*Public Notice*

*Downtown Stockton Alliance Board of Directors Meeting*

*DATE: Wednesday, January 22, 2025 TIME: 3:30 pm - 5:00 pm*

*PLACE: 110 N. San Joaquin St. 5th Fl., Stockton, CA*

*TO: DSA Board Members: Board Chair ~~Tony Yadon~~, Vice-Chair Joe Michael, Treasurer Matt Amen, Secretary*

*Donna Williamson, ~~Kari McNickle(~~no longer on the board), Mahala Burns, Connie Hart, Farrokh Yazdi, Tina McCarty, David Lipari,*

*~~Jacob Benguerel~~*

*Staff: Michael Huber, ~~Charisse Lowry~~, Courtney Wood*

*Guest: William Maxwell*

*Agenda*

*1. Call to Order/Roll Call – Joe Michael 3:32pm*

*2. Public Comments – no comments*

*3. Executive Director’s Report*

*4. Approval of Financial Statements and Minutes – Action Item (added footnote) 1st Tina, 2nd Matty*

*5. Approval of DSA By-Laws – Action Item- 1st Mahala , 2nd Connie*

*6. Approval of DSA Management Plan – Action Item- 1st Tina, 2nd Matty*

*7. Items for Future Consideration - non*

*8. Adjournment 4:45 PM 1st Matty, 2nd Connie. (Mahala Burns left at 4:44PM)*

*Kristin Wall (Consultant) discussed the Management Plan*

1. The City Staff recommended Lafayette St./Railroad south of freeway (14 properties) be included in the boundary after their meeting with Tina McCarthy  
   Action Item: Amend District Boundary by City Request – 1st Tina, 2nd Mahala
2. Recalculated the spreadsheet based on approval of the board.
3. Go to Council with 30% of the Private Sector
   1. Courtney and team will prepare petition packet for 450 ownership groups
   2. They will rerun ownerships to get the most current
   3. The first three pages of the Management plan will be included in the packet (Executove Summary)
4. Change to Community Ambassador instead of Security and Safety
5. District Budget 1.9 M
   1. 77% Clean Safe and Beautiful
   2. 10% Economic Development
   3. 12% Administration
6. Assessment Calculation- uniform service, 2 assessment rates (simplified)
7. Community – DSCID Downtown Stockton Community Improvement District
8. Southern Pacific changed to Union Pacific Railroad
9. Add verbiage on y we changed from PBID to DSCID to the executive summary and we are the 2nd district in CA
10. Services : Section 3. DSA staff went through in detail the list of services we provide including the frequency table (what they get for their money)
11. Capital improvement (beautification) – discretionary money
12. Assessments are used for clean and safe
13. Economic Development – recruit and retain
14. Administration and Advocacy – DSA
15. Legal Requirement, 20 year district with a 5% increase every year . 4.8 million after 20 years. This allows for maximum flexibility to move money
16. Assessment Methodology/ How we allocate
    1. Commercial $1200/year (residential 4 plus units, government)
    2. Non Profit & Residential $700/ year
17. Per month basis as opposed to yearly when we talk to property owners.
18. 42% of entire budget is publicly owned properties
19. How Assessment is collected
    1. April 1 – appeal building Sq footage
20. Motion to approve Management Plan – 1st Tina, 2nd Matty
21. Timeline:
    1. Marketing – who we are
    2. Legal – petition per ownership group
    3. DSA will allocate board members to sign packet
    4. Go to council April 1 and get signatory authority from the city manager
    5. May 13 ballot shifts from DSA to the city
    6. DSA will be responsible for communication with property owners
    7. Each property owner has a unique ballot code
    8. July 15 back to council and tabulate assessment ballots
    9. Resolution of Intention
22. Frist Board date is April 8 per Connie