

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

**DATE:** **Wednesday, May 8th, 2019**

**TIME:** **4:00pm**

**PLACE:** **Miracle Mile Conference Center, 220 W Harding Way, Stockton, CA 95204**

**TO:** **Miracle Mile Improvement District Board Members:** Kim Byrd, Lisa Whirlow, Lenzi Leonard, Jonnee Bardo, Scott Escabar, Jeff Dundas, Jeff Gamboni, Manuel Guizar, Mike Klocke, Gabrielle Oleari, Sheba Person-Whitley, Yonie Young

**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, MMID Board President*
2. Public Comments
3. Minutes of the April 10, 2019 General Board Meeting (***ACTION***)
4. April 2019 Financial Statements (***ACTION***)
5. Election of MMID Board Members (***ACTION***)
  - a. One Property Owner Vacancy (2019-2020 Term)
6. Board Directors Attendance Requirements
7. Enhanced Maintenance Services Contractor (***ACTION***)
8. Ad-Hoc Executive Director Search/Interview Committee
9. Executive Director Report – *Matthew Grizzle*
10. Committee Reports: Standing Committees
  - a. Policies & Procedures – *Manuel Guizar*
  - b. Security – *Lisa Whirlow*
  - c. Improvement – *Jeff Gamboni*
  - d. Finance – *Jeff Dundas*
  - e. Events & Promotions – *Lenzi Leonard*
11. Board Member Requests/Announcements
12. Next MMID Board of Directors General Meeting Scheduled June 12th, 2019
13. Adjournment

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

**MINUTES OF THE MEETING**

**Wednesday April 10, 2019 4:00 pm**

**Miracle Mile Conference Center, 220 West Harding Way**

**PRESENT:** Matthew Grizzle, Lenzi Leonard, Kim Byrd, Manuel Guizar, Lisa Whirlow, Jeffrey Gamboni, Yonie Young, Sheba Person-Whitley

**ABSENT:** Scott Escabar, Jonnee Bardo, Michael Klocke, Jeff Dundas, Gabe Oleari

**GUESTS:** none

**1. Open Session called to order at 4:05 pm by President, Kim Byrd**

**2. Public Comments: none**

**3. Minutes of March 13, 2019, General Meeting**

**MOTION move to approve the minutes**

<b>Motion: Lenzi Leonard</b>	<b>Second: Lisa Whirlow</b>	<b>Vote: 4/6</b>	<b>Motion carried</b>	<b>Abstained:2</b>
------------------------------	-----------------------------	------------------	-----------------------	--------------------

*Note: Jeff Gamboni joined the meeting at 4:10pm*

**4. March 2019 Financial Statements.**

**MOTION to approve Mar 2019 Financials**

<b>Motion: Manny Guizar</b>	<b>Second: Jeff Gamboni</b>	<b>Vote: 5/7</b>	<b>Motion carried</b>	<b>Abstained:2</b>
-----------------------------	-----------------------------	------------------	-----------------------	--------------------

**5. Election of MMID board member – Property Owner – open discussion – please put the word out that we are looking to fill a property owner spot on the board.**

**6. Election of MMID Treasurer**

**Motion to approve Jeff Dundas as board Treasurer**

<b>Motion: Manuel Guizar</b>	<b>Second: Lisa Whirlow</b>	<b>Vote: 7/7</b>	<b>Motion carried</b>	<b>Abstained:0</b>
------------------------------	-----------------------------	------------------	-----------------------	--------------------

**7. Bank Signers & Authorizations**

**Motion To Set Account Authorizations As Follows: Kim & Jeff Full Access, Lenzi & Lisa Check Signers & Online View Access, Matthew Online View Access Only**

<b>Motion: Lisa Whirlow</b>	<b>Second: Manuel Guizar</b>	<b>Vote: 7/7</b>	<b>Motion carried</b>	<b>Abstained:0</b>
-----------------------------	------------------------------	------------------	-----------------------	--------------------

**MIRACLE MILE IMPROVEMENT DISTRICT  
GENERAL MEETING BOARD OF DIRECTORS  
MINUTES OF THE MEETING  
(Continued – Page #2)**

**8. Executive Director Report – Matthew Grizzle**

- Logo design - went through 40-45 revisions; picked design based on bringing us into the centennial year and bring in community design elements: UOP and mile architecture
- Web Design done by Matt and saved over \$5k from the budget
- Bollards will be painted in the next month and then Albert and group will paint curbs, utility boxes and then trash cans.
- Matt attended a board training - The Mile was viewed as a very positive area in Stockton from attendees
- Ad Hoc committee wanted for the Centennial year (3 years out) to plan an event
- Farmers Market still in discussion about getting one on the mile
- Visit Stockton breakfast/awards if anyone is interested \$25.00/person
- State of the City at Port of Stockton - \$40/person for who is interested

**6. New Miracle Mile Website & Demo – Matthew Grizzle**

- **Logo:** looking at color options on final version; making some revisions to logo – moving the tower to the back and in the distance and moving the buildings up to see more of the structure.
- **Website:** Arnold has offered to do some photography for the web; website now has a current full merchant directory

*Note: Lisa Whirlow leaves the meeting at 5:17pm*

**9. Committee Reports – Standing Committees**

- a. *Bylaws* – Mr. Guizar - contact Manny if you want to meet in May/June to discuss
- b. *Security & Safety* – Mid-Valley IT to give us a few options of type of cameras and locations; will bid speakers throughout the district; MMID Wifi
- c. *Improvement* – Mr. Gamboni needs to reschedule the meeting to mornings will reschedule; white plants in courtyard
- d. *Finance* – No info
- e. *Events & Promotions* – Ms. Leonard shared information about MM En Blanc event coming up

**10. Board Member Requests/Announcements:** Pre-event with city and we need fire inspection or no additional fire inspection; first major sponsor Iacopi and Lenz \$2,500  
City board members can not help sell tickets, but they can promote on social media

**11. Adjournment:**

**Move to adjourn**

**Motion: Manuel  
Guizar**

**Second: Lenzi  
Leonard**

**Vote: 6/6**

**Motion  
carried**

**Abstained:0**

**Meeting adjourned at 5:38pm**

Minutes submitted by Secretary, Lenzi Leonard  
Next meeting, Wednesday, May 8th, 4pm at the Miracle Mile Conference Center.

# Board of Directors Report

Miracle Mile Improvement District  
For the period ended April 30th, 2019

Prepared by  
**MMID Finance Committee**

Prepared on  
**May 3, 2019**

---

---

## Table of Contents

---

Balance Sheet.....	3
Profit and Loss YTD Comparison .....	4
Budget vs. Actuals MMID 2019 BUDGET - YTD .....	6
Budget vs. Actuals MMID 2019 BUDGET - FY19 .....	8
Finance Committee Notes .....	10

# Balance Sheet

As of April 30, 2019

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
F&M Checking	69,283.63
F&M Emergency Reserve x619	4,901.31
F&M Savings x719	4,341.29
Petty Cash	250.00
<b>Total Bank Accounts</b>	<b>78,776.23</b>
<b>Other Current Assets</b>	
Payroll Refunds	126.00
<b>Total Other Current Assets</b>	<b>126.00</b>
<b>Total Current Assets</b>	<b>78,902.23</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>\$78,902.23</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Payroll Liabilities	
CA PIT / SDI	26.61
CA SUI / ETT	71.85
Federal Taxes (941/944)	466.61
Federal Unemployment (940)	47.89
<b>Total Payroll Liabilities</b>	<b>612.96</b>
Total Other Current Liabilities	612.96
<b>Total Current Liabilities</b>	<b>612.96</b>
<b>Total Liabilities</b>	<b>612.96</b>
<b>Equity</b>	
Opening Balance Equity	18,099.00
Retained Earnings	-3,624.25
Net Income	63,814.52
<b>Total Equity</b>	<b>78,289.27</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$78,902.23</b>

# Profit and Loss YTD Comparison

April 2019

	Apr 2019	Total Jan - Apr, 2019 (YTD)
<b>INCOME</b>		
Assessment Income		125,661.72
Income - Other		
Event Income		
Event Sponsorship	3,000.00	3,000.00
<b>Total Event Income</b>	<b>3,000.00</b>	<b>3,000.00</b>
Mural Project Donations	2,245.98	2,245.98
Restitution Income	695.00	695.00
SJ Magazine Ad Income		300.00
<b>Total Income - Other</b>	<b>5,940.98</b>	<b>6,240.98</b>
<b>Total Income</b>	<b>5,940.98</b>	<b>131,902.70</b>
<b>GROSS PROFIT</b>		
	<b>5,940.98</b>	<b>131,902.70</b>
<b>EXPENSES</b>		
Enhanced Maintenance		
Contractor - Maintenance	2,750.00	8,250.00
Repair & Maintenance Supplies	220.31	548.50
<b>Total Enhanced Maintenance</b>	<b>2,970.31</b>	<b>8,798.50</b>
Event Expenses		
Event License/Permit Fees	322.00	343.69
Event Marketing & Advertising	50.00	50.00
Event Supplies		160.00
<b>Total Event Expenses</b>	<b>372.00</b>	<b>553.69</b>
Insurance		3,372.96
Restitution Payout	695.00	695.00
<b>Total Insurance</b>	<b>695.00</b>	<b>4,067.96</b>
Marketing		
Advertising, Events & Promotions	750.00	1,788.50
MMID Advertising	277.20	277.20
MMMC - Events & Promotions		-200.00
Website Management & Hosting		282.90
<b>Total Marketing</b>	<b>1,027.20</b>	<b>2,148.60</b>
Office/General Administrative		
Dues & Subscriptions	175.09	310.09
Liability Insurance	501.40	2,005.60
Meeting Expense	58.30	619.78
Office Supplies		893.96
Phone/Internet		70.78
Postage		67.00

		Total
	Apr 2019	Jan - Apr, 2019 (YTD)
Printing		541.17
Rent & Lease	350.00	1,245.00
Storage Lease		203.00
<b>Total Office/General Administrative</b>	<b>1,084.79</b>	<b>5,956.38</b>
Other Business Expenses		
Mural Project Expense		256.50
<b>Total Other Business Expenses</b>		<b>256.50</b>
Payroll Expenses		
Employee Benefits	350.00	1,400.00
Taxes	583.64	6,731.38
Wages	2,661.15	7,981.67
Workmans Comp Insurance	418.68	418.68
<b>Total Payroll Expenses</b>	<b>4,013.47</b>	<b>16,531.73</b>
Professional Services		
Accounting		1,886.25
Accounting - QuickBooks	60.00	304.99
Consulting Fees		450.00
<b>Total Professional Services</b>	<b>60.00</b>	<b>2,641.24</b>
Security	6,000.96	27,078.58
Taxes & Licenses		55.00
<b>Total Expenses</b>	<b>16,223.73</b>	<b>68,088.18</b>
<b>NET OPERATING INCOME</b>	<b>-10,282.75</b>	<b>63,814.52</b>
<b>NET INCOME</b>	<b>\$ -10,282.75</b>	<b>\$63,814.52</b>

# Budget vs. Actuals MMID 2019 BUDGET - YTD

January - April, 2019

			Total
	Actual	Budget	% of Budget
<b>INCOME</b>			
Assessment Income	125,661.72	159,190.00	78.94 %
Income - Other			
Event Income		0.00	
Event Sponsorship	3,000.00		
<b>Total Event Income</b>	<b>3,000.00</b>	<b>0.00</b>	
Interest Income		36.00	
Mural Project Donations	2,245.98		
Restitution Income	695.00		
RTD Maintenance Contract		1,800.00	
SJ Magazine Ad Income	300.00		
<b>Total Income - Other</b>	<b>6,240.98</b>	<b>1,836.00</b>	<b>339.92 %</b>
<b>Total Income</b>	<b>131,902.70</b>	<b>161,026.00</b>	<b>81.91 %</b>
<b>GROSS PROFIT</b>	<b>131,902.70</b>	<b>161,026.00</b>	<b>81.91 %</b>
<b>EXPENSES</b>			
Enhanced Maintenance			
Contractor - Maintenance	8,250.00	15,832.00	52.11 %
Infrastructure Improvement Program		10,000.00	
Repair & Maintenance Supplies	548.50	2,000.00	27.43 %
<b>Total Enhanced Maintenance</b>	<b>8,798.50</b>	<b>27,832.00</b>	<b>31.61 %</b>
Event Expenses			
Event License/Permit Fees	343.69		
Event Marketing & Advertising	50.00		
Event Supplies	160.00		
<b>Total Event Expenses</b>	<b>553.69</b>		
Insurance	3,372.96		
Restitution Payout	695.00		
<b>Total Insurance</b>	<b>4,067.96</b>		
Marketing			
Advertising, Events & Promotions	1,788.50	7,532.00	23.75 %
MMID Advertising	277.20		
MMMC - Events & Promotions	-200.00		
Website Management & Hosting	282.90	4,024.00	7.03 %
<b>Total Marketing</b>	<b>2,148.60</b>	<b>11,556.00</b>	<b>18.59 %</b>
Office/General Administrative			
Bank Charges & Fees		80.00	
Dues & Subscriptions	310.09	500.00	62.02 %
Liability Insurance	2,005.60	6,680.00	30.02 %

			Total
	Actual	Budget	% of Budget
Meeting Expense	619.78		
Office Supplies	893.96	264.00	338.62 %
Phone/Internet	70.78	332.00	21.32 %
Postage	67.00	120.00	55.83 %
Printing	541.17	500.00	108.23 %
Rent & Lease	1,245.00	1,400.00	88.93 %
Storage Lease	203.00	376.00	53.99 %
<b>Total Office/General Administrative</b>	<b>5,956.38</b>	<b>10,252.00</b>	<b>58.10 %</b>
Other Business Expenses			
Mural Project Expense	256.50		
<b>Total Other Business Expenses</b>	<b>256.50</b>		
Payroll Expenses			
Employee Benefits	1,400.00	1,400.00	100.00 %
Taxes	6,731.38	1,400.00	480.81 %
Wages	7,981.67	16,668.00	47.89 %
Workmans Comp Insurance	418.68	700.00	59.81 %
<b>Total Payroll Expenses</b>	<b>16,531.73</b>	<b>20,168.00</b>	<b>81.97 %</b>
Professional Services			
Accounting	1,886.25	2,600.00	72.55 %
Accounting - QuickBooks	304.99		
Consulting Fees	450.00		
Legal		4,000.00	
<b>Total Professional Services</b>	<b>2,641.24</b>	<b>6,600.00</b>	<b>40.02 %</b>
Security	27,078.58	26,664.00	101.55 %
Taxes & Licenses	55.00		
<b>Total Expenses</b>	<b>68,088.18</b>	<b>103,072.00</b>	<b>66.06 %</b>
<b>NET OPERATING INCOME</b>	<b>63,814.52</b>	<b>57,954.00</b>	<b>110.11 %</b>
<b>NET INCOME</b>	<b>\$63,814.52</b>	<b>\$57,954.00</b>	<b>110.11 %</b>

# Budget vs. Actuals MMID 2019 BUDGET - FY19

January - December 2019

			Total
	Actual	Budget	% of Budget
<b>INCOME</b>			
Assessment Income	125,661.72	279,280.00	44.99 %
Income - Other			
Event Income		2,500.00	
Event Sponsorship	3,000.00		
<b>Total Event Income</b>	<b>3,000.00</b>	<b>2,500.00</b>	<b>120.00 %</b>
Interest Income		108.00	
Mural Project Donations	2,245.98		
Restitution Income	695.00		
RTD Maintenance Contract		7,200.00	
SJ Magazine Ad Income	300.00		
<b>Total Income - Other</b>	<b>6,240.98</b>	<b>9,808.00</b>	<b>63.63 %</b>
<b>Total Income</b>	<b>131,902.70</b>	<b>289,088.00</b>	<b>45.63 %</b>
<b>GROSS PROFIT</b>	<b>131,902.70</b>	<b>289,088.00</b>	<b>45.63 %</b>
<b>EXPENSES</b>			
Enhanced Maintenance			
Contractor - Maintenance	11,000.00	57,500.00	19.13 %
Infrastructure Improvement Program		10,000.00	
Repair & Maintenance Supplies	776.55	2,000.00	38.83 %
<b>Total Enhanced Maintenance</b>	<b>11,776.55</b>	<b>69,500.00</b>	<b>16.94 %</b>
Event Expenses			
Event Equipment/Rentals	1,000.00		
Event License/Permit Fees	343.69		
Event Marketing & Advertising	50.00		
Event Supplies	160.00		
<b>Total Event Expenses</b>	<b>1,553.69</b>		
Insurance	3,372.96		
Restitution Payout	695.00		
<b>Total Insurance</b>	<b>4,067.96</b>		
Marketing			
Advertising, Events & Promotions	1,788.50	22,600.00	7.91 %
MMID Advertising	277.20		
MMMC - Events & Promotions	-200.00		
Website Management & Hosting	282.90	5,000.00	5.66 %
<b>Total Marketing</b>	<b>2,148.60</b>	<b>27,600.00</b>	<b>7.78 %</b>
Office/General Administrative			
Bank Charges & Fees		500.00	
Dues & Subscriptions	310.09	500.00	62.02 %

			Total
	Actual	Budget	% of Budget
Liability Insurance	2,005.60	12,000.00	16.71 %
Meeting Expense	619.78		
Office Supplies	893.96	800.00	111.75 %
Phone/Internet	70.78	1,000.00	7.08 %
Postage	67.00	400.00	16.75 %
Printing	541.17	1,500.00	36.08 %
Rent & Lease	1,945.00	4,200.00	46.31 %
Storage Lease	203.00	1,128.00	18.00 %
<b>Total Office/General Administrative</b>	<b>6,656.38</b>	<b>22,028.00</b>	<b>30.22 %</b>
Other Business Expenses			
Mural Project Expense	256.50		
<b>Total Other Business Expenses</b>	<b>256.50</b>		
Payroll Expenses			
Employee Benefits	1,750.00	4,200.00	41.67 %
Taxes	7,225.18	4,200.00	172.03 %
Wages	12,565.00	50,000.00	25.13 %
Workmans Comp Insurance	500.00	2,100.00	23.81 %
<b>Total Payroll Expenses</b>	<b>22,040.18</b>	<b>60,500.00</b>	<b>36.43 %</b>
Professional Services			
Accounting	1,886.25	7,800.00	24.18 %
Accounting - QuickBooks	304.99		
Consulting Fees	450.00		
Legal		12,000.00	
<b>Total Professional Services</b>	<b>2,641.24</b>	<b>19,800.00</b>	<b>13.34 %</b>
Security	30,079.06	80,000.00	37.60 %
Taxes & Licenses	55.00		
<b>Total Expenses</b>	<b>81,275.16</b>	<b>279,428.00</b>	<b>29.09 %</b>
<b>NET OPERATING INCOME</b>	<b>50,627.54</b>	<b>9,660.00</b>	<b>524.09 %</b>
<b>NET INCOME</b>	<b>\$50,627.54</b>	<b>\$9,660.00</b>	<b>524.09 %</b>

# Finance Committee Notes

---

## Balance Sheet

- "Payroll Returns" is an ACH refund we received for overpayment of payroll taxes in QTR2 of 2018.
- "Retained Earnings" shows the total of the income and expenses from all previous years. We started 2019 with a negative number after everything was calculated.

## Profit & Loss YTD Comparison

- "Event Sponsorship" is the total amount we have received so far for MMEB2019. That number will be a lot bigger in the May financial statements.
- "Mural Project Donations" is the total amount we have received so far from various Miracle Mile Mural Project donors. These funds are to be used exclusively for those murals.
- "Restitution Income" & "Restitution Payout" are the funds we receive from SJ County from Mimi Nguyen court ruling. We turn these over to the insurance provider who has already paid us in full for embezzelment losses.

## Budget vs Actuals

- "RTD Maintenance Contract" in the past week we have received two checks totaling \$3,600 for QTR1 & QTR2 2019 services so those will show in May financials.
- "Office Supplies" we are over budget on this line item due to not estimating properly what our needs would be this year. For example, we spent \$ on a new desktop computer, board binders and general items to get the office organized. Overall however the budget line item of "Total Office/General Administration" will be under budget for the year by the time we are all done due to significant cuts in other categories.
- "Payroll Expenses, Taxes" is over budget due to several payroll items from 2018 that were not paid (or payments processed) until this year.

## Overall

- We are running well under budget on almost all categories. We are going to need to discuss ways to spend some funds we have allocated in our budget by the end of the year.

# **MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – MAY 2019**

## **Assessment Income Notes**

I picked up the property tax payment from the City of Stockton (\$20,270.85) on May 2nd. Property tax invoice to Stockton Unified (\$19,826.22) was mailed on April 4th, we should receive it anytime. I dropped off the invoice for the remaining balance of main property tax assessments (47% = \$111,435.86) on May 2nd, we should receive back either in late May or early June.

## **Miracle Mile Banners**

I have been working over the past month to get together some pricing for new Miracle Mile street banners. These would replace the faded ones we have mounted now. I will have a full report in time for the board meeting.

## **Lighting Across Pacific Avenue**

I am in continued discussions with City of Stockton Traffic and Engineering/Planning departments to work out the possibility of installing cabled string lights between street light posts down The Miracle Mile for added lighting in the evening. They are receptive and supportive of the idea, including it in our existing conditional use permit for decorations on the streetlamp posts. I have created/submitted proposed layout renderings and will be submitting photos & technical specs within the next week or so. I should have a full proposal for review including budget for the project by our June board meeting.

## **UOP Westgate Non-Profit Board Training**

I attended this training with Kim Byrd, Yonie Young & Manuel Guizar on April 9<sup>th</sup> and the same group minus Kim Byrd on April 16<sup>th</sup>. The training provides a foundation of understanding when it comes to how a non-profit board and organization should run. My recommendation would be that all MMID board members moving forward should attend the training and receive the certification (there is already room in our current budget to do so). I'm going to be speaking with Peter Johnson, the program trainer/facilitator about setting up a private one-day session for the Miracle Mile.

## **Certified Tourism Ambassador Program**

On April 10<sup>th</sup> I attended a training program to become a Certified Tourism Ambassador for the City of Stockton. I am in talks with Visit Stockton to create an opportunity for us to hold a private class down on The Mile that would allow Mile Merchants to attend and gain the incredible knowledge the training provides.

On April 30<sup>th</sup> I attended the Visit Stockton CTA Awards Breakfast where the Miracle Mile was recognized as a community partner. I handed out flyers for MMEB at the event.

## **Chamber of Commerce Leadership Stockton**

On May 2<sup>nd</sup> I attended the Chamber of Commerce Leadership Stockton Alumni Association Community Leadership Breakfast 2019. The subject of the event was "*LIVE here...SHOP here...PLAY here...THRIVE! Learn why being part of an All-American City benefits your business and how supporting local tourism boosts your bottom line!*" I will be applying to become a member of the 2019-2020 Leadership Stockton Class.

# MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – MAY 2019 (Continued – Page 2)

## New Miracle Mile Logo & Website Launch

Logo & Website social media marketing campaign will be starting on May 7<sup>th</sup> and running for a few weeks.

## New Miracle Mile Logo Design Process

After receiving the feedback at our board meeting last month, I first created a logo contest on a completely different website (Logo Tournament) and uploaded the design files for a new group of designers to submit edits on. We received a total of 35 new options but none of them were worth considering. I requested a full refund from Logo Tournament, and it was granted so only thing lost was a few days of time. I then went back to our original designer and negotiated the additional graphic design services and edits (\$277.20 total with all processing fees). He created two options for selection but neither offered up the requested changes/edits (shown in logo #1 below), so I worked on my own mock-ups with Jeff Gamboni, Kim Byrd and the overall board's input in mind. I sent those mock-ups back to the designer and he duplicated them and we submitted the following options to all Miracle Mile property owners and business owners via constant contact e-mail blast to vote on. There were 32 total votes and the overall favorite was Logo #2.

OVERALL TOTALS					RANKING POINTS CALCULATION	
	RANK #1	RANK #2	RANK #3	TOTAL RANKING POINTS	1ST CHOICE =	3PTS
LOGO #1	10	4	18	56	2ND CHOICE =	2PTS
LOGO #2	15	13	3	74	3RD CHOICE =	1PT
LOGO #3	7	14	10	59		



LOGO #1



LOGO #2



LOGO #3

After the contest was completed I went back to the designer for final cleanup, minor adjustments, etc. The following logo is our final rendering in few different color combinations. The first one is the one that came from the designer using the colors we have been working with and the second one is a color version I prefer, taking green out completely and using the “official” UOP pantone orange. The third is a version without the outer stroke and the last is a single color version for engraving, wine glasses and the like.

MIRACLE MILE IMPROVEMENT DISTRICT  
ED REPORT – MATTHEW GRIZZLE – MAY 2019  
(Continued – Page 3)



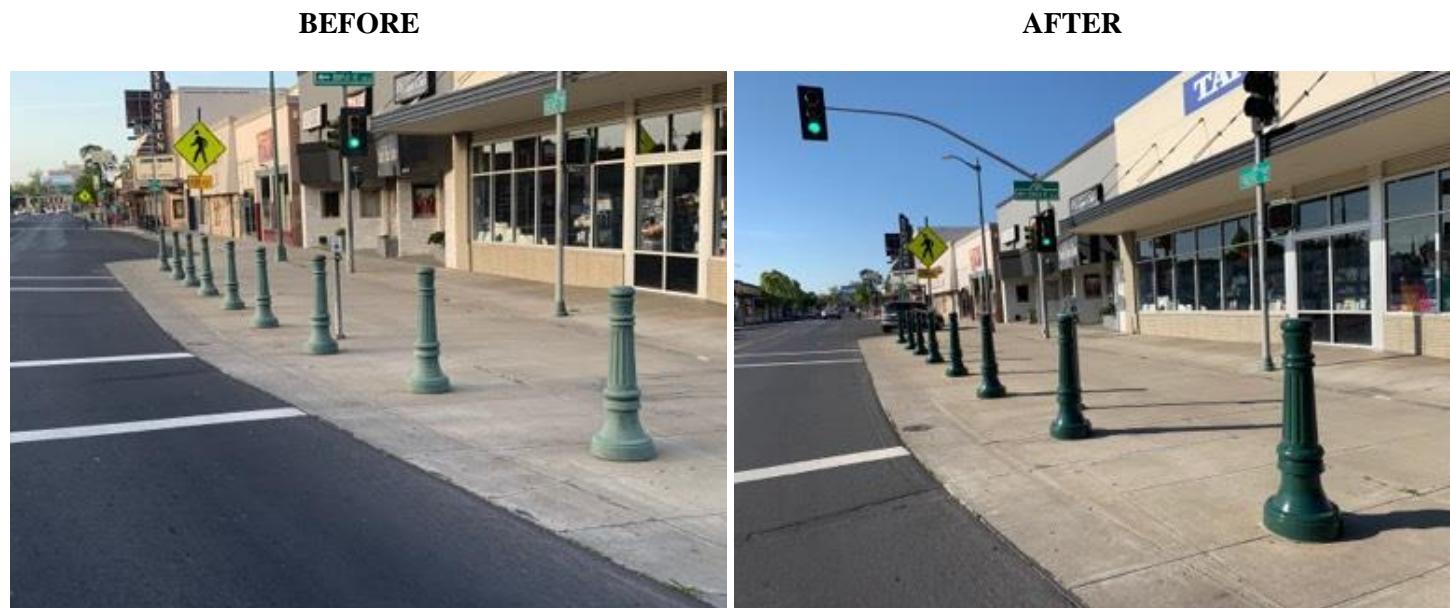
# **MIRACLE MILE IMPROVEMENT DISTRICT**

## **ED REPORT – MATTHEW GRIZZLE – MAY 2019**

### **(Continued – Page 4)**

#### **District Painting**

The bollards have all been painted, work started on Monday, April 29<sup>th</sup> and was done by mid-day four days later on Thursday, May 2<sup>nd</sup> so it only took 51.5 total man hours to complete (way under estimate/budget of 160 hours). Total cost for labor and supplies (mostly reusable) was only about \$1,000!



Curbs are next on the list, to be started on Monday, May 6<sup>th</sup> then garbage cans, utility boxes & light poles. We are striving to get as much done as possible prior to our Miracle Mile En Blanc event on June 8<sup>th</sup>.

#### **District Maintenance**

We are continuing to submit countless GoRequest tickets for signage, sidewalk and parking lot planters throughout the district and are continuing to monitor the progress on their repair or replacement. I have been in contact with the City of Stockton Solid Waste Department on several occasions and we are currently working on getting some additional trash cans down to The Mile. I have been in continued contact with the Streets & Traffic divisions at the city to try and get our missing bollards on Castle/Pacific replaced, that hopefully should be taking place soon. I sent out an RFP for district enhanced maintenance services on April 22<sup>nd</sup>.

#### **Banking Changes**

After Jeff Dundas election to the position of board Treasurer I finalized all the board directed changes to our banking authorizations.

#### **Special Events Policy & Communication**

I met with a representative from the City Special Events Department and discussed process moving forward to implement a special events policy for the Miracle Mile. In the meantime, while that is in process, she is going to be notifying me of any/all event permits that come through her office that fall within the footprint of the district. That way we won't have any surprise events happening moving forward.

# **MIRACLE MILE IMPROVEMENT DISTRICT ED REPORT – MATTHEW GRIZZLE – MAY 2019 (Continued – Page 5)**

## **Miracle Mile En Blanc (MMEB)**

I have completed all the necessary meetings with all government agencies and departments. All permits (City, Fire, Police, ABC, Environmental Health) have either been submitted/finalized. All service and equipment rentals have been secured. We are spending a little extra to have a bathroom trailer at the event as well as backup porta-pottys. SPD will have four uniformed police officers and Hammerhead will have five-six armed guards with supervisor onsite during the entire street closure time (noon-11pm). Working with Miracle Mile restaurants to finalize overall menu, we have over a dozen participating restaurants. I have sent out communication to all Miracle Mile merchants asking if anyone would like to volunteer and will be sending out communication asking if they have any pre-event/post-event specials they would like to promote. **Calli Grace** will be playing during cocktail/appetizer hour and dinner service and **The Penetrators Grove Band** will play for dessert and after dinner party. We have hired a professional sound service and have brought **Stage Monkeys** (Mile Merchant) onboard to provide all professional lighting services for the event. **SB Films** will be onsite to provide professional videography services. We have secured \$9,500 in cash sponsorships and over \$4,000 in-kind sponsorships for the event so far. Tickets went on sale April 29<sup>th</sup> @ 7pm. We currently have only about 100 tickets left out of the 350 total event capacity, I believe we will definitely sell out!

## **Miracle Mile Car Show, Wine Stroll & Concert**

WE NEED A GOOD NAME FOR THIS EVENT! OVERALL THEME??

I have had preliminary conversations with City of Stockton Events Department & other department representatives to give them information and start paperwork. I have reserved the show-mobile and started lining up entertainment and vendors. Lincoln Center has cancelled their car show this year and because we moved our event to a Saturday we should have an easier time getting cars to participate. We will be discussing this event at the Events & Promotions Committee meeting on May 16<sup>th</sup> if you would like to get involved.

## **Upcoming Community Events**

- University of the Pacific Commencement Ceremonies: May 11<sup>th</sup>
- Feast @ The Fox: May 10<sup>th</sup> @ 6:00pm, Downtown Stockton, Tickets Sold Out
- Amgen Tour of California: May 14<sup>th</sup> @ 8:30am, Downtown Stockton
- 2019 State of the City: May 23<sup>rd</sup> @ 10:30am-2:30pm, Port of Stockton, \$40 Ticket Available at [stocktonchamber.org](http://stocktonchamber.org) (I will be attending, please let me know if you are as well so I can reserve seats)

## **Board Committee Reports – May 2019**

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

- Kim Byrd, Yonie Young, Matthew Grizzle & I will be meeting sometime in June to discuss policy/procedure and bylaw revisions. If you would like to assist with that committee, please let me know and I will include you in the communication.

### **Security – Lisa Whirlow, Committee Chair**

The Security Committee met on April 9th @ 10:15am.

- Working with Hammerhead to get security reports has been challenging, we have not been receiving them in the requested manner or on a regular basis. They are working on new procedures to hopefully take care of those issues.
- SPD Business Watch meeting attendance has been improving since we moved the meeting to behind Green's Nutrition. Next Business Watch meeting is Tuesday, May 14<sup>th</sup> @ 9:00am.
- UOP is still working on getting approval for camera system install.
- Matthew & I have been in discussions with a couple different vendors for the camera system and we should hopefully have some progress soon. There is a possibility of additional funding for the system becoming available.
- Security Committee will meet regularly on the second Tuesday of every month immediately following the Business Watch meeting at 10:15am @ PME. Next meeting is scheduled for Tuesday, May 14<sup>th</sup>.

### **Improvement – Jeff Gamboni, Committee Chair**

The Improvement Committee met on April 18th @ PME. Jeff G, Yonie, Kim & Matthew attended

- Annuals have been ordered for immediate planting the week of May 6<sup>th</sup>. Emphasis on white to match up with Miracle Mile En Blanc event.
- Matthew & I will be setting up a meeting with Susan Lenz soon to go over what the next step in the Tuxedo Project is and discuss needed sidewalk repairs.
- Matthew sent out an RFP for Enhanced Maintenance Services, I will have a report at the board meeting.
- Painting project is underway.
- We are looking again at the old Bank of America SUSD planting site.
- Looking at maintenance and improvements for the North Miracle Mile median at Calaveras.
- We are looking at different lighting opportunities for the Miracle Mile.
- Will be preparing exhibits about the Tuxedo Project for display and presentation at the Miracle Mile En Blanc event.
- Improvement Committee will meet regularly on the third Thursday of every month at 9:00am @ PME. Next meeting is scheduled for Thursday, May 16<sup>th</sup>.

## **Board Committee Reports – May 2019**

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

The Finance Committee met on May 1<sup>st</sup> @ PME. Jeff D. & Matthew were in attendance.

- District financial system and processes were discussed as well as financial reports.
- See “Note” section of financials for additional information.
- Finance Committee will meet regularly on the first Tuesday of every month at 9:00am @ PME. Next meeting is scheduled for Tuesday, June 4th.

### **Events & Promotions – Lenzi Leonard, Committee Chair**

Events & Promotions Committee met on April 18th @ Taps Barrel Room. Lenzi, Matthew, Jeff G, Lisa, Kim and a few guests were in attendance.

- Dining Miracle Mile En Blanc
  - Letters to restaurants have gone out and online form created to confirm dishes they will be offering.
  - Calli Grace & The Penetrators Grove Band has been booked for entertainment.
  - Street closure, bathrooms and security has been secured.
  - Letters to merchants have been sent out to ask for volunteer help, donations or support in any way.
  - Tickets went on sale April 29<sup>th</sup>. Updated report of current sales to be given at board meeting.
  - Flyers/Posters will go out for distribution week of May 6<sup>th</sup>.
- Miracle Mile Classic Car Show, Wine Stroll & Concert
  - Will be discussed at next meeting.
- Events & Promotions Committee will meet regularly on the third Thursday of every month at 5:30 @ Taps Barrel Room. Next meeting is scheduled for Thursday, May 16<sup>th</sup>.