

# NEWSLETTER



**ONE VOTE CAN MAKE  
THE DIFFERENCE  
MAKE IT COUNT**

## **MHDPBID June 15 Election to Fill Key Board Vacancies**

### **President, Vice President and Secretary Positions are all open**

The MHDPBID Association will hold an election on June 15 to fill the vacancies of President, Vice President and Secretary on the association's Board. All property owners within the MHDPBID boundaries are eligible to vote. Ballots were mailed to each property owner and needed to be mailed back within two weeks of receiving them. Voters receive one vote per parcel owned. The terms are as follows: President, 3 yrs.; VP, 2 yrs.; Secretary, 1 yr.



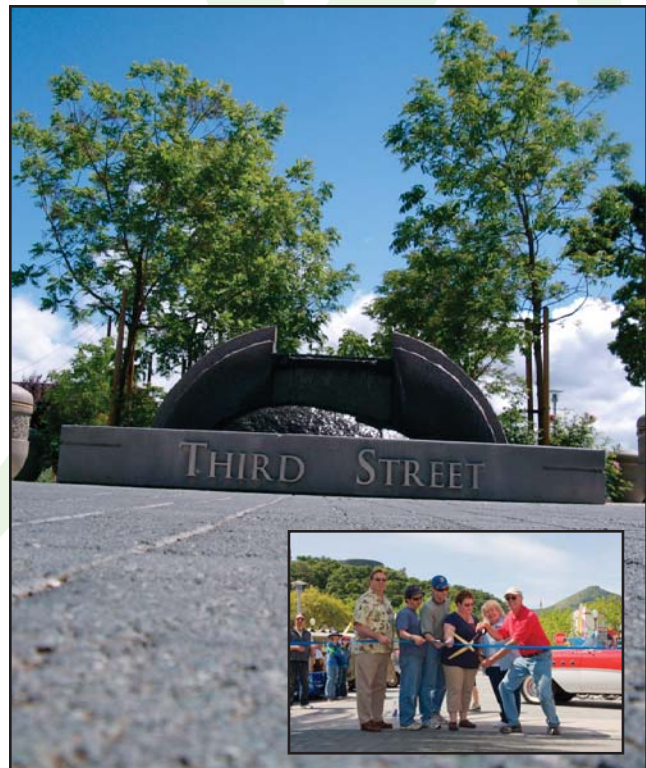
## **Morgan Hill's Third Street Promenade Opens**

### **Inviting Walkway Entices Patrons to City's Downtown Area**

After years of anticipation and planning, the City of Morgan Hill now has a pedestrian friendly, centrally located hub to call its own. On April 17, at the "Celebrate Third Street" event, the city officially opened the Third Street Promenade, which is a public walkway that links the city's downtown area on Monterey Street with the neighboring Caltrain Station and the County Courthouse on Depot Street.

"I think this is great! It's going to be the focal point for all downtown events," said Morgan Hill Downtown Association Executive Director Jorge Briones. "The city has done an awful lot of work that the public doesn't necessarily see. Opening this promenade in the heart of the city creates an

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## Promenade, from page 1

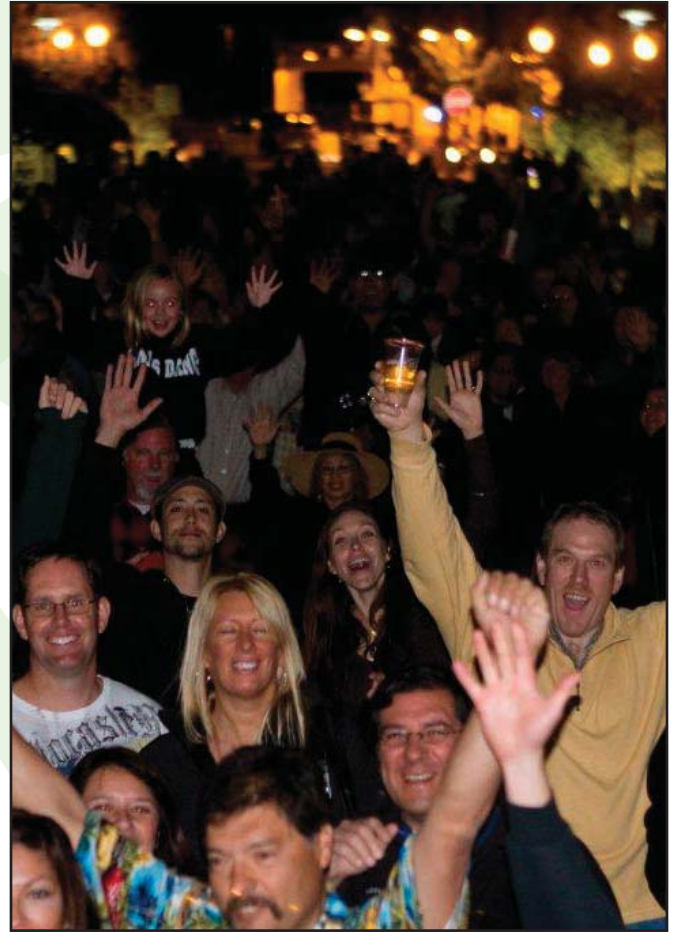
opportunity for more development to come here and more businesses wanting to come here. It's starts a positive cycle."

The walkway is one block long and 600 feet in length. In addition to being an inviting public pathway, the city plans to use the area for a number of activities, including the Farmer's Market, Thursday Night Street Dances and other street fair activities.

"This city was in great need of a central gathering place," said Briones. "To see this project come to life is exciting. This will make more people want to come to the downtown area."

The project was funded from a combination of federal grant monies and RDA funds.

The Third Street Promenade Grand Opening was a huge success. Pictured to the right are participants and spectators during the evening festivities. Photo courtesy of Jorge Briones II, Executive Director, Morgan Hill Downtown Association.



## MHDPBID Boundaries



The District encompasses approximately 15 blocks surrounding the Monterey Road commercial corridor that has been identified as the Morgan Hill Downtown PBID. The District is roughly

bounded by the following streets:

- Main Street
- Del Monte Avenue
- Dunne Avenue
- Butterfield Blvd.

## Board of Director Meetings

The Board meets every other Monday at 8:30am at BookSmart and is open to the public. For more information on agendas and minutes, please visit the web site at [www.MHDPBID.org](http://www.MHDPBID.org).

## What is a Property Based Improvement District?

A property based improvement district (PBID) is one mechanism for a property and business owner collaboration. It is a partnership between the public and private sector organized for the improvement of a specific commercial area. PBID's have an impressive track record for improving commercial areas. They have consistently reduced crime, enhanced cleanliness and improved the business climate in their designated geographic area.

Characteristics of a PBID include:

- Formed pursuant to the Property & Business Improvement District Law of 1994 (PBID Law)
- A special benefit assessment district to raise funds (through a special assessment on real property) within a specific geographic area
- Provide supplemental services that are above and beyond what the city government provides

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## Making a Difference

### Property Owner Mary Lopez Completes Renovation of Millhouse Mall Building

Mary Lopez, a longtime resident of Morgan Hill, recently completed a major renovation project on the Millhouse Mall building, which is home to eight professional businesses and a restaurant in downtown Morgan Hill. Using her own funds, Lopez renovated the bathrooms, installed new air conditioning units, completed work on the building's façade, and renovated the upstairs unit that now houses Sangria's Mexican Restaurant.

"This is what my husband had envisioned when we first bought it. It's what he was working so hard for," said Lopez, whose husband Rafael passed away four years ago. "He always envisioned it being a core part of Morgan Hill."

Lopez and her husband first purchased the standout building, which is located on Monterey Street between First and Second Street, in the 1980s. At the time, it was rundown and in need of extensive repair. Prior to the purchase, it had been an outlet store for Levi's Strauss. In fact, the original Levi's Strauss blue jeans sign is still located inside the building to this day.

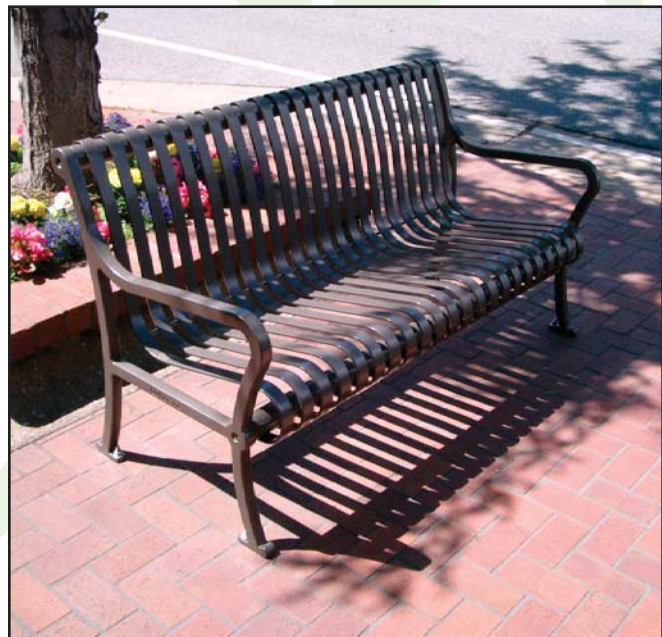
"When we first bought this building, it was pretty dilapidated," Lopez said. "My husband, who designed and built many buildings in Morgan Hill, Los Gatos, Saratoga and Carmel, put new overhangs on it, put on a new roof and did all of the wiring and the plumbing, too. He wanted it to look similar to some of the buildings he has seen in downtown Los Gatos."

In addition to being pleased with the outcome of all of the work she has recently done on her own property, Lopez is equally excited to see the transformation of Morgan Hill's downtown area, including the recent opening of the Third Street Promenade.

"It's been a long time coming but it's very nice to see," she said. "The downtown area is very friendly and people can actually walk through the town and have a strong sense of community. And the music draws a lot of people here, too. It's very nice."



Pictured above is the Millhouse Mall Building. The new renovations are clearly seen on the second floor of the building creating a pleasant addition to Downtown.



Pictured above is a sample of the new benches. Thirty new powder-coated steel benches were installed along Monterey Street between Main Street and Fifth Street.

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## Positive Changes MHDPBID Completes a Number of Significant Downtown Enhancement Projects

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A number of recent projects and maintenance procedures were implemented by the MHDPBID over the last several months in order to enhance the city of Morgan Hill's downtown area. Those projects included:

- Thirty new powder-coated steel benches were installed along Monterey Street between Main and Fifth.
- MHDPBID placed a four-color, full-page map that highlights the city's downtown area and businesses in the Morgan Hill Chamber of Commerce 2010 Business Directory, which has proved to increase awareness of area while providing patrons of Morgan Hill with an easy-to-follow resource for locating businesses and key points of interest in the downtown area.
- The MHDPBID was also responsible for cleaning and washing the sidewalks on Monterey Street as well as others in the surrounding downtown area.
- The association provided new, long-lasting LED Christmas lights to outline the downtown buildings between Main and Fourth Streets.
- Lot maintenance at Depot and Monterey Streets public parking lots.
- Helped fund the Third Street Promenade Grand Opening.
- Sponsored five summer movie nights at the city's Community Cultural Center.
- Funded Thursday night street dances as well as the maintenance of Third Street fountain.

### OUR MISSION STATEMENT

The mission of the Morgan Hill Downtown Property Based Improvement District (the "MHDPBID" or the "District") is to represent the property owners who pay annual assessments to the District and the residents and merchants who live or work within the District boundaries. The elected Board members will utilize assessments collected as a funding mechanism to facilitate and maintain a clean, safe, beautiful and inviting downtown in which to live, work, play, visit, invest or conduct business. The District and its Board will seek to work in partnership, whenever possible, with the City of Morgan Hill and any other city agency, or any public or private organization that will help achieve the District's Mission, and Vision for Downtown Morgan Hill and respects the Core Values of the organization.

### OUR VISION STATEMENT

The MHDPBID envisions Downtown Morgan Hill as an active, pedestrian-friendly district. At the same time embracing numerous transportation options that currently exist in the downtown area. "We envision Downtown Morgan Hill as a visual focus point for the community, a 'window' to the greater community. Lastly, we envision a Downtown that provides opportunities for living, dining, entertainment, shopping, personal services and a place for hosting community events and gatherings throughout the year."

### BOARD OF DIRECTORS

Gary Walton, President  
(gary@custom-1.com)

Rocke Garcia, Vice President  
(GlenrockDevel@aol.com)

Gayle Richter, Treasurer  
(ghrichter@verizon.net)

Jorge Briones, MHDA Representative  
Dwight Dorsey, Resident Representative  
Brad Jones, Business Representative  
Garrett Toy, City of Morgan Hill Representative



## MHDPBID

PO BOX 2410 | Morgan Hill, CA 95038  
www.MHDPBID.org