

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

DATE: Wednesday, July 14, 2021 **TIME:** 4:00PM
PLACE: ZOOM Video Conference: <https://zoom.us/j/92053431854>
or via telephone 1-669-900-9128, Meeting ID: 920 5343 1854, Password: 522606
TO: **Miracle Mile Improvement District Board Members:** Kim Byrd, Lisa Whirlow, Yonie Young, Tina Wells Lee, Jeff Dundas, Jeff Gamboni, Manuel Guizar, Kevin Hernandez, Mike Klocke, Nadja King, Nicole Snyder, Tanya Watters

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 June 9th, 2021 General Board Meeting (ACTION)
4. June 2021 Financial Statements – *Tina Wells Lee, Treasurer* (ACTION)
5. PBID Renewal - *Kim Byrd* (ACTION)
6. Executive Director Role - *Kim Byrd* (ACTION)
7. Miracle Mile Branding/Marketing - *Helena Monica* (ACTION)
8. City of Stockton Announcements & Project Updates – *Nicole Snyder*
9. Standing Committees Discussion
 - a. Executive Committee - *Kim Byrd*
 - b. Security – *Jeff Dundas & Tanya Waters*
 - c. Improvement – *Jeff Gamboni & Kevin Hernandez*
 - d. Events & Promotions – *Nadja King & Nicole Snyder*
 - e. Policies & Procedures – *Manuel Guizar & Nadja King*
10. Board Member Requests/Announcements
11. Adjournment

Next MMID Board of Directors General Meeting Scheduled August 14th, 2021

*If any accommodations are needed, please contact 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, June 9, 2021

Virtual Meeting-Zoom Video conference

PRESENT: Kim Byrd, Yonie Young, Jeffrey Gamboni; Nicole Snyder, Tina Wells Lee; Lisa Whirlow, Nadja King; Jeff Dundas, Lisa Whirlow, Kevin Hernandez; Manuel Guizar (arrived 4:09pm); Mike Klocke (left at 4:59)

ABSENT: Helena Monica, Tanya Watters **GUESTS:** none

1. **Call to Order Open Session** – 4:05 pm by President, Kim Byrd
2. **Public Comments** – none
3. **Motion to Approve Minutes of May 12, 2021 General Meeting**
Motion: Jeff Dundas Second: Kevin Hernandez Vote: 12/12 Motion Carried. None Abstained
4. **May 2021 Financial Statements** - Tina Wells Lee, Treasurer
Discussion: Parking Lot I was removed from the parking lot project due to the situation at the Empire theatre and reduced project total by \$450. Possible cost savings moving MMID storage unit to a new location.
Motion: Manuel Guizar Second: Jeffrey Gamboni Vote: 12/12 Motion Carried. None Abstained
5. **PBID Renewal**
Civitas proposal received at \$58,000, for PBID renewal process. Exploring avenues of doing the renewal without such a fee. First steering committee meeting will be held in July 2021.
6. **City of Stockton Announcements & Project Updates - Nicole Snyder**
7. **Standing Committee Discussion**
 - a. Policies & Procedures – Manuel Guizar & Nadja King-policies will be emailed to Board members and requesting feedback. Next meeting: July 6, 2021 @ La Palma
 - b. Security – Jeff Dundas & Tanya Waters- QR code relocation.
Requested more PD presence due to increase in calls and reports.
 - c. Improvement – Jeff Gamboni & Kevin Hernandez
Meeting at La Palma or Fat City in person
June 10-Parking Lot project starts (repair/replacement)
Next meeting: June 23, 2021; location TBD
 - d. Events & Promotions – Kevin Hernandez, Nicole Snyder, Nadja King Red, White, and Blue coloring page at restaurants with crayons. Cars Show & Concert in July.
Merchant Mixer on June 24, 2021-9:30am
8. **Executive Report** – Refer to June report, nothing to add.
9. **Board Member Requests/Announcements – None**
10. **Adjournment** 5:14pm Motion: Nadja King

Next MMID Board of Directors General Meeting scheduled July 14, 2021.

Minutes Submitted by Secretary, Yonie Young



Board of Directors Report

Miracle Mile Improvement District
Monthly Financials

Prepared by
MMID Finance Committee

Prepared on
July 11, 2021

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Balance Sheet

As of June 30, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
F&M Checking	88,535.79
F&M Emergency Reserve x619	18,003.51
F&M Savings x719	15,002.62
Total Bank Accounts	121,541.92
Total Current Assets	121,541.92
Fixed Assets	
Accumulated Depreciation	-1,526.01
Fixed Asset Furniture	1,526.01
Total Fixed Assets	0.00
TOTAL ASSETS	\$121,541.92
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	33,503.69
Retained Earnings	73,863.07
Net Income	14,175.16
Total Equity	121,541.92
TOTAL LIABILITIES AND EQUITY	\$121,541.92

Profit and Loss by Month

January - June, 2021

	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Total
INCOME							
Assessment Income			115,950.37			19,826.22	135,776.59
Non-Assessed Income - (Other)		339.95	312.32	14.46		320.00	986.73
Interest Income						2.47	2.47
Net Restitution		-325.00	-310.00			-320.00	-955.00
RTD Maintenance Contract		1,200.00					1,200.00
Total Non-Assessed Income - (Other)		1,214.95	2.32	14.46		2.47	1,234.20
Total Income	0.00	1,214.95	115,952.69	14.46	0.00	19,828.69	137,010.79
GROSS PROFIT	0.00	1,214.95	115,952.69	14.46	0.00	19,828.69	137,010.79
EXPENSES							
Contract Services Mgmt							0.00
Contractor Management Services	5,500.00	8,250.00					13,750.00
Total Contract Services Mgmt	5,500.00	8,250.00					13,750.00
Enhanced Maintenance							0.00
Contractor - Maintenance	5,058.33	5,210.08	5,260.08	5,210.00	5,260.00	5,260.08	31,258.57
Infrastructure Improvement Program		973.17		371.74	460.27	16,700.00	18,505.18
Repair & Maintenance Supplies		489.31	109.87	360.00	56.00	1,491.76	2,506.94
Total Enhanced Maintenance	5,058.33	6,672.56	5,369.95	5,941.74	5,776.27	23,451.84	52,270.89
Enhanced Security	125.00	6,104.09	6,516.00	9,524.00	6,266.00	6,516.00	35,051.09
Grant Funding Distribution							0.00
Patio Lighting			129.87				129.87
Patio Umbrellas/Stands		438.82					438.82
Total Grant Funding Distribution		438.82	129.87				568.69
Marketing							0.00
Advertising, Events & Promotions	750.00	1,350.00	1,699.72	1,500.00	4,500.00	1,600.00	11,399.72
Event Expenses							0.00
Event Supplies			50.00		130.80	88.28	269.08

	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Total
Total Event Expenses			50.00		130.80	88.28	269.08
Website Management & Hosting	253.26	109.45		189.98		69.00	621.69
Total Marketing	1,003.26	1,459.45	1,749.72	1,689.98	4,630.80	1,757.28	12,290.49
Operational Costs		38.58					38.58
Dues & Subscriptions	413.89	88.95	435.00	55.90	12.00	12.00	1,017.74
Liability Insurance					3,914.33		3,914.33
Office Printing					77.06	26.68	103.74
Office Supplies		77.12	135.95	137.86		74.34	425.27
Phone/Internet	29.12	29.12					58.24
Postage		131.22	149.62				280.84
Storage Lease	209.00	209.00	209.00	229.00	229.00	229.00	1,314.00
Travel/Gas/Parking				1.00			1.00
Total Operational Costs	652.01	573.99	929.57	423.76	4,232.39	342.02	7,153.74
Professional Services							0.00
Accounting	100.93	1,125.00	140.00	70.00	70.00	70.00	1,575.93
Legal		175.00					175.00
Total Professional Services	100.93	1,300.00	140.00	70.00	70.00	70.00	1,750.93
Total Expenses	12,439.53	24,798.91	14,835.11	17,648.48	20,975.46	32,137.14	122,835.63
NET OPERATING INCOME	-12,439.53	-23,583.96	101,117.58	-17,635.02	-20,975.46	-12,308.45	14,175.16
NET INCOME	\$ -12,439.53	\$ -23,583.96	\$101,117.58	\$ -17,635.02	\$ -20,975.46	\$ -12,308.45	\$14,175.16

Budget vs. Actuals - 2021 YTD BUDGET

January - June, 2021

	Actual	Budget	over Budget	Total % of Budget
INCOME				
Assessment Income	135,776.59	136,178.39	-401.80	99.70 %
Non-Assessed Income - (Other)	986.73		986.73	
Interest Income	2.47	3.94	-1.47	62.69 %
Net Restitution	-955.00		-955.00	
RTD Maintenance Contract	1,200.00		1,200.00	
Total Non-Assessed Income - (Other)	1,234.20	3.94	1,230.26	31,324.87 %
Total Income	137,010.79	136,182.33	828.46	100.61 %
GROSS PROFIT	137,010.79	136,182.33	828.46	100.61 %
EXPENSES				
Contract Services Mgmt				
Contractor Management Services	13,750.00	33,000.00	-19,250.00	41.67 %
Total Contract Services Mgmt	13,750.00	33,000.00	-19,250.00	41.67 %
Enhanced Maintenance				
Contractor - Maintenance	31,258.57	31,200.00	58.57	100.19 %
Infrastructure Improvement Program	18,505.18	50,000.00	-31,494.82	37.01 %
Repair & Maintenance Supplies	2,506.94	600.00	1,906.94	417.82 %
Total Enhanced Maintenance	52,270.69	81,800.00	-29,529.31	63.90 %
Enhanced Security	35,051.09	36,000.00	-948.91	97.36 %
Grant Funding Distribution				
Patio Lighting	129.87		129.87	
Patio Umbrellas/Stands	438.82		438.82	
Total Grant Funding Distribution	568.69		568.69	
Marketing				
Advertising, Events & Promotions	11,399.72	5,400.00	5,999.72	211.11 %
Event Expenses		0.00	0.00	
Event Supplies	269.08		269.08	
Total Event Expenses	269.08	0.00	269.08	
Website Management & Hosting	621.69	350.00	271.69	177.63 %
Total Marketing	12,290.49	5,750.00	6,540.49	213.75 %
Operational Costs	38.58		38.58	
Dues & Subscriptions	1,017.74	1,100.00	-82.26	92.52 %
Liability Insurance	3,914.33	3,500.00	414.33	111.84 %
Meeting Expense		520.00	-520.00	
Office Printing	103.74	750.00	-646.26	13.83 %
Office Supplies	425.27	550.00	-124.73	77.32 %
Phone/Internet	58.24	240.00	-181.76	24.27 %
Postage	280.84	200.00	80.84	140.42 %

				Total
	Actual	Budget	over Budget	% of Budget
Rent & Lease		2,100.00	-2,100.00	
Storage Lease	1,314.00	600.00	714.00	219.00 %
Travel/Gas/Parking	1.00		1.00	
Total Operational Costs	7,153.74	9,580.00	-2,406.26	74.83 %
Professional Services				
Accounting	1,575.93	1,668.00	-92.07	94.48 %
Consulting Fees		500.00	-500.00	
Legal	175.00		175.00	
Total Professional Services	1,750.93	2,168.00	-417.07	80.76 %
Total Expenses	122,835.63	168,278.00	-45,442.37	73.00 %
NET OPERATING INCOME	14,175.16	-32,095.67	46,270.83	-44.17 %
NET INCOME	\$14,175.16	\$ -32,095.67	\$46,270.83	-44.17 %

Budget vs. Actuals - 2021 TOTAL BUDGET

January - December 2021

	Actual	Budget	over Budget	Total % of Budget
INCOME				
Assessment Income	135,776.59	221,380.08	-85,603.49	61.33 %
Non-Assessed Income - (Other)				
Event Income		10,000.00	-10,000.00	
Interest Income	2.47	7.92	-5.45	31.19 %
Total Non-Assessed Income - (Other)	2.47	10,007.92	-10,005.45	0.02 %
Total Income	135,779.06	231,388.00	-95,608.94	58.68 %
GROSS PROFIT	135,779.06	231,388.00	-95,608.94	58.68 %
EXPENSES				
Contract Services Mgmt				
Contractor Management Services	13,750.00	66,000.00	-52,250.00	20.83 %
Total Contract Services Mgmt	13,750.00	66,000.00	-52,250.00	20.83 %
Enhanced Maintenance				
Contractor - Maintenance	31,318.57	62,400.00	-31,081.43	50.19 %
Infrastructure Improvement Program	18,505.18	50,000.00	-31,494.82	37.01 %
Repair & Maintenance Supplies	2,879.88	1,200.00	1,679.88	239.99 %
Total Enhanced Maintenance	52,703.63	113,600.00	-60,896.37	46.39 %
Enhanced Security	41,317.09	72,000.00	-30,682.91	57.38 %
Marketing				
Advertising, Events & Promotions	13,120.62	10,800.00	2,320.62	121.49 %
Event Expenses		5,000.00	-5,000.00	
Website Management & Hosting	621.69	350.00	271.69	177.63 %
Total Marketing	13,742.31	16,150.00	-2,407.69	85.09 %
Operational Costs				
Dues & Subscriptions	1,029.74	1,400.00	-370.26	73.55 %
Liability Insurance	3,914.33	10,300.00	-6,385.67	38.00 %
Meeting Expense		1,000.00	-1,000.00	
Office Printing	103.74	1,350.00	-1,246.26	7.68 %
Office Supplies	425.27	850.00	-424.73	50.03 %
Phone/Internet	232.36	480.00	-247.64	48.41 %
Postage	280.84	240.00	40.84	117.02 %
Rent & Lease		4,200.00	-4,200.00	
Storage Lease	1,314.00	1,200.00	114.00	109.50 %
Total Operational Costs	7,300.28	21,020.00	-13,719.72	34.73 %
Professional Services				
Accounting	1,575.93	2,118.00	-542.07	74.41 %
Consulting Fees		500.00	-500.00	
Total Professional Services	1,575.93	2,618.00	-1,042.07	60.20 %
Total Expenses	130,389.24	291,388.00	-160,998.76	44.75 %

				Total
	Actual	Budget	over Budget	% of Budget
NET OPERATING INCOME	5,389.82	-60,000.00	65,389.82	-8.98 %
NET INCOME	\$5,389.82	\$ -60,000.00	\$65,389.82	-8.98 %

Notes to the Financial Statements

Note: Non-accessed Funds, \$40k carried over from 2020, are subject to project allocation.

MMID - COMMITTEE REPORTS

June 2021

Executive:

RAD Card Roll Out – The RAD Card is a local innovation using relief funds to boost our locally-owned small businesses by not only doubling spending dollars but also by boosting shop-local traffic as the economy recovers from the pandemic. Simply go to Google Play or the App Store and download RAD Card. Next, purchase your RAD Card in denominations of \$25, \$50, and up to \$100 and watch the dollar-for-dollar match happen before your eyes. A \$100 purchase means you will have \$200 total to spend. Download your RAD Card: <https://www.theradcard.com>



Currently 24 merchants accepting the RAD Card

<https://stocktonmiraclemile.com/rad-card-on-the-miracle-mile/>

Miracle Mile “Wish List”:

Submitted to the City for consideration. No new news as of this report, July 11, 2021

- Parking Lot Resurfacing, Flashing Cross Walks, Tivoli Lighting, NVR Security Camera Pilot Program, Tree replacement along classic Mile & Concrete sidewalk repairs

Website Enhancements: Mile Business section will be dedicated to board, merchant and property owner resources.

HOME EVENTS EXPLORE ABOUT THE BOARD MILE BUSINESS CONNECT STORE



Mile Business

Board Documents	Mile Resources	Mile Marketing & Events
MMID Board Packets	for Merchants & Property Owners	Event Planning
Finance Committee	Mile Cleanliness & Beautification	Social Media Content Submission
Security Committee	Business Watch & Mile Security	Create Your Business Listing
Improvements Committee	Available for Lease & Sale on the Mile	Property Listing Form
Events & Promotions Committee		

Non-Merchant Pop-Up Requests: \$1,453.72, received (May 28 – July 4). Pop Up Shops submit their request and payment online, through the MMID Store. Requires Pop-Up to provide Business License/Resellers Permit and proof of Insurance. Payments process through Square and then will transfer monthly to MMID primary checking.

Bookkeeper: New bookkeeper will process the monthly invoices and check requests. Bookkeeper will bill \$25 hourly, and invoice on a monthly basis.

<p>Improvement Committee</p>	<p>Planter Repair/Replacement Project:</p> <ul style="list-style-type: none"> • <i>Parking Lot Planters:</i> Concrete curbing & planter repairs: Final walk through with Pires Masonry, prior to project start. Final contract details completed and contract pending contract signature. Project is slated to commence June 15th and conclude in 3 to 4 weeks. • <i>Irrigation:</i> Cal Water identified water meters at all parking lot locations where. COS requires back flow units in each of the parking lots. Sue Christy with COS is obtaining estimates. MMID is expected to pay for. • <i>Masonry Planters:</i> Repaired planters will be painted. RTW (Ready to Work) contacted and general painter for cost estimates. If the board would like to volunteer and paint, that would be an option, as well. • <i>Landscaping:</i> design TBD <p>Harding Way:</p> <ul style="list-style-type: none"> • COS to provide the remaining fund amount. Funds will be managed by Economic Development and provided to the MMID based on reimbursement. The committee will prepare a prioritization list. <p>Missing Bollards:</p> <ul style="list-style-type: none"> • Recently, 5 bollards were wiped out, in front of Tap Plastic. SPD is aware and the MMID is inquiring on their replacement timeline. <p>Banner & Tree Maintenance:</p> <ul style="list-style-type: none"> • Looking to rent a bucket lift to provide maintenance on MM banners and possible tree maintenance. Hospice has reached out to see if we would be willing to share in the rental expense. If the bucket is delivered on a Friday, it will not have to be returned until Monday. That will allow time to attend to the maintenance need. Total Cost approximately \$400. <p>Tuxedo Court:</p> <ul style="list-style-type: none"> • Seeking input from board on planting and maintenance at Tuxedo.
<p>Events & Promotions</p>	<p>MMID Past Events Report Out</p> <ul style="list-style-type: none"> • June Pop Out night, saw a reduction in attendance. High, triple digit, temperature attributed for the decline. Several pop-ups cancelled due to heat. • First 2021 Merchant Mixer on the books. Nice turnout, by new merchants. Hosted by board member, Nadja King, at Fat City Brew & BBQ. Eleven merchants in attendance, as well as the Chief of Staff from County Supervisor, Kathy Miller's, office. <p>Social Media Promotions</p> <ul style="list-style-type: none"> • June 14 – June 19: Father's Day (\$100): Participants entered in a drawing to win a gift card(s) from the Miracle Mile. Selected: Thai Me Up & Cocoro <p>Upcoming Promotions/Events on the Mile:</p> <ul style="list-style-type: none"> • 1st Wednesday – Pop-Out Night (5 – 8pm) • Wednesdays – Market on the Mile (5 – 8pm) Whirlow's Parking Lot • 3rd Thursday – Stockton Cruise Night (6 – 8pm) Castle to Walnut • 4th Sunday – Brunch, Booze & Market (11 – 3pm) Behind Black Rabbit • Hiring on the Mile: posted on MMID website, ensure merchant info is updated • Color Me Red, White & Blue – June 24th thru July 15 <p>Signature Events:</p> <ul style="list-style-type: none"> • <i>Miracle Car Show & Concert</i> – September 25th: Event to include music, beer garden and car show. Special events permit submitted to COS. Meeting with City to follow. Website event

	<p>create and car show registration available through the “store” on the MMID website. \$40 pre-registration, \$60 day of event. Looking for event sponsors.</p> <ul style="list-style-type: none"> • <i>Holiday Sip & Shop</i> (TBD)
Security	<p>Hammerhead Stats - Calls for Service (June 1 – June 30)</p> <ul style="list-style-type: none"> • 27 Calls for Service • 22 – Homeless Removal (doubled over May) • 1 – Alarm Response • 2 – Suspicious Activity • 2 – Suspicious Persons <p>• AVERAGE “NON-EMERGENCY” RESPONSE – 8:49 minutes</p> <p>SPD Business Watch – July:</p> <ul style="list-style-type: none"> • Deliverable of additional security presence, resulting in 32 citations by bike officer patrol. • No new information available on the Empire. Building fire is still under investigation. • Reminder of cooling centers available during the high temperatures. • Reminder to call in ANY bizarre behavior, to Non-Emergency # or 911 • Code Enforcement is complaint driven, so merchant must call Code Enforcement at 987-8813 submit through Ask Stockton/Go Request App.
Policy & Procedure	<p>Committee continues its Financial policy review. Will have new bookkeeper, review and provide input, based on existing process.</p>