



**Downtown Manteca Improvement Association
Interim Board of Directors – New Downtown Manteca CBD
Wednesday, February 19th, 2025, 4 p.m.
127 N. Main Street**

AGENDA

1. Call to Order & Introductions and Public announcements: Interim President Charles Paz, Marco Li Mandri

2. Review and approval of January 22nd, 2025, Minutes *Action Item*

3. Presentation by vendors related to RFPs

- a. Jane Media: Website creation and management, social media, PR
- b. Manteca Property Management
- c. Discussion, authorization to give Executive Committee to finalize agreements for March start date *Action Item*
- d. Administration – interim strategy *Action Item*

4. Update on tasks: - Marco

- a. NCA to complete IRS application and submit to the IRS - status
- b. City contract, distribution of funds
- c. Insurance
- d. Other

5. Next Interim Board meeting:

BROWN ACT: *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at the room in which the Board meeting will be held. Action may not be taken on items not identified as such and posted on the agenda. For more information on the meeting, please call 888 3562726. The DMIA Interim Board is currently subject to the open meeting rules of the Brown Act, as the Disbursement Agreement with the City of Manteca has been approved.*

Downtown Manteca Improvement Assoc. Year 1 – BUDGET 2025

CIVIL SIDEWALKS

Examples of this category of special benefit services and costs may include, but are not limited to:

- Regular sidewalk and gutter sweeping
- Periodic sidewalk steam cleaning
- Beautification of the district
- Enhanced trash emptying (over and above city services)
- Timely graffiti removal, within 72 hours as necessary
- Maintenance of existing and new public spaces
- Installation and maintenance of hanging plants, planting flowers throughout the district.
- Possibly funding private security to respond to issues of trespassing and petty crime
- Initiating Civil Stay Away Orders from problematic individuals

DISTRICT IDENTITY AND PLACEMAKING

Examples of this category of special benefit services and costs may include, but are not limited to:

- Website development and updating
- Traditional events done by the City or businesses within Downtown
- Social media, public relations firm
- Enhancing current City holiday and seasonal decorations
- Branding of Downtown Manteca CBD properties so a positive image is promoted to the public including the development of a new logo.
- Banner programs
- Public art displays
- Public space design and improvements
- Personnel to manage in-house or contracted public relations, web site maintenance or social media contractors.

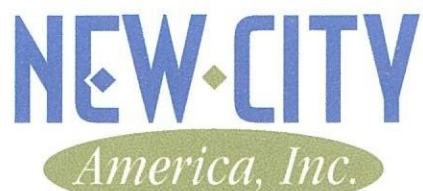
ADMINISTRATION/PROGRAM MANAGEMENT

Examples of this category of special benefit services and costs may include, but is not limited to:

- Staff and administrative costs, contracted or in-house
- Directors and Officers and General Liability Insurance
- Office related expenses
- Rent, Financial reporting and accounting, Legal work

2024 Final DMCBD First Year Budget

Category of Services	Percentage of Budget (rounded)	1st Year Allocation (rounded)
Civil Sidewalks	50%	\$ 92,000
District Identity and Placemaking	25%	\$ 46,000
Administration	20%	\$ 37,000
Contingency/Reserve	5%	\$ 9,781
Total Budget	100%	\$184,781



**Downtown Manteca Improvement Association
Interim Board of Directors Meeting
Wednesday, January 22nd, 2025, 4:00 p.m., 127 Main Street**

Present: Daniel Machado, Barbara Harb, Kendra Kallstrom, Brandy Clark, Charlene, Sevilla, Charles Paz, Alfredo Cazares, Frank Orr

Absent: Tracy Lake, Debra Van Essen, Eddie Torres

Guests: Shawn Nussboumer, Brenda Franklin, Beatrice Bowlsby, Joseph Viorge Koide, Joann Beattie, Guivia Uchida, George Perry, Carol Brodey,

Staff: Marco Li Mandri, New City America

MINUTES:

<i>Item</i>	<i>Discussion Item</i>	<i>Action Taken?</i>
1. Introductions	Interim Vice President Daniel Machado called the group together at 4:05. President Debra Van Essen was not able to make this meeting. Interim Board members as well as those attendees, introduced themselves. This is the fifth meeting of the new interim Board of Directors of the recently approved Downtown Manteca Community Benefit District (PBID). Everyone in the room introduced themselves and stated which business or property they owned.	<i>No action taken</i>
2. Minutes from the Interim Board of December 4 th , 2024	The minutes from the December 4 th , 2024 Interim Board meeting were reviewed.	<i>Brandy moved approval of the minutes; Charlene seconded the motion. The motion was approved unanimously</i>



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<p>3.</p> <p>a. Self-appointment of new Board members</p> <p>b. Appointment of new Interim President</p>	<p>a. As has been the case since the group first started meeting, the Interim Board membership had been left open for new property owners to join for the first 3 – 4 meetings. No one attending, who was not currently a Board member, requested to become a new member</p> <p>b. Debra Van Essen has served as a great interim President. A week earlier, she informed Marco that she could no longer serve as President since she is not in Downtown that often and has other responsibilities. She will continue to remain on the Board.</p> <p>Marco asked if anyone else would like to nominate someone or themselves to serve as Interim President. Daniel mentioned Charles Paz, and Charles stated that he would be willing to serve.</p>	<p><i>a. No action taken</i></p> <p><i>b. Daniel Machado moved and Alfredo seconded nominating Charles Paz to serve as Interim President. The motion was approved unanimously.</i></p>
<p>4. Update on tasks:</p> <p>a. IRS Update</p> <p>b. Disbursement agreement with City</p>	<p>a. Marco reported that staff has submitted the bylaws for non-profit, public benefit status to the IRS. The letter of determination will probably arrive at the New City America office sometime in February or March. No discussion was held.</p> <p>b. Barb reported that the contract between the City and the DMIA was approved by the full City Council at its November 19th, 2024 meeting. Barb is following up with the first installment of City assessments and will inform Marco and Charlene when it is ready to be sent or picked up. Discussion followed. Barb needs to get the Finance Dept to set up the account and transfer or deposit the funds with Alfredo or Charlene as Valley Strong Credit Union.</p>	<p><i>a. No action taken</i></p> <p><i>b. No Action taken</i></p>

	contractor to ensure there is no duplication of services in Downtown. Discussion followed	
District Identity and Placemaking, a. RFP issued	a. Marco stated that no one submitted a response to the RFP. Many Board members stated that Jane's Media was preparing a response and they had a great reputation in the City. They could create the website, maintain it and provide other social media and PR services. Marco asked that they submit their RFP response asap. Discussion followed	<i>a. No action taken</i>
b. Committee to come up with priorities for the year	b. The Committee will need to take their budget and set priorities for the year.	<i>b. No action taken</i>
Next Meeting:	Wednesday, February 19 th at 4 pm. at 127 N. Main Street	

Minutes taken by Marco Li Mandri, Interim Administrator – New City America

Downtown Santa Barbara Improvement Assn.
Profit & Loss Budget Performance
October 2025

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	<u>Annual Budget</u>
Ordinary Income/Expense	
Income	
Assessment Income	
2025 Assessments	184,781.00
Assessment Income - Other	0.00
Total Assessment Income	184,781.00
Nonassessment Income	
Grants	
Sponsorships	
Nonassessment Income - Other	
Total Nonassessment Income	
Total Income	184,781.00
Expense	
ADMINISTRATION	
Accounting	
Insurance - Liability, D and O	
Legal	
Office Supplies	
Outside Contract Services	
Postage, Mailing Service	
Printing and Copying	
Rent	
Subscriptions/ Memberships	
Telephone, Telecommunications	
ADMINISTRATION - Other	37,000.00
Total ADMINISTRATION	37,000.00
DISTRICT IDENTITY	
Banner Program	
Public Relations	
Website	
DISTRICT IDENTITY - Other	46,000.00
Total DISTRICT IDENTITY	46,000.00
CIVIL SIDEWALKS	
Security	
Pressure Washing	
Maintenance Contractor	
CIVIL SIDEWALKS - Other	92,000.00
Total CIVIL SIDEWALKS	92,000.00
Contingency/Reserve	9,781.00
Total Expense	184,781.00
Net Ordinary Income	0.00