PUBLIC NOTICE

MIRACLE MILE IMPROVEMENT DISTRICT BOARD OF DIRECTORS GENERAL MONTHLY MEETING

DATE: Wednesday, April 8th, 2020 TIME: 4:00pm

PLACE: Virtual Meeting – ZOOM Video Conference: https://zoom.us/i/586957973 or via

telephone (669) 900-6833, Meeting ID: 586 957 973, 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 March 11th, 2020 General Board Meeting (ACTION)
- 4. March 2020 Financial Statements (ACTION)
- 5. Election of MMID Board Member (ACTION)
 - a. One Business Owner Vacancy (2019-2020 Term)
- 6. Social Media Marketing Services (ACTION)
- COVID-19 District Response & Plans
- 8. City of Stockton Announcements & Project Updates Nicole Snyder
- 9. Objective Dashboards Matthew P. Grizzle
- 10. Executive Director Report *Matthew P. Grizzle*
- 11. 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
- 12. Board Member Requests/Announcements
- 13. Next MMID Board of Directors General Meeting Scheduled May 13th, 2020
- 14. 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, March 11th, 2020 Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204 (PAGE #1)

PRESENT: Matthew Grizzle (Executive Director), Kim Byrd, Lisa Whirlow, Nicole Snyder, John Precissi, Yonie Young, Jeff Dundas, Helena Monica, Jeffrey Gamboni, Kevin Hernandez (arrived @ 4:12pm)

ABSENT: Brianna Southern, Mike Klocke, Miguel Guizar GUESTS: Cece Zabala

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

2. Public Comments

 Cece from 360 Alert offered security monitoring for commercial businesses. 360 is based out of Sacramento. Existing wiring can be utilized.

3. Minutes of February 11, 2020 General Meeting

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

Motion: Jeff Dundas Second: Lisa Whirlow Vote: 8/0 Motion carried Abstained:0

4. February Financial Statements

MOTION to approve February 2020 financial statements.

Motion: Jeff Gamboni Second: Nicole Snyder Vote: 8/0 Motion carried Abstained:0

Note: Kevin Hernandez arrived to meeting @ 4:12pm

5. Election of Merchant Board Position - Tabled

6. Social Media Marketing

- Proposals from: 19 Colors, Miguel Guillen, Mindslap
- Marketing ties into branding and should be on the same committee. Decision should be made by Events and Promotions committee and presented to the Board. Request a presentation from each marketing company. All present board members agreed \$750-\$800/ month should include nonstock photos. Videos are preferred content.
- Helena Monica needs subcommittee for mission/vision statement; Helena Monica is hiring her branding company for MMID. Mathew will send out a doodle for branding committee meeting.

7. City of Stockton

Nicole has deferred to Mathew. Nicole has provided all the contact information necessary for projects.

8. Dashboard

Working on format to track progress

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

Wednesday, February 12, 2020 Green's Nutrition Studio, 1906 Pacific Avenue, Stockton, CA 95204 (PAGE #2)

9. Executive Director Report

- See included report in board packet.
- Banners have positive feedback. Kim and Matthew will map out placement. Project will be complete by April.
- Harding Way Project is replacing sidewalk-Phase I is complete.

10. Committee Reports

- Security Committee needs chair now that Troy has resigned his board position.
- Events & Promotions Farmers Market-Kevin is volunteering to help Lisa with organizing and finding participants. March 21@10am-Sidewalk Sale
- Improvement Jeff passed out See's parking lot and Tuxedo Ave planting plan. Need to decide on planting day and time. Traffic monitoring and surveying will be done by the city. After facts are gathered, residents can be approached.

11. Board Announcement - None

12. Next Meeting

Wednesday, April 8th @ 4pm at "The Studio" behind Green's Nutrition.

13. Adjourn @ 5:59 pm

MOTION to adjourn the meeting.

Motion: Manuel Guizar Second: Lisa Whirlow Vote: 9/0 Motion carried Abstained:0

Minutes Submitted by Secretary, Yonie Young



Board of Directors Report

Miracle Mile Improvement District For the period ended March 31st, 2020

Prepared by MMID Finance Committee

Prepared on April 6, 2020

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Balance Sheet

As of March 31, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts	
F&M Checking	113,215.56
F&M Emergency Reserve x619	11,578.84
F&M Savings x719	6,242.18
Total Bank Accounts	131,036.58
Total Current Assets	131,036.58
Fixed Assets	
Accumulated Depreciation	-1,526.01
Fixed Asset Furniture	1,526.01
Total Fixed Assets	0.00
TOTAL ASSETS	\$131,036.58
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	21,357.76
Retained Earnings	47,171.73
Net Income	62,507.09
Total Equity	131,036.58
TOTAL LIABILITIES AND EQUITY	\$131,036.58

Profit and Loss

January - March, 2020

	Total
INCOME	
Assessment Income	115,950.42
Non-Assessed Income - (Other)	
Interest Income	1.32
Total Non-Assessed Income - (Other)	1.32
Total Income	115,951.74
GROSS PROFIT	115,951.74
EXPENSES	
Enhanced Maintenance	
Contractor - Mantenance	9,610.83
Infrastructure Improvement Program	398.59
Repair & Maintenance Supplies	473.33
Total Enhanced Maintenance	10,482.75
Marketing	
Advertising, Events & Promotions	2,572.05
Event Expenses	
Event License/Permit Fees	-521.64
Total Event Expenses	-521.64
Website Management & Hosting	221.64
Total Marketing	2,272.05
Office/General Administrative	
Dues & Subscriptions	355.16
Liability Insurance	3,515.82
Meeting Expense	438.08
Merchant Events/Hospitality	134.23
Office Supplies	345.68
Phone/Internet	29.12
Postage	3.58
Rent & Lease	1,050.00
Storage Lease	570.00
Travel/Gas/Parking	113.02
Total Office/General Administrative	6,554.69
Professional Services	
Accounting	989.11
Consulting Fees	505.00
Legal	584.50
Total Professional Services	2,078.61
Security	15,556.55
Staffing Expenses	
Contractor Management Services	16,500.00

	Total
Total Staffing Expenses	16,500.00
Total Expenses	53,444.65
NET OPERATING INCOME	62,507.09
NET INCOME	\$62,507.09

Budget vs. Actuals Year To Date

January - March, 2020

			Total
	Actual	Budget	% of Budget
NCOME			
Assessment Income	115,950.42	123,349.36	94.00 %
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	115,951.74	125,151.31	92.65 %
GROSS PROFIT	115,951.74	125,151.31	92.65 %
EXPENSES			
Enhanced Maintenance			
Contractor - Mantenance	9,610.83	14,100.00	68.16 %
Infrastructure Improvement Program	398.59	1,200.00	33.22 %
Repair & Maintenance Supplies	473.33	300.00	157.78 %
Total Enhanced Maintenance	10,482.75	15,600.00	67.20 %
Marketing			
Advertising, Events & Promotions	2,572.05	3,000.00	85.74 %
Event Expenses		0.00	
Event License/Permit Fees	-521.64		
Total Event Expenses	-521.64	0.00	
Website Management & Hosting	221.64	348.00	63.69 %
Total Marketing	2,272.05	3,348.00	67.86 %
Office/General Administrative			
Dues & Subscriptions	355.16	500.00	71.03 %
Liability Insurance	3,515.82	3,500.00	100.45 %
Meeting Expense	438.08	500.00	87.62 %
Merchant Events/Hospitality	134.23		
Office Printing		450.00	
Office Supplies	345.68	400.00	86.42 %
Phone/Internet	29.12	150.00	19.41 %
Postage	3.58	240.00	1.49 %
Rent & Lease	1,050.00	1,050.00	100.00 %
Storage Lease	570.00	600.00	95.00 %
Travel/Gas/Parking	113.02		
Total Office/General Administrative	6,554.69	7,390.00	88.70 %
Professional Services			
Accounting	989.11	1,425.00	69.41 %
Consulting Fees	505.00	1,000.00	50.50 %
Legal	584.50		
Total Professional Services	2,078.61	2,425.00	85.72 %

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	Actual	Budget	% of Budget
Security	15,556.55	18,000.00	86.43 %
Staffing Expenses			
Contractor Management Services	16,500.00	16,500.00	100.00 %
Total Staffing Expenses	16,500.00	16,500.00	100.00 %
Total Expenses	53,444.65	63,263.00	84.48 %
NET OPERATING INCOME	62,507.09	61,888.31	101.00 %
NET INCOME	\$62,507.09	\$61,888.31	101.00 %

Budget vs. Actuals Year End

January - March, 2020

			Total
	Actual	Budget	% of Budge
INCOME			
Assessment Income	115,950.42	228,380.12	50.77 %
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	115,951.74	285,588.02	40.60 %
GROSS PROFIT	115,951.74	285,588.02	40.60 %
EXPENSES			
Enhanced Maintenance			
Contractor - Mantenance	9,610.83	56,400.00	17.04 %
Infrastructure Improvement Program	398.59	4,800.00	8.30 %
Repair & Maintenance Supplies	473.33	1,200.00	39.44 %
Total Enhanced Maintenance	10,482.75	62,400.00	16.80 %
Marketing			
Advertising, Events & Promotions	2,572.05	12,000.00	21.43 %
Event Expenses		35,000.00	
Event License/Permit Fees	-521.64		
Total Event Expenses	-521.64	35,000.00	-1.49 %
Website Management & Hosting	221.64	348.00	63.69 %
Total Marketing	2,272.05	47,348.00	4.80 %
Office/General Administrative			
Dues & Subscriptions	355.16	1,200.00	29.60 %
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		1,350.00	
Office Supplies	345.68	850.00	40.67 %
Phone/Internet	29.12	600.00	4.85 %
Postage	3.58	240.00	1.49 %
Rent & Lease	1,050.00	4,200.00	25.00 %
Storage Lease	570.00	1,200.00	47.50 %
Travel/Gas/Parking	113.02		
Total Office/General Administrative	6,554.69	21,740.00	30.15 %
Professional Services			
Accounting	989.11	2,100.00	47.10 %
Consulting Fees	505.00	1,000.00	50.50 %
Legal	584.50		

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	Actual	Budget	% of Budget
Total Professional Services	2,078.61	3,100.00	67.05 %
Security	15,556.55	72,000.00	21.61 %
Staffing Expenses			
Contractor Management Services	16,500.00	66,000.00	25.00 %
Total Staffing Expenses	16,500.00	66,000.00	25.00 %
Total Expenses	53,444.65	272,588.00	19.61 %
NET OPERATING INCOME	62,507.09	13,000.02	480.82 %
NET INCOME	\$62,507.09	\$13,000.02	480.82 %

Finance Committee Notes

General Notes:

- General liability insurance and umbrella policy was paid in March for the whole year so that will not need to be paid again until March 2021.
- We came into the year with approximately \$50,000 in our checking account (note: \$25,000 reserved for district improvements) and over \$11,500 in our emergency savings account. So, if we have a loss of event income due to COVID-19 we will be able to maintain all budgeted enhanced district services.
- Total net budgeted income from events this year are as follows: Miracle Mile En Blanc (\$10k), Miracle Mile Car Show (\$3k), Miracle Mile Sip & Shop (\$2k).

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

Miracle Mile Banners & UOP Marketing Partnership

Banners have been approved by all parties and locations have been mapped out including survey of existing and needed hardware. We are waiting for the manufacturing company to be back at work to be able to produce the banners, I will be receiving and update on April 8th. We will be installing 34 Miracle Mile Banners & 28 UOP banners for a total of 62. The last time we did an installation we had 38 banners installed and currently have about 20 still up so this installation will be a dramatic difference.

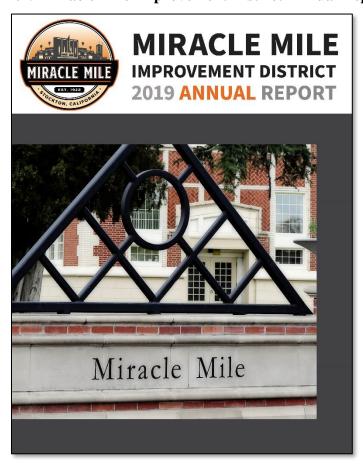
City of Stockton Assessment Invoicing

We received the City of Stockton individual assessment payment in the amount of \$20,270.87.

Stockton Unified School District Invoicing

I sent Stockton Unified School District (through Jeff Dundas) an invoice for their individual portion of property owner assessment in the amount of \$19,826.22. We should receive payment sometime in May.

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 have printed 360 copies of the report for distribution to property owners and merchant business owners. I worked with the PME office in the negotiation and upgrade of their commercial printer that was installed on April 1^{st,} so the reports were printed at no charge due to those efforts (\$430+ savings in print cost to the district). If the reports were printed at a regular outside print house, they would have cost over \$2,500 to produce.

The plan is to mail to property owners and hand deliver to merchant business owners (put through mail slot if possible, otherwise mail). The annual report will be voted on by the city council in April.

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

COVID-19 Leadership Coalition

I have been working with a large group of community leaders in coordinated efforts to create and disseminate information for businesses and individuals. This group is coordinated by Nicole Snyder (MMID board member) and her office at the Economic Development Department. 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 created a webpage (www.stocktonmiraclemile.com/covid19) on our website that is updated at least once a day with 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).

Harding Way Improvement Project

We received the report for Phase 1 construction completion, it came in at \$72,483.75. Estimates for Phase 2 of the project is coming in at \$224,863.75 which brings the total to \$297.863.75. This is a little over the remaining balance available for this project so we will have to work on setting priorities and then with individual property owners to obtain necessary approvals. Right now, we are hearing that work would be completed in the 3-4th quarter this year.

Miracle Mile Signage Replacement Project

I submitted to the City of Stockton a report created from the information gathered by Kim Byrd about signage replacement needs on February 12th. Due to all the changes in response to COVID-19 there has been slower than anticipated progress on the project. As of the March 30th update we received from the city: "We're still in the process of going through the MM sign list we received so we may match up what's existing vs what is being proposed. Staff is making a comprehensive assessment to make sure the signs are aligned with our SMC and CVC. Some may have to be removed/replaced IF we find a contradiction or inconsistency. Trees will need to be trimmed to expose some signs that got hidden. We'll let you know. Please see attached as a partial assessment. As we get settled into telework we should be able to complete our field assessment."

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

District Enhanced Maintenance

Maintenance services have continued uninterrupted, the only adjustment is that the workers are not working side-by-side at all on any projects to adhere to social distancing requirements. We have been working on additional spring projects over the past few week such as doing the pre-emergent treatment in all the crepe myrtle tree wells including watering in, overall weeding and removal of plants/trees in advance of new plantings coming soon. We will be working on touch up curb, pole & bollard painting soon as weather permits.

Miracle Mile Sidewalk Sale

I worked with Shawn Crary to design a flyer & poster for a merchant organized sidewalk sale that was scheduled to take place on Saturday, March 21st. I printed off the flyers/posters and dropped them off with Melissa Grizzle from Midtown Creperie. They were distributed by Melissa & Kim Byrd. The event ended up being cancelled/postponed due to the state/county stay-at-home order.

Miracle Mile En Blanc

The City of Stockton is not going to be approving event permits for the foreseeable future until they receive direction from the state/county as to what is appropriate. All events have been either cancelled or postponed at this time and Miracle Mile En Blanc is definitely going to be impacted. We need to discuss at the board meeting if we want to postpone the event until later in the year or cancel the event entirely for 2020.

Liability Insurance & Umbrella Policy

I worked with our insurance provider to bid out our liability and umbrella policy annual renewals. They were both completed in March and we are paid up for the year now until 2021. Our D&O policy comes up from renewal in October.

Social Media

We have been working with our social media marketing manager over the past month to highlight businesses that are remaining open during this time. We have promoted restaurants through the "Great American Takeout" and then "Back For Seconds" events. We have also created a "share" contest on both Facebook & Instagram giving away two \$50 gift cards to Miracle Mile merchants. We just hit 3,000 followers on our Instagram page!

General Office Organization, Cleanup & Administration Projects

I have started working on organizing the filing system for the office, my plan is to digitize as many of the files as possible. This will allow for less hardcopy storage space needed but also for easier access to files when they need to be accessed. I have several other projects that I will progress to as time permits (see project dashboard).

IMPROVEMENT PROJECTS		
PROJECT/OBJECTIVE	STATUS	NOTES
Harding Way Improvement Project		Phase 1 complete, phase 2 in planning process (Complete in 2020)
String Lights Across Pacific		Need access to buildings to do site survey, cannot meet with city planning to gain acceptance. Going to be working on getting as much of the proposal together as possible in the meantime.
Miracle Mile/UOP Banners		Set for manufacturing and installation as soon as possible.
Sign Replacement		Awaiting city plans on sign replacement & sign company to come back to work so signs can be manufactured.
Curb/Bollard Painting		Will be touched up as time/weather permits over the next month.
Planting Tuxedo Planter		Design plan done, plantings will be completed in phases (social distancing) over the next 4-5 weeks.
Planting Time Honored Planter		Tree and various plants are being removed, planting will be done after Tuxedo planter.
Planting Bank of America Planter		Need to work with Stockton Unified Facilities Management (currently not working) to coordinate, will be done later this year.
Neighborhood Meeting (Tuxedo Court)		On hold for now, city needs to do traffic survey before we can move forward and doing that right now would give false data (very few people on roads).
Façade Improvement (City Program)		Committee cannot go out door-to-door to solicit involvement, perhaps we can send out and email or make phone calls?
Parking Lot Lighting Upgrade Program		Committee cannot go out door-to-door to solicit involvement, perhaps we can send out and email or make phone calls?
Tree Pruning		Maintenance crew is working on overall pruning, palm trees will likely be done in May.
Pre Emergent Treatment		Completed in March.

EVENTS & PROMOTIONS PROJECTS			
PROJECT/OBJECTIVE	STATUS	NOTES	
Miracle Mile En Blanc		Permits unavailable & social gatherings banned, do we cancel or postpone?	
Miracle Mile Car Show & Concert		Permits unavailable at this time, unsure of future of event. Sponsorship packages set to go out in June.	
Miracle Mile Sip & Shop		Should hopefully not be affected by COVID-19 restrictions.	
Miracle Mile Farmers Market		Not possible for 2020, will be working on details to try and get it going possibilty in 2021.	
UOP Partnership Advertisement Creation		Final contract will be signed and graphic design work will be completed for use once sports events come back into existance.	
"Why I Love The Mile" Valentines Promo		Completed, was huge success.	
Third Thursdays/Cruise Night		May event cancelled, first possible event will be June 18th	
Stagg Hight School Parade Coordination		Fall 2020	
Miracle Mile Trick Or Treat		Fall 2020	

SECURITY PROJECTS			
PROJECT/OBJECTIVE	STATUS	NOTES	
Update Security Magnets		Working on design, will get made and distribute once everyone opens back up again.	
QR Patrol Tracking System		Training guards, should have first reports this month.	

OFFICE/ADMINISTRATION PROJECTS			
PROJECT/OBJECTIVE	STATUS	NOTES	
Year End Taxes & Financial Review		Completed	
2019 District Annual Report		Completed, printed and distributing now.	
City Council Meeting & Annual Approval		Will be reviewed for approval at city council on April 14th, 2020	
Quickbooks Desktop Transition & Training		Training completed, finalizing transition.	
Monthly Newsletter		Doing weekly newsletter at this time for COVID-19, will do district newsletter as details warrant.	
Negotiate Trash Service Contract		Working with Allied & Waste Management on solution, contact difficult right now.	
Meet With Head of Public Works		Jeff Gamboni, Kevin Daughtery & I met with on March 6th to discuss Tuxedo Court project.	
Meet With New City Manager		On hold for now	
Meet With New Head Of Economic Development		On hold for now	
Document Scanning Of All Files		Started to organize, will be working on this month (April).	
Executive Director Operations Binder		On my list as project as time permits	
Board Job Descriptions Development		On my list as project as time permits	
District Policies & Procedures Development		On my list as project as time permits	
Inventory Assets		On my list as project as time permits	
Mission & Vision Review		Helena working on getting meeting together, on hold for now.	
Internship Development		UOP not at school right now, will be project for summer/fall.	
Generic Photography Of Miracle Mile		I will be taking pictures as weather permits over the next month while traffic is light, images showing traffic or public won't be possible for a while.	