



**Downtown Downey Improvement Association
Board Meeting, Monday May 18th, 2020, 2:00 p.m.
Zoom Video Conferencing Call (See notice sent out for phone call in or video
conferencing link)**

AGENDA

1. Introductions – President Jorge Villa
2. Approval of April 20th, 2020, Board minutes *Action Item*
3. Public Comment – Announcements
4. Committee Reports:
(Executive Committee) – Jorge Villa
 - a. Budget review,
 - b. Annual report to City Council – pending
 - c. Meeting face to face in June
(DISI Committee) – Maurice Casaus, Alexis Suarez
 - a. Update on Web Site – Zapwater
 - b. Zapwater Update, campaign to bring back customers/Kody and Jennifer
 - c. Business database work
 - d. Meeting face to face in June
(SOBO Committee) – Maurice Patterson
 - a. Update from District Management Services.
 - b. Meeting face to face in June
6. Other/Working with Aldo on public space concept
7. Next Board of Directors Meeting: _____

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, please see attached.

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 8255 Firestone Blvd. Downey, CA. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at 888 356-2726 at least 48 hours prior to the meeting.*

11. Notwithstanding any other provision of state or local law, including the Bagley-Keene Act or the Brown Act, a local legislative body or state body is authorized to hold public meetings via teleconferencing and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to attend and to address the local legislative body or state body, during the period in which state or local public officials impose or recommend measures to promote social distancing, including but not limited to limitations on public events. All requirements in both the Bagley-Keene Act and the Brown Act expressly or impliedly requiring the physical presence of members, the clerk or other personnel of the body, or of the public as a condition of participation in or quorum for a public meeting are hereby waived.

In particular, any otherwise-applicable requirements that

- i. state and local bodies notice each teleconference location from which a member will be participating in a public meeting.
- ii. each teleconference location be accessible to the public.
- iii. members of the public may address the body at each teleconference conference location.
- iv. state and local bodies post agendas at all teleconference locations.
- v. at least one member of the state body be physically present at the location specified in the notice of the meeting; and
- vi. during teleconference meetings, a least a quorum of the members of the local body participate from locations within the boundaries of the territory over which the local body exercises jurisdiction

are hereby suspended, on the conditions that:

- i. each state or local body must give advance notice of each public meeting, according to the timeframe otherwise prescribed by the Bagley-Keene Act or the Brown Act, and using the means otherwise prescribed by the Bagley-Keene Act or the Brown Act, as applicable; and
- ii. consistent with the notice requirement in paragraph (i), each state or local body must notice at least one publicly accessible location from which members of the public shall have the right to observe and offer public comment at the public meeting, consistent with the public's rights of access and public comment otherwise provided for by the Bagley-Keene Act and the Brown Act, as applicable (including, but not limited to, the requirement that such rights of access and public comment be made available in a manner consistent with the Americans with Disabilities Act).

In addition to the mandatory conditions set forth above, all state and local bodies are urged to use sound discretion and to make reasonable efforts to adhere as closely as reasonably possible to the provisions of the Bagley-Keene Act and the Brown Act, and other applicable local laws regulating the conduct of public meetings, in order to maximize transparency and provide the public access to their meetings.



**Downtown Downey Improvement Association
Board of Directors
Monday, April 20th, 2020 – 2:00 p.m.
Zoom Video Conference Call**

Present: Jorge Villa, Ante Trinidad, Alexis Suarez, Mario Guerra, Charlene Roche, Crystal Landavazo (City Representative for Jessica Flores), Maurice Casaus, Maurice Patterson

Absent: Alicia Barrera, Oscar Ramos, Mario Trujillo

Guests: None

Staff: Marco Li Mandri, Jennifer Barry, Kody Kantor, Ryan Huffman, Nick Lemmo

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Jorge Villa, President, called the meeting to order at 2:00 pm for the meeting of the DDIA.	No Action Taken
2. Approval of February 11th, 2020 Board Minutes	The minutes of the February 11 th , 2020 Board meeting were reviewed.	Jorge moved and Charlene seconded the approval of the February 11th, 2020 minutes. Ante abstained. The minutes were approved.
3. Public Comment – Announcements	Jorge opened the floor for community and public announcements: a. Crystal announced that she had no updates from the City regarding COVID-19 and that the City was closely monitoring the City and County of Los Angeles for updates. b. Mario Guerra announced that he personally believes the City of Downey is financially stable and has the necessary reserves. c. Jorge announced that Porto's Bakery is open for curbside pickup only.	No Action Taken

	<p>d. Ante asked what if anything could be done to give relief to property owners during this time. Marco reported that the Board of Directors can do two things. First, the Board can vote to not increase assessments for next fiscal year. Secondly, Marco stated that the Board has the necessary funds to spend money on bringing people back to Downtown Downey. This will help property owners, tenants, and businesses get up and running.</p>	
<p>4. RFP for Administration, NCA contract has expired/authorization to post – status?</p>	<p>Marco announced that his contract ended in January. The Board discussed posting another Administrator RFP or retaining New City America on a month to month basis. Mario Guerra, Alexis, and Jorge expressed to the Board that bringing in someone new during these times would be detrimental to the district.</p>	<p>Jorge moved and Mario seconded a motion to retain New City America on a month to month basis. The motion was approved unanimously.</p>
<p>5. Committee Reports:</p>	<p>Marco, Jorge, Maurice Casaus, Alexis, and Maurice Patterson went through the following items:</p>	
<p>1. Executive Committee</p>	<p>Jorge and Marco went through the following items:</p>	
<p>a. Budget review, year-end for YTD FY 20</p>	<p>Marco reviewed the budget. The District has spent roughly \$128,000.00 and had a carry forward from last year at approximately \$100,000.00. Overall, Marco explained that the District is in good financial shape. All categories are underbudget and the District can potentially receive additional revenue if they can bid on the steam clean and landscape contracts. Maurice Patterson stated that the SOBO Committee wanted to bid on the contracts to potentially keep them all in house. Crystal said she would set up a call with Marco and Maurice to go over potential contracts and services that take place in the District.</p>	<p>Jorge moved and Maurice Casaus seconded the motion to approve the budget. The motion was approved unanimously.</p>

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<p>b. Annual report to City Council – Pending</p>	<p>Marco asked Crystal if the District needs to meet with City Council to give a report. Crystal will find out and get back to Marco.</p>	<p>No Action Taken</p>
<p>c. Other</p>	<p>Jorge opened the floor for any additional comments: a. Jorge asked Crystal if the security contract was still active during these times. Many Board Members stated they do not see the Security Guard patrolling downtown. Crystal will review the hours and send it out to the Board. Crystal did not think there was any changes to the Security contract at this time.</p>	<p>No Action Taken</p>
<p>2. DISI Committee</p>	<p>Alexis, Maurice Casaus, and Marco went through the following items:</p>	
<p>a. Update on website</p>	<p>Alexis announced the website isn't live yet; however, it has been completed and is ready to go live. Jorge said he will send the link out and Alexis will contact Joshua to have it go live. Marco said this would be a great time for COVID-19 items to be added to the website.</p>	<p>No Action Taken</p>
<p>b. Zapwater Update – campaign to bring back customers</p>	<p>Zapwater gave a brief introduction. They will be launching a new social media campaign from scratch. Marco said that it would be important to use social media to bring back customers to the District. Zapwater will research ideas and a Task Force will be created to bring back customers to the District. Alexis announced she had knowledge on the retail industry and how customer behavior was resetting. Discussion followed.</p>	<p>No Action Taken.</p>
<p>3. SOBO Committee</p>	<p>Marco and Maurice Patterson went through the following items:</p>	
<p>a. Update from District Management Services (DMS)</p>	<p>DMS gave the following report: Ambassadors have been busy sanitizing, pressure washing, and cleaning touch areas. Ambassadors have seen an uptick in homeless and urine on the sidewalks.</p>	

	<p>DMS has been able to capitalize on the closure of businesses with less traffic to increase the pressure washing. They have been able to clean hard to get areas with the pressure washer. They use biodegradable products to clean crosswalk buttons and trash can lids. They also said they have enough masks and gloves to continue cleaning the area. Maurice Patterson said he has not seen any masks or gloves on the streets in Downey unlike other cities. He has seen the Ambassadors out on the street during these times. Ante asked DMS if it can report homeless interactions. Maurice stated that at the next SOBO meetings they would ask the Security Guard company and Police to attend. This will allow for DMS, the Security Guard, and Police to all communicate together and they can ask about homeless to them too.</p>	
b. Need for better storage and office for maintenance employees	<p>DMS asked the Board if they can look into purchasing internet service for the Ambassadors office or a hot spot. This will help with electronic reporting and time cards.</p>	No Action Taken
c. Other	<p>Maurice Patterson opened the floor for any additional comments:</p>	No Action Taken
6. Next Meeting	<p>The next meeting will be Monday, May 18th, at 2:00pm using Zoom.</p>	No Action Taken

Minutes taken by Ryan Huffman, New City America

Downtown Downey Improvement Association
2019 Budget 12/1/19-1/30/20
April 2020

	Apr 20	Budget	Dec '19 - Apr 20	YTD Budget	Annual Budget
Income					
Assessment Income	51,825.49	19,365.00	180,077.76	96,830.00	232,385.00
Carry Forward	0.00		0.00	101,412.00	101,412.00
Interest Income	0.00		0.00		
Non Assessment /Programs	0.00		0.00		
Total Income	51,825.49	19,365.00	180,077.76	198,242.00	333,797.00
Expense					
Depreciation	0.00		0.00		3,800.00
Accumulated Depreciation	0.00		0.00		1,200.00
Prepaid Expenses	0.00		0.00		600.00
Administration	0.00	316.00	0.00	1,588.00	3,800.00
Accounting	0.00	100.00	641.00	500.00	1,200.00
Bank Charges	155.00	50.00	0.00	250.00	600.00
Board Meetings	0.00	250.00	0.00	1,250.00	3,000.00
Insurance	0.00	0.00	0.00	0.00	0.00
Legal Fees	0.00	0.00	0.00	0.00	0.00
Office Supplies	0.00	0.00	0.00	0.00	0.00
Postage, Mailing Service	0.00	0.00	0.00	0.00	0.00
Printing and Copying	0.00	0.00	0.00	0.00	0.00
Rent	0.00	0.00	0.00	0.00	0.00
Security Deposit	0.00	0.00	0.00	0.00	0.00
Rent - Other	0.00	900.00	3,400.00	4,500.00	10,800.00
Total Rent	0.00	900.00	3,400.00	4,500.00	10,800.00
Staff Administration	7,250.00	3,750.00	21,500.00	18,750.00	45,000.00
Telephone, Telecommunications	0.00	83.00	0.00	419.00	1,000.00
Admin Misc.	0.00		0.00		
Administration - Other	0.00		0.00		
Total Administration	7,405.00	5,449.00	25,541.00	27,257.00	65,400.00
DISI					
Advertising	0.00	0.00	0.00		10,000.00
Banners	0.00	833.00	0.00	4,169.00	10,000.00
Branding	0.00	0.00	0.00	6,250.00	15,000.00
DISI Staff Admin.	2,750.00	1,250.00	8,500.00	13,125.00	31,500.00
Public Relations/Social Media	0.00	2,625.00	2,500.00	0.00	0.00
Seasonal Displays	0.00	0.00	0.00	0.00	0.00
Special Events	0.00	0.00	0.00	0.00	0.00
Website/ Maintenance	0.00	750.00	0.00	3,750.00	9,000.00
DISI Misc.	0.00	708.00	0.00	3,544.00	8,500.00
DISI - Other	0.00		0.00		
Total DISI	2,750.00	6,166.00	11,000.00	30,838.00	74,000.00
Payroll Expenses					
SOBO	9,999.92	11,000.00	49,999.60	55,000.00	132,000.00
Maintenance Provider	0.00	416.00	2,252.35	2,088.00	5,000.00
Public Space Beautification	0.00	416.00	0.00	2,088.00	5,000.00
Supplies	0.00	4,000.00	0.00	20,000.00	48,000.00
Uniforms	0.00		0.00		
SOBO Misc.	0.00		0.00		
SOBO - Other	0.00		0.00		



8:58 AM

05/14/20

Cash Basis

Downtown Downey Improvement Association 2019 Budget 12/1/19-1/30/20

April 2020

	Apr 20	Budget	Dec '19 - Apr 20	YTD Budget	Annual Budget
Total SOBO	9,999.92	15,832.00	52,251.95	79,176.00	190,000.00
Contingency	0.00	366.00	0.00	1,835.00	4,397.00
Total Expense	20,154.92	27,813.00	88,792.95	139,106.00	333,797.00
Net Income	31,670.57	-8,448.00	91,284.81	59,136.00	0.00



**DISTRICT AT DOWNEY RELATIONS STATUS REPORT
APRIL – MAY 15, 2020**

PROJECT	STATUS
Strategy	
<ul style="list-style-type: none"> • District @ Downey Phased Reopening Strategy • District @ Downey Website • Coronavirus Updates 	<ul style="list-style-type: none"> • Zapwater presented a phased reopening strategy that including community and media relations as well as social media recommendations • Zapwater conducted a thorough audit of the about-to-launch District @ Downey website and provided recommendations for content and layout revisions. Zapwater will continue to work with the DDIA to finalize the website. Zapwater will edit and update copy as appropriate. • Zapwater provided daily Coronavirus updates including general news and information that pertained to California and Los Angeles County
Media Relations	
<ul style="list-style-type: none"> • District @ Downey Key Messaging • District @ Downey Media List 	<ul style="list-style-type: none"> • Zapwater drafted key messaging to promote District @ Downey and clarify that District @ Downey is Downtown Downey • Zapwater initiated research and compilation of appropriate media contacts at local and regional media outlets
Social Media	
<ul style="list-style-type: none"> • District @ Downey Social Media Channels 	<ul style="list-style-type: none"> • Zapwater set up accounts for the district on Facebook, Instagram and Twitter
Admin	
<ul style="list-style-type: none"> • Meetings 	<ul style="list-style-type: none"> • Zapwater attended DDIA Board Meeting on April 20 • Zapwater attended DDIA Task Force Meeting on April 22 • Zapwater attended DDIA DISI Committee Meeting on April 30