



DOWNTOWN ONTARIO
IMPROVEMENT ASSOCIATION

Board of Directors Meeting
Thursday, May 16th, 2024, at 9:00 a.m.

Public comments can be done in person or can be submitted via email at director@downtownontario.org and will be read into the record, limited to 250 words or less or 3 minutes per comment. Some comments may not be read due to time limitations.

AGENDA

1. Call to Order and Roll Call - President Alex Baroian
2. Additions or Deletions to the Agenda
3. General Public Comment - Any member of the public may address the Board of Directors on any matter not on the agenda that is within the subject matter jurisdiction of the Board. To make a comment on a specific agenda item, please submit your comments via email by 8:00 a.m. on the day of the Board meeting. Comments should be limited to 250 words or less. Your comments will be placed into the record at the meeting. Efforts will be made to read the comments into the record, but some comments may not be read due to time limitations.
4. **Approval of the meeting minutes for the Board of Director's Meeting held on April 18th, 2024.** *Action Item*
5. **Executive Director Communications – Ismael Arias**
6. **Committee Reports:**
 - (Executive Committee – Alex Baroian)
 - a. Financial Report, April 2024, YTD *Action Item*
 - (Civil Sidewalks – Rolando Saldana)
 - a. Report from DMS
 - b. Report from OPD
 - c. Other
 - (District Identity – Jerry Rowley)
 - a. Website and Social Media Reports, YTD – Tumbleweed Social

Downtown Ontario Improvement Association
425 N. Euclid Ave, Ontario, CA, 91762 | (909) 706-7877

7. Board Member Comments.

8. Next Board meeting: July 18th, 2024, 9:00am at 425 N Euclid Ave
Ontario, CA 91762

This agenda contains a brief description of each item of business to be considered at the meeting. In accordance with the Ralph M. Brown Act, this meeting agenda is posted at least 72 hours prior to the regularly scheduled meeting at the DOIA Office located at 425 N. Euclid Avenue, Ontario, California, 91762.

If you challenge any decision regarding any of the above proposal in court, you may be limited to raising only those issues you or someone else raised during the public testimony period regarding that proposal or in written correspondence delivered to the Board of Directors at, or prior to, the public hearing.

It is the intention of DOIA to comply with the Americans with Disabilities Act (ADA). If you require special assistance, DOIA will attempt to accommodate you in every reasonable manner. Please contact Ismael Arias at (909) 706-7877 at least 48 hours prior to the meeting to inform us of your particular needs.



DOWNTOWN ONTARIO IMPROVEMENT ASSOCIATION

Board of Directors Meeting Minutes
Thursday, April 18th, 2024, 9:00 a.m.

425 North Euclid Avenue, Ontario, CA 91762

Present

Alex Baroian, Jack Gingold, Richard Centeno, Jerry Rowley, Maria Razo, Rolando Saldana, Richard Galvez, David Puscizna. Damien Melle, Jennifer Hiramoto, and Peggi Hazlett.

Absent:

Rick Byrd, and Octavio Vazquez.

Guests:

Mayor Protem Debra Dorst-Porada. Offc C. Medina.

Staff:

Ismael Arias (ED),Nicolle Mendoza (Tumbleweed Social) Nick Lemmo (DMS).

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President Baroian called the meeting to order at 9:03am. Roll call was done by sign in, Quorum was present.	No Action Taken.
2. Additions or Deletions to the Agenda:	None	None
3. General Public Comment	Mayor Pro Tem Debra Dorst Porada announced the Ontario Heritage Home Tour, Tickets are for sale at Logans and Ontario Heritage Website and volunteer opportunities. .	No Action Taken.
4. Approval of Minutes from Board of Directors Meeting March 21st,2024	The minutes of the March21st, 2024, board of directors meeting were reviewed.	Motion to approve minutes: Rolando Saldaña Second: Jack Gingold. Abstaining: Jennifer Hiramoto, Peggi Hazlett. Minutes Approved.
5. Executive Director Communications:	The ED Arias provided a brief summary on the following items: 1) ED Arias Downtown Banners have been installed. 2) Allied parking enforcement. 3) ED Arias Thanked the board the opportunity to serve the Downtown on his 4 year anniversary with Downtown Ontario Improvement Association.	Discussion Only No Action Taken
6. Committee Reports: (Executive Committee-Alex Baroian) a. Financial Report March 2024, YTD. b. Board Field Trip Dates.	a. ED Arias provided a summary of the financials and advised that second payment of Property taxes is April 10 and should be forth coming. b. ED Arias briefed the board on his planning of the board field trip. He inquired with the board for the field trip to take place the day of the June board meeting of June 20 th : 2024. The1 board briefly discussed the item.	a. Motion to approve Financials: Peggi Hazlett Second:. Rolando Saldaña March 2024 Financials YTD Approved unanimously. b. Motion to approve

		Board Field Trip Date for June 20 th : Richard Galvez Second: Maria Razo Board Field Trip Date June 20,2024 Approved Unanimously.
(Civil Sidewalks-Rolando Saldana) a. Report from DMS b. Report from OPD	<p>a. Nick from DMS gave report to the board on the work by the DMS crew and the referenced the summary page included in the agenda packet. BM Galvez inquired about signage placed on street poles and Nick explained the protocol.</p> <p>b. Officer Medina briefed the board on the drop of quality of life matters yet noted the increase of juvenal disruptive behavior at the Library, Parking Structure, Starbucks there is current efforts with OMSD and School Resource Officers from 3pm-7pm. The demolition of SBCTA properties, and Allied parking enforcement matter was discussed. The idea was discussed of a map, with a QR to website highlighting available parking Downtown. Also faded old loading zone curbs. Mayor Pro Tem mentioned -Overnight Parking permits for residents, parking structure. Officer Medina advised this was being done to mitigate the parking complaints and the tickets can be contested.</p>	<p>a. DMS will continue their efforts.</p> <p>b. OPD will continue their efforts, ED Arias will work on a parking map to be provided to Allied.</p>
(District Identity- Jerry Rowley) a. Website and Social Media Reports,YTD - Tumbleweed Social	<p>a. Nicolle presented the social media report to the board included in the board packet pages 5-11.</p>	Social Media posting will continue.
7. City of Ontario Development Update.	<p>Economic Development Executive Director and DOIA BM Jennifer Hiramoto. Gave a presentation to the board about the development projects in the Downtown which consisted of:</p> <ol style="list-style-type: none"> 1. C-Block and D-Block 2. Fire Station #1, UNLV College of Health 3.New Annex 4.Civil Center Campus. 5.Mule Cart Smokehouse & El Balcon 6.120 West "D" & Possible 123 West "D" St. 7.The LAB Project 121,125,137-143 N. Euclid 8. 207 N. Euclid 9. The Vault 10. SBCTA Bus Transit Project. <p>Some projects are in the conceptual phase and have yet to get Council and Planning Commission. She also mentioned the goal is to attract is quality retail. BM Melle briefed the board, his pizza restaurant, his acquisition of the old church and murals, and security improvements in the area.</p>	
Board Member Comments a. Other.	BM Melle briefed the board on the efforts of his along with DOIA for 3 rd Saturday Monthly Art Walk in working with Emporia Lofts to attract more foot traffic.	None.

b. 8. Next Meeting	The next Board Meeting will be on May 16 th ,2024 in person at 9:00am.	a. Adjourned to: May 16 th ,2024
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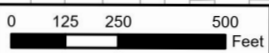


5



LEGEND

- Pressure Washed
 - April (Blue square)
 - February-March (Green square)
- District (Thick black outline)
- Parcel (Thin black outline)





DOWNTOWN ONTARIO
IMPROVEMENT ASSOCIATION

Social Media and Website Report

April 1 - April 30

Instagram Performance

Accounts Reached

33.1K +13.5K

Content Interactions

(Changed from likes.

Contains likes, shares, comments, saves)

2,559 +125%

Post Impressions

91.27K +19.28K

Profile Visits

1.8K +5.9%

Followers

6,984 +284

Website Clicks

98 +36.1%



Top Performing Post: 1,266 Likes 26,348 Reach



Runner Up: 227 Likes 3,019 Reach

April 1 - April 30 Facebook Performance

Reach

2.2K +14.4%

Content Interaction

156

Followers



1,828 +34

Engagement

539



Top Performing Post:
15 Likes Reach 564

 **Downtown Ontario, CA** is at [Museum of History & Art Ontario](#).
Published by Instagram · April 19 at 1:10 PM · Ontario, CA · 

What an incredible celebration! Yesterday our Museum of History and Art celebrated their accreditation! 🎉
This is a big deal because only 78 museums in California have this honor. Make sure to visit and congratulate them!

📍 225 S Euclid Ave
Ontario, CA 91762... [See more](#)



Runner Up: 11 Likes 676 Reach

April 1 - April 30

Threads

850 Followers +52

April 1 - April 30

TikTok Performance

Total Views

5,481

Total Likes

88

Total Followers

262

Total Shares

16



Top Performing Post: 21 Likes 522 Views



Runner Up: 12 Likes 319 Views

April 1 - April 30

LinkTree

Views

201 +94

Clicks

147 +86

CTR

73.13% +16.12

April 1 - April 30

Website Clicks

2.1K +.3K