



Downtown Stockton Alliance Board of Directors Meeting Minutes  
Wednesday, December 18, 2019 at 3:30 pm  
125 Bridge Pl 3<sup>rd</sup> Fl. Stockton, CA

**Board of Directors Present:** Chair Giovanni Trinchera, Vice-Chair Kendra Clark, Secretary Jared Rusten, Treasurer Wes Rhea, Mahala Burns, Carlos Jimenez, Tina McCarty, Megan Cort, Kari McNickle, Bejan Broukhim, Lisa Chalk-Frausto, Matt Amen, Rudi Blondia

**Board of Directors Absent:** Marcia Cunningham

**Staff:** Mike Huber, Courtney Wood

### Minutes

1. Call to Order/Roll Call
  - Meeting was called to order at 3:32 PM
2. Public Comments
  - Sergeant S. Kihlthau was in attendance. He discussed a change in the downtown police unit operation. Their new policy regarding the homeless population in downtown is to interact with them through the LEAD program. He has 6 officers as a part of a unit that governs the Miracle Mile, downtown, and Wilson Way. As a part of the LEAD program, officers will be connecting homeless individuals with Community Medical Centers, which offers psychological support, medical services, and dental services.
  - M. Huber presented W. Rhea with a plaque commemorating his 8 years of service on the DSA board. The board thanked him for his service. W. Rhea said he is still looking forward to working with the DSA in a peer-to-peer relationship and that he will continue to offer support to the DSA in the future. He also shared that Visit Stockton has several exciting events coming next year, including the Women's Water Polo Championships and the National Baton Twirling Championships.
3. Executive Director's Report
  - M. Huber presented the director's report. He shared that the DSA will be delivering Christmas gifts to the School for Homeless Children on Friday at noon; the gifts were chosen based upon wish-lists generated by the students.
  - M. Huber also noted that a change will be made in terms of security. He noted that the existing security services were not offering the same value that they initially had; reports from the security company are superficial and have completely omitted several incidents that have happened in the district. Thus, in lieu of the existing security company, Apollo, M. Huber has decided to begin a Safety Ambassador Program. The program will cost \$2,000 more than the existing security contract. This program will involve 3 shifts: 7 AM – 2:30 PM; 5 PM – 2:30 AM; and a grave yard shift. He has already hired the supervisor, A. Waters. The Safety Ambassadors will patrol, engage with the homeless, work with the police, walk people to their cars, and give the DSA more control than they currently have with Apollo. They will wear body cams and use a patrol car. The Safety Ambassadors will be trained in pepper spray and in methods of engaging the public. Johnny and Shirley will receive the same training. M. Huber stated that several other districts have safety ambassador programs which are successful.

- M. Huber shared that all feedback he has received about the Residential Renovation Seminar has been positive. The Economic Development Committee noted that they have been looking into surveying property owners for ideas about what to include in the next seminar. They indicated that the next seminar may include a tour of finished live/work properties.
4. Approval of October & November Financial Statements and Minutes – Action Item
    - M. Huber noted that a few changes to budget categories in 2020's budget will be made and presented next year for review.
    - A motion was made (K. McNickle/R. Blondia) to approve the October and November financial statements. The motion passed unanimously.
  5. Committee Reports
    - R. Blondia shared that at the last Economic Dev. Committee meeting, they performed a 360 review of the workshop. All of the response was positive. He noted that engagement among property owners at the seminar was striking. R. Blondia witnessed many questions being asked at the seminar. He shared that M. Burns wants to ask property owners what is holding them back from developing their buildings. He shared that parking and opportunity zones could be important topics to cover in future seminars. He also mentioned that the committee is actively considering who else might be a great informational speaker to invite. J. Rusten shared that it would be great to have Bearpaw break down the entire process they went through to help set examples for other owners.
    - At the request of M. Huber, C. Wood shared that *Talk to Downtown* will be launching on January 8<sup>th</sup> 2020. It is a Facebook Live webinar series which stemmed from a survey given to property owners and business owners. From this survey, the DSA compiled the most common concerns and noted that several of the top issues couldn't necessarily be addressed by the DSA. In order to help stakeholders get answers, the DSA decided it would make sense to connect stakeholders directly with those departments, individuals, or organizations who actually can address those issues. The webinar will involve guests sharing what their department/organization does, what people can expect from their organization/department in the future, and then answering questions from the DSA host and from viewers. Tina McCarty is the first guest and she will be discussing parking in downtown.
  6. Safety Ambassador Program – Informational Item
    - Mike shared about this program during the Executive Director's Report.
  7. Authorization for DSA to submit CDBG 2020-2021 Application – Action Item
    - M. Huber asserted that the DSA would like to apply for 2020-2021 CDBG grant funds to run a portable bathroom and shower unit program. The goal would be to provide the bathroom but also to get homeless individuals to access other services. The City Council approved the allocation of \$65,000 for the unit at the November 5<sup>th</sup> City Council meeting, but the DSA did not have funds set aside in the 2020 budget to operate the unit. In order to be able to operate the unit, the DSA would like to apply for CDBG funds and has also approached city council members to inquire as to whether they may approve additional funds. A motion was made (M. Burns/M. Amen) to authorize the DSA to apply for the CDBG funds. The motion passed unanimously.
  8. Discussion of Grant Program for Downtown Businesses – Action Item
    - J. Rusten showed the board his model for the proposed \$20,000 grant program for place-making in downtown. He says he has modeled the program after the Arts Commission's grant program, but tried to streamline it/take out unnecessary details. J. Rusten noted that applicants may not be awarded the full amount requested; the board will decide how to split the \$20,000. M. Cort mentioned that she would like to see the grant awards go to more permanent/long-lasting projects as opposed to one-time events. She also mentioned that this should support those who are taking a daily risk in downtown. J. Rusten and K. McNickle mentioned that the board review process would help to filter out those events that seem like a flash-in-the-pan. J. Rusten shared that the timeline would initially involve 1 call for applications per year. J. Rusten noted that individual board members can submit applications as well, but would recuse themselves from voting on their particular application. C. Wood would be responsible for sending out

any submitted applications to board members to vote upon and then tallying the votes. The application period would open on February 1<sup>st</sup> with an April 1<sup>st</sup> deadline; 50% of funds would be dispersed on June 1<sup>st</sup> and the balance would be paid at the completion of the project. December 31<sup>st</sup> would be the final day to receive the award balance. A motion was made (W. Rhea/K. McNickle) to approve the grant program. The motion passed unanimously.

#### 9. Future Items for Consideration

- M. Cort brought up the overages charges in Budd Alley; she stated that she is watching who is not breaking down boxes. M. Huber noted that he doesn't see any boxes broken down whenever he checks on the alley. He has spoken with Waste Management about seeing if the overage charges can be credited back to the account under the argument that Waste Management should provide a higher volume of free recycling to the businesses using Budd Alley, since individually they would have each had access to their own recycling dumpster. M. Huber also noted that the recycling rules for Stockton will be changing on January 1<sup>st</sup>, which will also affect the alley. If Waste Management won't credit the overages, M. Huber stated that he will ask them to remove the compactor and everyone will go back to dumpsters and managing their own trash service to take DSA out of playing middle man.
- K. McNickle noted that the San Joaquin Bike Coalition would be holding their Ho-Ho-Ho ride on Thursday, December 19.
- J. Rusten and B. Broukhim suggested that in future rounds of the DSA Place-making grant, money could be made available 4x/year rather than 1x/year.

#### 10. Adjournment

- Meeting adjourned at 4:43 PM.