



PUBLIC NOTICE

Downtown Stockton Alliance Board of Directors/Executive Committee Meeting

DATE: Wednesday, April 25, 2012 **TIME:** 3:30 p.m.
PLACE: Downtown Stockton Alliance Conference Room, 343 E. Main, 1st Floor, Stockton, CA

TO: Downtown Stockton Alliance Board Members : Chair Mahesh Ranchhod, Vice-Chair Mahala Burns, Secretary Benjamin Saffold, Treasurer Jim Donaldson, Anthony Barkett, Kevin Dougherty, Doug Egbert, Robert Davis, Karl Gassner, David Gould, Damian Glick, Elaine Saculla, Rick Goucher, Lisa Lee, Zac Cort

Ex-Officio Members: Steve Stevenson, Carl Brooking, Mayor Ann Johnston, Dr. Elizabeth Blanchard, Councilmember Susan Eggman, Lt. Doug Anderson, Debbie Hernandez, Supervisor Carlos Villapudua, Paul Rapp, Bob Deis, Mark Martinez, Dick McClure, Thomas Reeves, Gabriel Karam, Alicia Arong, Janice Miller, Doris Unsod, Division Chief/Fire Marshall Matt Duaima, Susan Carson, Dennis Lee, Wes Rhea, Wendy Saunders

Staff: Tim Kerr, Emily Baime, Charisse Lowry, Nick Trulsson, Chris Kotsoglou

General Meeting Requirements:

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 consideration of that item by the Board. For all items, including items *not* on the agenda, the public comment time at the start of each meeting is appropriate. The person addressing the Board is limited to five (5) minutes unless the Chairman of the Board grants a longer period of time as appropriate to manage the Agenda. State law does not allow action to be taken on any item not on the Agenda. The Conference Room is handicapped accessible.

This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the Americans with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Executive Director of the Downtown Stockton Alliance at 209-464-5246, during regular business hours, at least twenty-four hours prior to the time of the meeting.

Pursuant to the Brown Act as codified in Government Code Section 54957.5, any documents pertaining to a non-closed agenda item distributed to a majority of the Board of Directors in less than 72 hours before a Board meeting shall be available for public inspection. Said documents shall be available for inspection at the office of the Downtown Stockton Alliance, 343 E. Main Street, Stockton, California, Monday through Friday, except Holidays, between the hours of 8:30 a.m. and 4:30 p.m.

Consent Calendar: Information concerning the consent items listed herein below has been forwarded to the Board of Directors prior to this meeting for their review. Unless a member of the Board of Directors or a member of the audience has questions concerning the Consent Calendar, all items included in the Consent Calendar shall be approved by a single motion. Action taken by the Board in approving the Consent Calendar is set forth in the explanation of the individual items. If a member of the Board of Directors or a member of the audience has a question regarding any item(s) such item(s) shall be removed from the Consent Calendar for separate consideration.

Board Items for Future Consideration: Each agenda of the Board of Directors shall specifically provide for a discussion of Board Items for Future Consideration. Any Board member wishing to have an item discussed at a future meeting of the Board of Directors shall make such request during this portion of the agenda. Upon receipt of such request, the Board of Directors shall consider only whether staff time and Alliance resources should be expended on the Board member's request.

AGENDA

1. Call to Order/Roll Call – Chair Mahesh Ranchhod
2. Public Comments
3. Ex-Officio Comments
4. Approval of Financials for March
5. Consent Calendar
 - a. Approval of Minutes for March
 - b. Strategic Plan Update
 - c. Adoption of Downtown District Designations
 - d. Hotel Terry Decals
6. Unfinished Business from Previous Meeting
7. Staff Reports
 - a. Approval of Public Art Update
 - b. Authorization to Participate in Block Party
 - c. Presentation on Dream for Green Program
 - d. Establishment of Staff/Board Contract Execution Authority
 - e. Performance Measurements for Executive Director
8. Committee Reports
 - a. Finance Committee
 - b. Administrative Committee
 - c. Economic Development & Housing Committee
 - d. Safety Committee
9. Board Items for Future Consideration
10. Board Comment
11. Adjournment



Minutes from Downtown Stockton Alliance Board of Directors/Executive Committee Meeting
Wednesday, March 28, 2011, at 3:30 p.m.
at the Downtown Stockton Alliance Conference Room,
343 E. Main St., 1st Fl. Stockton, CA

Board of Directors Present: Chair Mahesh Ranchhod, Vice-Chair Mahala Burns, Treasurer Jim Donaldson, Secretary Benjamin Saffold, Elaine Saculla, Zac Cort, Robert Davis, Anthony Barkett, Kevin Dougherty, Doug Egbert, David Gould, Lisa Lee, Rick Goucher

Board of Directors Excused Absence: Damian Glick, Karl Gassner

Ex-Officio Members Present: Debbie Hernandez

Ex-Officio Members Absent: Steve Stevenson, Carl Brooking, Mark Martinez, Doris Unsod, Susan Carson, Dick McClure, Supervisor Carlos Villapudua, Dennis Lee, Bob Deis, Alicia Arong, Councilmember Susan Eggman

Visitors: Alex Halcon, Jose Cuevas, Greg Terzakis

Staff: Tim Kerr, Emily Baime, Charisse Lowry, Chris Kotsoglou

Minutes

1. Call to Order/Roll Call – Chair Mahesh Ranchhod
 - Meeting was called to order at 3:30p.m.
2. Public Comments
 - D. Gould commented that maybe a fundraiser could be used to raise additional funding for Police Services. He also gave info on Green for Green as a possible source to use for the fundraising.
3. Ex-Officio Comments
 - None
4. Approval of Financials for November, December, January, & February
 - T. Kerr reported on the financials
 - A motion was made/seconded (R. Goucher/R. Davis) to approve the financials for November, December, January, & February. The motion passed with all I's, No nay's, No abstains
5. Consent Calendar
 - a. Approval of Minutes for February
 - A motion was made/seconded (M. Burns/J. Donaldson) to approve the Minutes for February. The motion passed with all I's, No nay's, No abstains
6. Unfinished Business from Previous Meeting

- E. Baime reported that the report for Taste of San Joaquin was still being compiled
- M. Ranchhod wanted to know if the Panhandling stickers were ready

7. Staff Reports

a. Retention of Private Security Patrol in Downtown

- T. Kerr reported on proposal from Hawkeye Private Security Company and its presentation to the Economic Development Committee. Economic Development Committee recommended hiring Police over Private Security. Z. Cort stated that he had spoken to the Police Chief regarding hiring Bike Officers and that the Alliance could pay for half of cost incurred. Board discussion on effect of not having Security on downtown businesses and the City not passing the Alliance Budget. Z. Cort and A. Barkett were appointed look at different venues and sources to help fund downtown Security.
- A motion was made/seconded (R. Goucher/Z. Cort) to approve a limited time of funding the Police Services. The motion passed with all I's, No nay's, No abstains

b. Update and Approval of Banner Project

- E. Baime reported on the Banner Project, the ways to sponsor a banner and the number of sponsor's to date
- A motion was made/seconded (B. Saffold/Z. Cort) to approve the DSA Sponsorship of five Banners. The motion passed with all I's, No nay's, No abstains

c. Communication Policy

- T. Kerr reported on the process of how information is released concerning the DSA and who should be the point person
- A motion was made/seconded (R. Davis/B. Saffold) to approve Tim Kerr as the spokesperson for the DSA. The motion passed with all I's, No nay's, No abstains

d. Executive Director's Performance Measurements

- Moved to next meeting

8. Committee Reports

a. Finance Committee

- J. Donaldson reported on the Finance Committee meeting

b. Administrative Committee

- M. Ranchhod reported on the Performance Measurements

c. Economic Development & Housing Committee

- M. Burns reported on the Sewer Hook-Up Fee
- R. Davis reported that the code scrubbing was still in the hands of the consultant

d. Safety Committee

- B. Saffold reported on the Safety Committee meeting

9. Board Items for Future Consideration

- Z. Cort would like the Public Art Project placed on March's agenda
- M. Burns would like to see a block party that focuses on the youth
- M. Ranchhod proposes that all pay raises be postponed until after the budget is presented to City Council for approval

- M. Ranchhod stated that any Contracts or Commitments longer than a year should go in front of the board for approval

10. Board Comment

- Board discussion on DSA Budget approval from City Council

11. Adjournment

- 4:47p.m.

To: President Mahesh Ranchhod and Members of the Board of Directors of the Downtown Stockton Alliance

From: Tim Kerr, Executive Director

Date: April 17, 2012

1. **Recommended Action:** Strategic Plan Monthly Update (Information only)
2. **Discussion of Issue:** The following is a summary of activities that both Board Members and staff have engaged in supporting the Board-approved Strategic Plan:
 - Staff continue monthly meetings with City Community development staff to maintain communication and joint effort to improve Downtown
 - Executive Director attended meetings of the Climate Action Plan Advisory Committee
 - Executive Director attended meetings of the Campaign for Common Ground
 - Board Member Bob Davis and staff met with community activists and local developer to develop a work plan for a feasibility study for renovation or removal of Main & Commercial Hotel
 - The Executive Director toured a remodeled hotel in downtown Sacramento that has been converted to joint market rate/work force housing
 - Executive Director coordinated execution of a contract to return Bike patrol to Downtown
 - Executive Director met with San Joaquin County representatives to discuss possible funding of Bike Patrol
 - Executive Director attended seminars presented by the Great Valley Center addressing business development
 - Board President Mahesh Ranchhod, Board Member Ben Saffold and staff attended Convention and Visitors Bureau awards luncheon.
3. **Basis for Recommendation:** Monthly updates provide the Board with progress reports in implementing the goals of the organization's Strategic Plan.
4. **Fiscal Impact:** None.
5. **Executive Director's Comments:** This is an information item only, no action is required. However, Board input is both welcome and encouraged.
6. **Alternatives:**
 - A. The Board could elect to reject this update.
 - B. The Board could elect to seek more information.

To: President Mahesh Ranchhod and Members of the Board of Directors of the Downtown Stockton Alliance

From: Tim Kerr, Executive Director

Date: April 17, 2012

1. **Recommended Action:** Adoption of Map Designating Specific Districts Within the Downtown.
2. **Discussion of Issue:** In late 2011 a subcommittee of Board Members Zac Cort and Mahala Burns collaborated with staff to develop a map designating specific districts within the Downtown. It is not uncommon for communities rich in history to showcase their heritage through the designation of districts. For example, San Francisco is divided into neighborhoods/districts such as China Town, Nob Hill, Mission, Fillmore, Castro and Sunset to name but a few of the distinct areas that comprise that vibrant community. Recognizing Downtown Stockton's neighborhoods in a similar manner would further strengthen the identity of these neighborhoods. Additionally, these designations would enable the DSA to focus its economic development efforts on specific unique neighborhood features that comprise Downtown Stockton as we strive to create a vibrant 24-7 urban living environment.

If the attached map is approved by the Board, the proposed designations would also need to be approved by the City of Stockton.

3. **Basis for Recommendation:** Designating specific districts within Downtown strengthens the unique identity of existing neighborhoods while providing another method for the Alliance to market and develop the Downtown.
4. **Fiscal Impact:** The simple act of approving the recommended designations represents little or no cost. However, if these designations are eventually approved by the City of Stockton, the Alliance may wish to take the lead in creating signage and other means of identifying these districts which would represent additional cost.
5. **Executive Director's Comments:** I support this initiative as a unique opportunity to utilize Downtown Stockton's rich heritage as a means to secure the community's economic future.
6. **Alternatives:**
 - A. The Board could elect to reject the proposed designations.
 - B. The Board could elect to modify the proposed designations.
 - C. The Board could elect to take no action at this time.



To: Mahesh Ranchhod, Board Chairman
Downtown Stockton Alliance Board of Directors

From: Tim Kerr, Executive Director

Prepared by: Sylwia Qualls, Graphics and Communications Manager

Date: 04/18/2012

1. **Recommended Action:** Approve the budget for large decals to be installed on boards covering the ground floor of the Hotel Terry, corner of Main Street and American Street.
2. **Discussion of Issue:** To fight blight in Downtown Stockton and in accordance with street beautification initiative, it is recommended to cover unsightly panels boarding up empty downtown buildings. Hotel Terry is located across the street from a future location of the TEAM Charter School, K-4. It is suggested to print 6-7 oversized vinyl banners which will cover the exposed boards. Images suggested for this project are attached.

The banner material is water proof and UV resistant. Since the wooden boards are in bad condition (weathered and splintering wood with chipping paint) it is advised to staple the banner onto the boards rather than using adhesive. The material is not graffiti resistant but it is easily replaceable. It is possible to cover the material with protective coating against graffiti, it is not, however, recommended. The cost of protective coating would be \$10 per square foot. In case the image is damaged, it would be more cost-effective to re-print and re-install.

3. **Basis for Recommendation:** The Board has expressed the need to create an attractive urban lifestyle in Downtown that is viable for business recruitment, and other Economic Development Functions; to that end, this will combat blight and create a more welcoming environment for visitors, residents and stakeholders.
4. **Fiscal Impact:** The banner decals will cover a total area of 907 sq. ft., the cost of printing would be \$1,824 (approx \$2 per sq. ft.) plus tax. Cost of installation would be \$200-\$250. Those funds earmarked in the 2012 budget for economic development can be utilized to fund this project. Staff will also pursue private sponsorships.
5. **Executive Director's Comments:** I support this initiative as a cost effective, short term effort to improve the aesthetics of some of the Downtown's more unsightly buildings.
6. **Alternatives:**
 - a. The Board could elect not to accept this work plan as proposed.
 - b. The Board could elect to accept this work plan with adjustments.



HOTEL TERRY - DECAL PROJECT
Suggested images by San Joaquin County YMCA



Hotel Terry Decal Project
Current photo of the property





To: Mahesh Ranchhod, Board Chairman
Downtown Stockton Alliance Board of Directors

From: Tim Kerr, Executive Director

Prepared by: Sylwia Qualls, Graphics and Communications Manager

Date: 3/16/2012

1. **Recommended Action:** Approve the budget for public art to be installed on the streets of Downtown Stockton. Approve \$7,500 for materials to be funded by economic development funds set aside in the DSA budget.
2. **Discussion of Issue:** In accordance with street beautification initiative, staff proposes the installation of 10 custom made sculptures in different Downtown Stockton locations. All sculptures will be in various sizes (3 feet at base and 5 feet tall on average), various styles, detail and finish; made of steel, hollow body construction with inner framework. They can be bolted to the sidewalk surface or placed on a concrete base. The sculptures will depict animals and plants indigenous to the San Joaquin Valley such as a Great Blue Heron, asparagus, Tulie Elk, etc.

The project will be designed and executed by the students of the Lincoln High School's Engineering and Construction Academy under supervision of their teacher Fred Schutz. Upon the Board's approval, the project would be presented on May 2 to the City's Public Art Advisory Commission who would review the designs and locations. Then the process would move to the City's Building Department and City Attorney for review. DSA is subject to all fees that will arise.

Placement of the sculptures is at the discretion of the City of Stockton but suggested locations are marked on the attached map.

Downtown Stockton Alliance will be responsible for approving designs, obtaining any insurance required, securing fees and permits associated with the project, and for the transportation and installation of all sculptures.

3. **Basis for Recommendation:** The Board has expressed the need to create an attractive urban lifestyle in Downtown that is viable for business recruitment, and other Economic Development Functions; to that end, this project will contribute to creating a more welcoming environment for visitors, residents, and stakeholders.
4. **Fiscal Impact:** Cost of the project is \$15,000 for 10 sculptures with a \$1,000 contingency. Additional costs are any permits and fees that might need to be secured from the City of Stockton and the cost of transportation and installation. The DSA would cover all or partial cost. If the DSA fully funds this





initiative, the remaining balance of funds set aside for economic development in the 2012 Budget would be \$4,074. Private sponsorships could be secured. \$7,500 is required to be paid to the Lincoln High School upfront for materials to initiate the project. Remaining \$7,500 shall be paid upon completion.

5. **Executive Director's Comments:** I support this initiative as a long term effort to improve the aesthetics of the Downtown and to create a unique attractive urban lifestyle.
6. **Alternatives:**
 - a. The Board could elect not to accept this work plan as proposed.
 - b. The Board could elect to accept this work plan with adjustments.





To: Mahesh Ranchhod, Board Chairman
Downtown Stockton Alliance Board of Directors

From: Tim Kerr, Executive Director

Prepared by: Emily Baime

Date: 4/18/2012

1. **Recommended Action:** Approve the work plan for the Downtown Block Party
2. **Discussion of Issue:** Mahala Burns and Andy Prokop of United Way serve on the University of the Pacific's Community Council. This council is a subset of the University of the Pacific's Beyond our Gates initiative. The council has targeted increasing literacy rates for Stockton's children as its mission. One of the aspects of improving literacy is providing children with a variety of enrichment activities, such as art, music, sports and after-school activities. We are interested in promoting downtown as Stockton's Youth Enrichment Zone, especially in light of Stockton Collegiate and Team Charter School locating in our downtown. With this in mind, we are planning a Downtown Block Party that will highlight opportunities for youth oriented businesses to be developed. The purpose of this block party is to create a fun celebration that appreciates the current students who study downtown and recruits new businesses into downtown that can serve these students with the end result of supporting literacy for Stockton youth.

Fulfilling our role as a convener, a meeting was held on Wednesday April 18 to gauge community support for this effort. Partners attended from: United Way, Cort Companies, City of Stockton, San Joaquin County Office of Education, REI, With our Words, SJC Law Library, Stockton Collegiate Charter School, TEAM Charter School, Gospel Center Rescue Mission, University of the Pacific, Stockton Ports, and Stockton Bike Coalition.

It was determined that the Downtown Stockton Alliance will act as the lead agency on this project. Under our umbrella, we provide event organizing expertise including operations staff and full liability coverage. Per the board's approval in January, \$500 will be allocated to this event as an open house. The United Way and Cort Companies have each pledged \$500 as well.

The format of the event will allow karate schools, dance companies, tutoring programs and more to host booths, display their services and tour available spaces during the event.

3. **Basis for Recommendation:** The board has expressed the need to create an urban lifestyle in downtown that is viable for business recruitment, and other Economic Development Functions; to





that end, this will remove blight and create a more welcoming environment for visitors, residents and stakeholders.

4. **Fiscal Impact:** Here is the proposed event budget. The committee has not determined how many blocks they will close for this event; however the DSA will not exceed an expenditure of \$500. If additional expenses arise, sponsorship dollars will be solicited.

Income: \$1,500

\$500 United Way sponsorship

\$500 Cort Co sponsorship

\$500 DSA Open House Sponsorship (Approved at Jan BOD mtg)

Expense: \$1,232.60 (will increase by \$382.6 per block closed)

CSO: $\$38.26 \times 2 \text{ officers} \times 5 \text{ hours} = \382.60 (per block)

Insurance premium: \$0

Sound: \$500

Printing & Paper: \$350

Misc: \$250

DSA Staff: In Kind Sponsorship

5. **Executive Director's Comments:**

6. **Alternatives:**

- a. The board could elect not to accept this work plan as proposed.
- b. The board could elect to accept this work plan with adjustments.



To: President Mahesh Ranchhod and Members of the Board of Directors of the Downtown Stockton Alliance

From: Tim Kerr, Executive Director

Date: April 12, 2012

1. **Recommended Action:** Establishment of Staff/Board Contract Execution Authority
2. **Discussion of issue:** At the March 2012 meeting of the Board, staff was directed to prepare a policy defining authority to execute contracts on behalf of the Alliance. It was suggested that this authority might rest with the Secretary of the DSA. At present, contracts, once approved by the Board, are executed by the Executive Director.

In researching this issue, staff posted the question of who has authority to execute contracts on the *Non-Profits Executive Directors Group* on the "LinkedIn" website. The following is a summary of responses to this inquiry:

- A majority of responses indicated that authority to execute all board-approved contracts rests solely with the executive director. (In the absence of the executive director the board president and/or secretary are authorized to execute contracts.)
- In some organizations, the executive director's authority was limited to board-approved contracts of less than \$5,000 while contracts in excess of \$5,000 required a second signature such as the president and/or secretary.
- In some organizations execution of *all* board-approved contracts required two signatures, that of the executive director and the board president or secretary.

Attached, for the Board's information is a list of the DSA's current contractual obligations.

3. **Basis for Recommendation:** Defining the authority to execute contracts provides a safeguard ensuring that the DSA's contractual obligations will be limited to only those agreements previously approved by the Board.
4. **Fiscal Impact:** None.
5. **Executive Director's Comments:** In defining the authority to execute Board-approved contracts, the Board may wish to authorize staff to execute contracts of less than \$5,000 while contracts in excess of \$5,000 require the signature of the Executive Director *and* the Board President and/or Secretary. This option provides staff the flexibility to execute relatively minor contracts while maintaining Board oversight in the execution of larger contracts.
6. **Alternatives:**
 - A. The Board could elect to take no action on this issue.
 - B. The Board could elect to approve the option suggested under "Executive Director's Comments"
 - C. The Board could elect to implement an alternative option defining the authority to execute contracts.

DSA 2011 & 2012 Contracts

Company	Term	Yearly Amount
Boss	63 Months (4/9/10)	\$12,881.16
DBI	Yearly Sponsorship	No Cost
Carlos Dutra	On Going	No Cost
Cort Companies	10 Years (5/16/06)	\$55,414.83
Duarte Accountancy	Month to Month	\$12,255.00
CCT	60 Months (12/16/08)	\$3,588.00
Graybar Financial	60 Months (1/7/09)	\$3,454.44
Paychex	Month to Month	\$12,268.74
Verve	Yearly	\$6,760.80
	2012	
WillDan Financial	Yearly	\$1,500.00
Stockton Police Dept	Yearly	\$50,000.00