



PUBLIC NOTICE

Downtown Stockton Alliance Board of Directors/Executive Committee Meeting

DATE: Wednesday, July 21, 2010

PLACE: Downtown Stockton Alliance
Conference Room
343 E. Main, 1st Floor, Stockton, CA

TIME: 3:30 p.m.

TO: Downtown Stockton Alliance Board Members : Chair Steve Stevenson, Vice-Chair Mahala Burns, Secretary Mahesh Ranchhod, Treasurer Jim Donaldson, Dan Schroeder, Anthony Barkett, Corie Coleman, Kevin Dougherty, Joe Draegert, Doug Egbert, Robert Davis, David Qualls, Benjamin Saffold, Karl Gassner, David Gould

Ex-Officio Members: Carl Brooking, Peter Gutierrez, Mayor Ann Johnston, Dr. Elizabeth Blanchard, Councilmember Susan Eggman, Lt. Doug Anderson, Debbie Hernandez, Supervisor Carlos Villapudua, Paul Rapp, Gus Duran, Kevin O'Rourke, Mark Martinez, Dick McClure, Stacey Mortensen, Gabriel Karam, Alicia Arong, Janice Miller, Doris Unsod, Division Chief/Fire Marshall Matt Duime, Susan Carson, Mike Niblock, Dennis Lee, Don Miller, Wes Rhea

Staff: Tim Kerr, Emily Baime, Mimi Nguyen, Charisse Lowry, Nick Trulsson

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.

AGENDA

1. Call to Order/Roll Call - Chair Steve Stevenson
2. Public Comments
3. Approval of Minutes
4. Approve Financial Statements
5. Staff Reports
6. Board Items for Future Consideration

(Board members wishing to have an item on a future agenda shall make a request under this section of the agenda and, with the consensus of a majority of the Board members present, this request will be scheduled as an action item at the next regularly scheduled meeting of the Board.)

7. Board Comments

(Board Members provide a brief report on notable topics of interest. The Brown Act does not allow discussion or action by the legislative body.)

8. Adjournment

Marketing Department Report (Jan 1 – July 7, 2010)

Emily Baime, Marketing Director

This month's initiatives...

Marketing:

1. **Alliance E-lert:** 1,277 subscribers, 20% are opening (industry average is 15%)
2. **Website:** 3,500 sessions (down from 4,500 in April and up from 1,000 in March) – web traffic is event generated
3. **Distribution:** 122,466 items have been distributed this year
4. **Interviews/Presentations:** Sacramento & Co, Targeting Comcast, Interview with CV Business Journal, KWIN Community Council
5. **Social media:** 1,250 followers, up from 0 last Fall
6. **Marina:** Delta Discovery Cruises

Events:

1. **2nd Friday's Art Walk:** Friday July 9
 - a. Art Walk/ Farmers Market until 9pm
 - b. All the Right Steps Dance Competition
 - c. Beer garden
2. **Taste of San Joaquin:**
 - a. Sponsor and Advisory Committee Recognition
 - b. Volunteer Organization Award Presentation at Farmers Market, July 30 at 1 pm.

Ambassador Program and Safety:

1. Report on Friday Night Activities and Solutions

Continuing initiatives...

Community Outreach: Nick Trulsson (Ambassador Coordinator) & Sylwia Qualls (Graphic Designer), Wisdom Matrix (Website Design and Consulting)		
Distribution	<i>Location</i>	<i>Number Distributed</i>
	The Downtowner	47,000
	College Kiosks	33,745 handouts
	North Stockton	9,318 handouts
	Downtown	47,092 handouts
Presentations	<i>Number of Presentations</i>	<i>Impressions</i>
	Historical Tours - 6	3 in May, 1 in June, 2 in July
	Jury Room – 18 visits	Spoke to 1704 jurors

Electronic	<i>Site</i>	<i>Stats</i>		
	Twitter	260 followers 843 tweets		
	E-lets:	# on list	% view	% click thrus
	June 10 (2 nd Fridays)	1283	24.3	22.7
	June 24 (Taste of SJ)	1285	25.5	27.5
	July 2 (Taste of SJ))	1292	19.8	24.5
	www.downtownstockton.org	Total Sessions 5,060 (June 1-30) Total Page Views 10,400 (June 1-30) Most requested pages in June Taste of SJ , Home Page, Event Calendar, Farmers Market, Business Directory, Press Room # Contact form submitted in June: no update # Downtowner views in June: 133		
Myspace.com/downtownstockton	816 Friends, 18,141 profile views			
Facebook	749 Fans			
Community Calendar Listings	42 events enters on our calendar for June DSA events listed on all community calendars			

Special Events & Promotions: Jennifer Kregel (Event Coordinator)		
Alliance Organized Special Events		
<i>Event</i>	<i>Description</i>	<i>2010 Stats</i>
2 nd Fridays Art Walk	June 11, July 9, August 13 5-9 pm	June 11 Attendance: 1k # DT Venues for Art Walk: 8 # Artists: 3 groups, 11 individuals # Volunteers: 2 Art Walk Revenue as of 6/9: \$45 July 9 Attendance: # DT Venues for Art Walk: # Artists: # Volunteers: 0 Art Walk Revenue as of 6/9: \$60
Farmers Market	Every Friday, May through October, 11 am-3 pm in DeCarli Square	Attendance: 1000/week average # Vendors: 62 # DT Vendors: 8 # Volunteers: 1 plus 6 SCAP Employees Vendor revenue through 6/25: \$17,601.00 # Sponsor Booths: 2
CRAWLs	March 16 St. Paddy's CRAWL May 1 Uno de Mayo CRAWL	St. Paddy's CRAWL Attendance: 300 - # Venues: 8 downtown; 2 Miracle Mile - Ticket Sales Revenue: \$ 3775 - Reimbursements to Downtown Venues: \$862

	<p>October 30 Costume CRAWL</p> <p>December 4 CRAWL for a Claus</p>	<p>Uno de Mayo CRAWL Attendance: 245 - # of Venues: 9 downtown; 2 non-downtown</p> <p>- Ticket Sales Revenue: \$ 2,040 - Reimbursements to Downtown Venues: \$975</p>
Taste of San Joaquin	Saturday, July 3, 11-7:30 pm	<p>Attendance: # Vendors: 19 Taste plus 54 BBQs # DT Vendors: 2 # Volunteers: 112 scheduled Donation to Volunteer Organizations: pending budget finalization on 7/9/10 Reimbursement to Taste Restaurants: pending budget finalization on 7/9/10 DSA Revenue: pending budget finalization on 7/9/10</p>
Celebrate Love, Valentine's Day	Friday, February 12	<p>Attendance: 70 (35 couples) # DT Restaurants: 6 # Hotel Stays: 10 # Donated Yacht Cruises: 3 # Volunteers: n/a Reimbursements to Restaurants: \$1,800 DSA Revenue:\$1,538</p>
Stocktoberfest	Saturday, October 9 th	<p>Attendance: # Vendors: # Volunteers: Reimbursed to Restaurants: DSA Revenue:</p>

Community Events

African American Arts and Culture Community Center Art and Culture Nights – Jan, Feb
Chinese New Year Celebration (Parade and Festival)– Feb
Bass Masters Fishing Tournament- Mar
Shamrock 5k Run and Walk- Mar
Asparagus Festival – Apr
Great Asparagus Dine Out - Apr
Pacific Rowing Regatta – May, June
Foster Youth Awareness Month -- May
Bike to Work/ Mayor's Hike and Bike – May
AIDS Walk San of Joaquin – May
Gospel Center's Sing for their Supper - June
Mega 100 Car Show – Sept
Women's Center Domestic Violence Awareness Month – Sept
Tidewater Meet the Artist Receptions – Monthly

Bob Hope Theatre Film Series – Monthly SJC Law Library Meet the Artist Reception – Monthly Corona Comedy Series – Monthly Downtown Jazz Concerts – Monthly		
Street Performers		
Street Performer	Visitors to Janet Leigh Plaza and DeCarli Square are greeted with friendly, colorful, entertaining street performers.	# Performers: 7

Community Safety, Service and Stakeholder Success: Nick Trulsson (Ambassador Coordinator)		
Community Safety	<i>Activity</i>	<i>Stats</i>
	Homelessness / Panhandler / Social Service	Contact was made with 431 Panhandlers & Social Service Cards were issued, DSA staff participating in Homelessness Task Force.
	Cinema Plaza	Issues and incidents, including services calls to PD have increased. As a response the DSA has provided extra lighting in DeCarli Plaza and plays an active role in a safety Ad-Hoc Committee.
	Copper Theft	No copper theft reported.
	Citizen Safety Escorts/Nighttime Patrol	95 citizen escorts
	Code Enforcement	13 code enforcement reported (currently working with outside entities to address)
	Graffiti Reported/ Removed	686 small reported/removed graffiti
	Emergency Police/Med./Fire	23 issues/incidents that required a call for emergency services.
Customer Service	<i>Activity</i>	<i>Stats</i>
	Citizen Contact/ Directions	The ambassadors made positive contacts with 89,870 Stocktonians.
Stakeholder Success	<i>Activity</i>	<i>Stats</i>
	Business Contact (Asst, Complaint)	28,400 business contacts
	Property Turnover Vacant or Filled	5, Adult book store, Tipanan, Paulettes Boutique, Atsu, Isela