lab (renovations underway)</li> </ul> <p><b>NEW Mile Business:</b></p> <p>Groundstock Coffee (old Skate Shop) 8-23</p> <p><b>COMING SOON – September:</b></p> <p>Creperie Le Pompon (previously Midtown Creperie) Groundstock Coffee (old Skate Shop) 8-23</p> <p><b>COMING SOON – September:</b></p> <p>Montea (Old Miracle Mile Dry Cleaners) La Michaoacana Prime (old Starbucks)</p> <p><b>Property SALES:</b></p> <p>2323 Pacific Avenue, (Teddy &amp; Meryl Southern) 1700 Block Pacific Avenue (Escobar Family) 2363 Pacific Avenue (Tanya Waters)</p> <p>Storefront Beautification Micro Grant:</p> <ul style="list-style-type: none"> <li>- Gian’s Deli (railing repaint)</li> </ul> <p>Façade Improvement Forgivable Loan:</p> <ul style="list-style-type: none"> <li>- 2562 Pacific Avenue</li> <li>- 2001-2005 Pacific Avenue</li> <li>- 1800 Pacific Avenue/ 145-151 Alder Steet</li> <li>-</li> </ul>
<p><b>TRANSITION:</b></p>	<p><b>Financial Cut Over</b></p> <ul style="list-style-type: none"> <li>• Getting closer. Expected to occur in the September/October, configuration of new QuickBooks account to coincide.</li> </ul> <p><b>Organizational Establishment 2023</b></p> <ul style="list-style-type: none"> <li>• Article of Incorporation (State of California) - Complete</li> <li>• Statement of Information (State of California) - Complete</li> <li>• EIN (IRS) – Complete</li> <li>• Bylaws Approved – Complete</li> <li>• Appoint Interim MMCID Board &amp; Executive Committee – Complete</li> <li>• New MMCID Bank Account - Complete</li> </ul> <p>In Process:</p> <ul style="list-style-type: none"> <li>• File 1023 &amp; 3500 IRS Application for Recognition of Exemption (IRS) – Narrative revamped</li> <li>• Insurance Application Submittals – quote received. D&amp;O still pending.</li> </ul>



<b>UOP WELCOME BACK:</b>	<b>Friday, August 25<sup>th</sup> from 6 to 9pm</b> <ul style="list-style-type: none"> <li>• Over 38 merchant participants</li> <li>• Approximately 1k visitors</li> <li>• First ever Ferris Wheel on Pacific Avenue</li> <li>• Overwhelming positive feedback for those participating and in attendance.</li> <li>• Early planning for 2024 a must</li> <li>• UOP event investment ~ 20k</li> <li>• MMID \$4,020.16, not including ED time.</li> </ul>
<b>MIRACLE MILE CAR SHOW &amp; CONCERT:</b>	<b>Saturday, October 7<sup>th</sup> 12pm to 5pm</b> <ul style="list-style-type: none"> <li>• Classic Car Show (with judging)</li> <li>• DJ &amp; Live Music by Agent</li> <li>• Beer Garden and Sausage sandwich booth (fund raiser for MMID)</li> <li>• Pop-Up</li> <li>• Looking for the <b>DIRECTOR volunteers</b> during the event: <ul style="list-style-type: none"> <li>○ Vehicle Check-In 10:00 to 12:30</li> <li>○ Id Check &amp; Beer Ticket Sales, (two shifts) 11:30-2 and 2-4:30</li> <li>○ Beer Garden (three shifts) 10-12 and 12-2pm, 2pm-4pm</li> </ul> </li> <li>• Sponsorship Forms available in electronic format (printable &amp; sharable) at <a href="http://www.stocktonmiraclemile.com">www.stocktonmiraclemile.com</a></li> </ul>
<b>SAVE THE DATES:</b>	<ul style="list-style-type: none"> <li>• Miracle Mile Candy Crawl and BOO-tique Market – Saturday, October 28<sup>th</sup> (12pm – 4pm)</li> <li>• Shop Small Saturday – Saturday, November 25<sup>th</sup>.</li> <li>• Miracle Mile Holiday Sip &amp; Shop – Saturday, December 2<sup>nd</sup></li> </ul>
<b>BANNER RENTAL</b>	Rental request received by: <ul style="list-style-type: none"> <li>• Stockton Police Department (recruitment)</li> <li>• Peer Recovery Services</li> <li>• UOP for Pharmacy Week -</li> <li>• Visit Stockton</li> </ul> Sign Program Pre-Requisites: <ul style="list-style-type: none"> <li>• Renter would be responsible for purchasing own banner, per specifications provided. Working on a program with Online Printing &amp; Graphics, who can provide the installation/removal services, and is already familiar with the specifications.</li> <li>• \$1,200/week, as calendar will allow.</li> <li>• Signage requirements &amp; specifications complete.</li> <li>• Create rental agreement (TOS) &amp; release of liability.</li> <li>• Determine if additional liability coverage is needed.</li> </ul>
<b>STRATEGIC PLANNING</b>	<b>August 1<sup>st</sup> from 10am to 4pm</b> Report Summary pending completion and will be sent out to the board this month.
<b>PACIFIC ATHLETICS PARTNERSHIP</b>	First few of the 15 Faculty-Staff Appreciation Days: Saturday, Sept. 16 – Men’s Water Polo vs. UCLA (home opener) Thursday, Sept. 28 – Volleyball vs. San Francisco Saturday, Oct. 7 – Men’s Soccer vs. Loyola Marymount Wednesday, Oct. 18 – Women’s Soccer vs. Gonzaga Friday, Oct. 27 – Swimming vs. San Jose State/UC Santa Cruz (home opener)

Monday, Nov. 6 – Men’s Basketball vs. Sam Houston State (home opener)  
Friday, Nov. 10 – Women’s Basketball vs. Cal State Fullerton (home opener)

With our plan to give out four gift cards per Faculty-Staff event, 28 would be needed for the fall with the balance of 32 in the spring.

Spring

Men’s Basketball 2  
Women’s Basketball 2  
Baseball  
Women’s Water Polo  
Softball  
Men’s Tennis  
Women’s Tennis  
Beach Volleyball



**Miracle Mile & University of the Pacific Athletics  
2023-24 Partnership Agreement**

This agreement, made and entered into on August 11, 2023 by and between Miracle Mile and University of the Pacific, agrees to the following:

**University of the Pacific Athletics will provide the following:**

- Sponsor of Faculty & Staff Appreciation Days (15 total)
  - Opportunity to promote the discounts offered with Pacific Card
  - Logo recognition on event promotion
  - Opportunity to giveaway gift cards from Miracle Mile merchants at the events
    - Men’s basketball, women’s basketball, volleyball, men’s water polo, women’s water polo, baseball, softball, men’s soccer, women’s soccer, swimming, men’s tennis, women’s tennis, beach volleyball, golf, cross country
- Sponsor of Pre-Game Event at Miracle Mile Merchants
  - Pre-game activities on the Miracle Mile for Pacific fans before a selected home game
  - Appearances from Tiger Dancers and Mascot at selected merchants
  - Special event poster
  - 100 game tickets
  - Logo on social media promotion
  - Advance mentions at a minimum of three previous games, radio broadcasts and broadcast streams
  - Opportunity for on-site activation table
  - Gift cards from Miracle Mile merchants will be given away via register to win, contests
  - Logo on the home page banner ad promoting the event for 20 days in advance
  - Special message in eblast to ticket holders in advance of the game
  - Additional exposure on the ribbon board during the game
- Rotating Digital Sign on the Ribbon Board at the Alex G. Spanos Center (3’ by 8’)
  - Displayed during home basketball and volleyball events
  - Sign will be displayed a minimum of six minutes per home athletics event
- Gameday Sponsor for Women’s Basketball Game
  - Exclusive gameday sponsor for a women’s basketball game (date to be selected after schedule is finalized)
  - Acknowledgement as the gameday sponsor with a logo on publicity material and social media posts.
  - Exposure on the ribbon board during the game.
  - 100 game tickets
- Radio Advertising, minimum of 20 broadcasts

# STRATEGIC PLANNING SUMMARY

AUGUST 1, 2023

## CIVIL SIDEWALK (Clean and Safe through Facilitation and Advocacy)

2023 Annual Budget – \$138,000

2024 Annual Budget - \$143,520 (estimated)

### GOALS:

- Safe & Walkable Environment, through facilitation and
- Attractive Environment
- More Parking
- Community Plaza/Center
- AB179 (State Funding) Advocacy

### SUGGESTED KPI's (Key Performance Indicators)

- Reduction in property damage
- Reduction in crime (year over year)
- Commercial property vacancy ratio/%
- Sales Tax trending
- City/State spend within the Miracle Mile
- Program utilization (i.e. Façade, Micro and other grant opportunities)
- % of City Service provided (?)
- Tree management (# trees down, replaced)

### PARKING LOT ITEMS:

- Security Model. Cameras, boots on the ground, hybrid?
  - o Cameras/PA System(s)
  - o Callboxes
  - o Homeless
- Traffic Calming efforts
  - o Median
  - o RRFB
- Understanding of Baseline services
  - o Garbage
- Parking
  - o Meters
  - o Parking lots
  - o Parking Structures

## **DISTRICT IDENTITY & PLACEMAKING (Marketing & Promotional Services)**

2023 Annual Budget – \$35,000

2024 Annual Budget - \$36,400 (estimated)

### **GOALS:**

- District Branding (light pole banners)
- Seasonal/Event Banner
- Banner Pole Rental Program
- Merchant Marketing
- Merchant Ambassador Program/Economic Development
- Evaluate Miracle Mile App Development
- Friends of the Mile - Residential outreach (UNRC contact list)
- Stockton Cruise Night – in conflict with UOP

### **SUGGESTED KPI's (Key Performance Indicators)**

- Rental Revenue
- Social Analytics
- Website Maintenance

## **ADMINISTRATION & DISTRICT MANAGEMENT**

2023 Annual Budget – \$50,000

2024 Annual Budget - \$52,000 (estimated)

### **GOALS:**

- \$100K operating revenue
- Non-profit Board Training
- Leadership Development
- Committee Chair Responsibilities
- Residential Involvement (Non-Voting Advisory Board)...legal?
- Economic Development
  - o Façade Improvement Forgivable Loan
  - o Storefront Beautification Mirco Grant
  - o Welcome Package
  - o Welcome Wagon for new merchants
- Grant Writer

### **SUGGESTED KPI's (Key Performance Indicators)**

# Social Media Analytics – August 2023

## Reach

Facebook reach ⓘ

17,537 ↓ 14.3%



Instagram reach ⓘ

12,198 ↓ 11.4%



## Page and profile visits

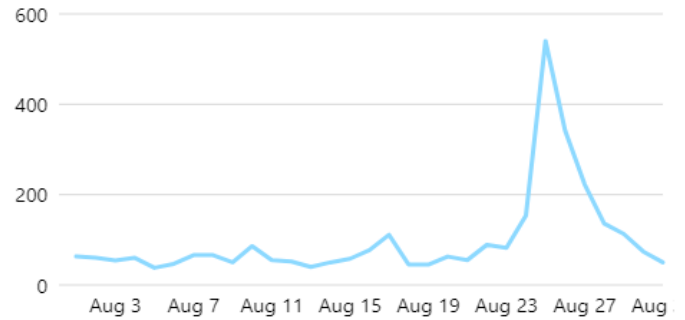
Facebook visits ⓘ

1,988 ↑ 96.1%



Instagram profile visits ⓘ

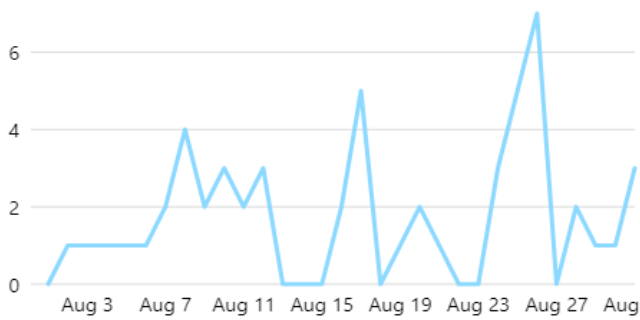
3,044 ↑ 53.2%



## New likes and follows

Facebook Page new likes ⓘ

54 ↑ 54.3%



New Instagram followers ⓘ

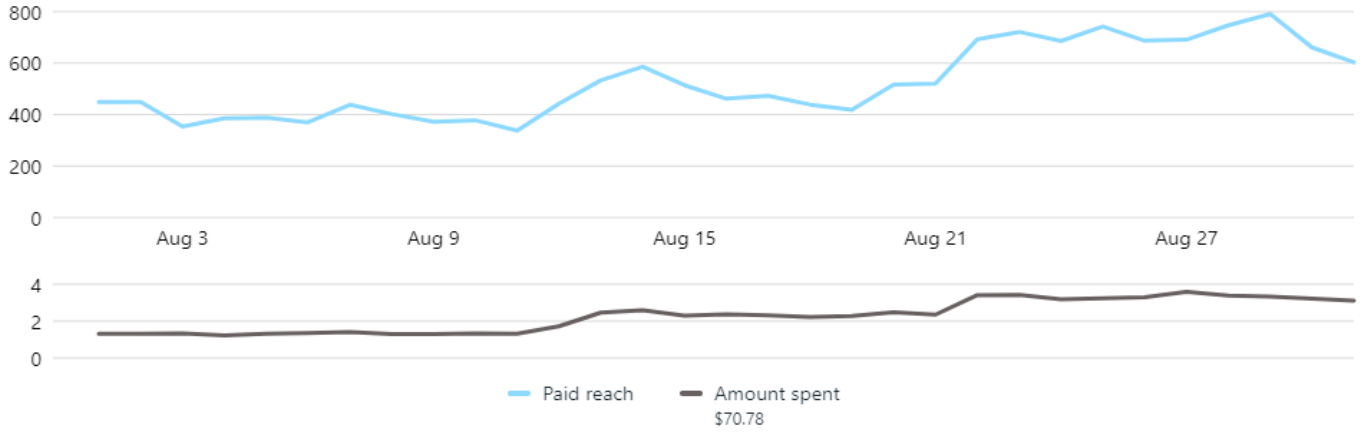
331 ↑ 57.6%



### Ad trends

Paid reach ⓘ  
**8,615** ↓ 36.6%

Paid impressions ⓘ  
**17,360** ↓ 31.2%



**Audience**

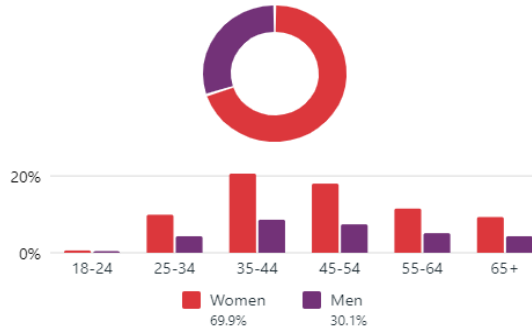
**Current audience**

Potential audience

Facebook followers ⓘ

10,708

Age & gender ⓘ



Top cities

- Stockton, CA
- Lodi, CA
- Manteca, CA
- Modesto, CA
- Sacramento, CA
- Linden, CA
- Tracy, CA
- Lathrop, CA
- Morada, CA
- Galt, CA

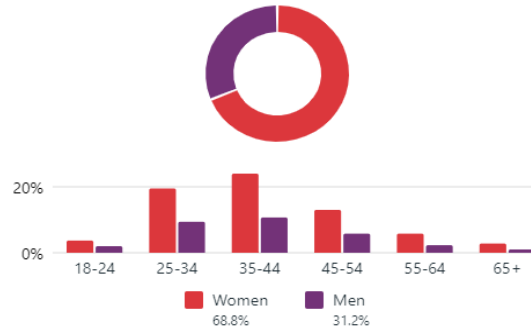
Top countries

- United States
- Mexico
- Philippines
- United Kingdom
- Brazil
- India
- Indonesia
- Nigeria
- Pakistan
- Syria

Instagram followers ⓘ

9,835

Age & gender ⓘ



Top cities

- Stockton, CA
- Lodi, CA
- Manteca, CA
- Modesto, CA
- Morada, CA

Top countries

- United States
- Nigeria
- India
- Mexico
- Philippines