



The Mission of the Morgan Hill Downtown Association is to design and support downtown Morgan Hill as a historic, pedestrian friendly, rural small town; and to create a dynamic environment to promote and enhance downtown as an inviting destination for businesses, residents, merchants and visitors.

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Main Street Beat

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Downtown:

It's going to be jumpin'!

A renaissance is taking place, excitement is in the air and people are talking about new events coming to downtown. So what exactly is all the excitement about?

By Jorge A. Briones II

The Morgan Hill Downtown Association recently announced its 2008 event lineup with several new additions. Returning this year are downtown favorites Safe Trick-or-Treat and Share the Love. Both events have been well received by the community and continue to be successful with each hav-

ing a great future in downtown. But what's new on the calendar? How about a sidewalk chalk art event where everyone can show off their artistic skills? Chalk It Up! does exactly that. The April 19th event is being created to bring families and individuals to downtown for a day of creativity and fun. Next on the calendar is the Downtown Street Fair Series. Take a stroll down Monterey Rd. to enjoy

live music and fresh produce while meeting with local artists. Also spend quality time visiting downtown stores and restaurants. The Downtown Street Fair Series is scheduled to take place the third week of June, July and August.

Another new event is Mushroom Art where local artists will be commissioned to design and decorate 25 three

Inside this issue:

Page 2

- A note from the Executive Director
- MHDPBID's 2007-2008 Work plan

Page 3

- What's happening?

foot tall fiberglass mushrooms, the focal point of this three-month public art event. These decorative fungi will be placed throughout downtown, June through August allowing visitors to walk and admire each one. Then in September the

Continued on page 4

Continued from page 1

It's going to be jumpin'!

mushrooms will be sold at public auction with proceeds going to the named charities. Mushroom Art will showcase local artists, provide funds to non-profit organizations, increase foot traffic and add to the unique experience that is downtown.

For those with a love of classic sports cars there is the California Autumn Classic. This British sports car concours and tour will feature more than 100 classic cars by Austin-Healey, MG, Triumph, Sunbeam, Lotus and other British makes. A

staple on the Central Coast for the past sixteen years this new to downtown event promises to become an annual tradition. The California Autumn Classic will be held on Sunday, October 20th.

However the biggest news is the planned arrival of Morgan Hill Downtown Ice. The Downtown Association is currently planning to construct a temporary outdoor ice rink where people from Morgan Hill, Gilroy, San Jose and other surrounding communities will enjoy taking to the ice in the heart



of the community. The plan is for the rink to be situated on a vacant lot along Monterey Rd. but four possible sites are under consideration. The rink will feature public skate sessions and be available for private parties. Downtown Ice is scheduled to open on Thanksgiving Day and operate daily through January 4th, 2009.

So there you have it! Downtown will be jumpin' in 2008.

These events are the beginning of a downtown renaissance and we are looking forward to sharing them with you. For additional information about any of these events or to learn more about becoming a sponsor, volunteer or participant browse www.morganhilldowntown.org or call us at (408) 779-3190.

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MHDPBID's 2007-2008 Work plan

By Gary Walton, president

In the Fall issue of Main Street Beat the Board of the Morgan Hill Downtown Property Based Improvement District (MHDPBID) reported that their organizational structure was nearly complete and that the first order of business for the newly

Continued on page 2



A letter from the Executive Director

We certainly have had our share of rain so far this winter and it kept us very busy. On Friday, January 4th Downtown Morgan Hill in some sections was floating. Trail Dust had water all the way to the back of their restaurant, The Reserve was surrounded by it, The Downtown Mall was inches away from having the unwanted guest flowing inside their stores, Wells Fargo Bank was mopping it out and our residents on West Second Street were up to their knees in it. None of this comes as a surprise to some of you, because you've lived in Morgan Hill long enough and have seen worse. But for the rest of us, it was scary. The biggest challenge in Downtown is the inability to handle a lot of water for too long a period of time. The West Little Llagas Creek basically follows the path of Monterey Road right through Downtown. This creek and cleaned storm drains all along Monterey simply can't handle all the water, and there is nowhere for it to go except up and over sidewalks and into businesses and homes. Since January, the MHDA in partnership with the MHD-PBID and the Chamber of Commerce, has been working with the City to encourage our elected officials to fund the Llagas Creek (Upper) Flood Protection Project identified to help control flooding in downtown Morgan Hill. The project is designed to provide flood



protection to homes, schools and businesses along the 13.6 miles of East Little Llagas, West Little Llagas and Llagas Creeks in San Martin and Morgan Hill. Generally speaking, and not getting too technical, the project features include modifying and constructing a channel, building culverts and constructing floodwalls. And our portion of this project is a piece of the much larger picture that has a

price tag of over \$100 million. Currently the timeline for the construction is 2014 or later. Meanwhile, the City is moving

Main Street Beat

forward with plans for development of new construction that would bring much wanted and needed additional residents and specialty shops to Downtown. Property owners and developers are hesitant to build because of constraints they face with additional modifications necessary to protect against flooding. And businesses and residents alike face very high flood insurance premiums. Even though it is easier to forget the water because of sunnier skies and drier land, this organization is committed to keeping this project in front of Senator Barbara Boxer, Congressman John McNeerney, Congresswoman Barbara Feinstein and the Santa Clara Valley Water District.

Happy Spring,
Theresa Kiernan

Continued from page 1

MHDPBID's 2007-2008 Work plan

elected board was to prepare a work plan for the fiscal year 2007/2008. In December 2007 the Board of Directors completed and submitted their 2007/2008 work plan adopted by the Board to the Morgan Hill City Council for their approval as is required by law. The MHDPBID's work plan is divided into four areas as outlined in the original work plan adopted for the formation of the MHDPBID work area. Those four areas, percentage of

annual budget and the number of proposed projects in each category are shown in the box below. The work plan is an ambitious undertaking for the MHDPBID and requires working closely with the MHDA, Chamber, MHAT, City of Morgan Hill and the RDA in order to accomplish the goals they have set for the organization while representing the commercial building and property owners in Downtown Morgan

| Category | % of Budget Allocated | Number of Proposed Projects |
|-------------------------|-----------------------|-----------------------------|
| • Capital Improvements | 45% | 12 |
| • Economic Development | 35% | 5 |
| • Pedestrian Safety | 13% | 2 |
| • Public Space Advocacy | 2% | 5 |
| • Budget Reserves | 5% | |

What's happening?

A summary of things going on in your Downtown

For more general information visit morganhilldowntown.org. If you have recurring or individual events and wish to be included here, call 779-3190.

Morgan Hill Community Playhouse
South Valley Civic Theatre Performances
 April 11- May 3: Pinocchio
 May 16- June 14: Nunsense
 For additional information call 842-7469 or visit www.svct.org

Comedy Night at the Playhouse
 Last Thursday of every month with doors opening at 6:30pm for Happy Hour and show starting at 7:30pm
 For additional information call 782-0008 or visit www.rosyatsatthebeach.com

Morgan Hill Community and Cultural Center
April 6: Math Mardi Gras
 Presented by the American Institute of Mathematics
 For additional information visit www.americaninstituteof-mathematics.com

April 22: Earth Day and Science Fair
 Sponsored by the City of Morgan Hill and Morgan Hill Chamber of Commerce
 For additional information call 779-9444 or visit www.morganhill.org

May 3: Art a la Carte
 Sponsored by the City of

Morgan Hill
 For additional information call 782-0008

May 23-May 24: Mushroom Mardi Gras
 Sponsored by Mushroom Mardi Gras
 For additional information call 778-1786 or visit www.mmngf@mushroommardigras.com

These are just some of the events planned at the MHCCC. For more information visit www.mhcommunitycenter.com

Lojart Gallery
 Solo exhibits open to the public on the second Friday of every month from 6-9:00pm.

March 14: Painting Solo Exhibition by Angie Young

April 11: Photography Solo Exhibition by Mike Divita

May 9: Painting Solo Exhibition by Sherly Dwyer
 For additional information call 840-1829 or visit www.lojart.com

Collage Café Art Studio
 Saturday classes offered during April at the Studio
April 12 and 26: Collage on Canvas
 For additional information call 865-9224 or visit www.collagecafe.com

Hill that lie within the district boundaries. The Board is reporting that significant progress has been made in several of the areas of the 2007/2008 Work Plan, such as:

- Design and installation of new street light banners in the downtown.
- Year round tree lighting in downtown.
- Repair of the existing public address system and improvement of downtown Wi-Fi access.
- Hanging flowering baskets for the street lights.
- Purchase of uniform shopping bags for the downtown merchants.
- Joint advertising with the Chamber and MHDA in the Central Coast Tourism magazine.
- Jointly attending with the MHDA a tele-conference with downtown retail consultant, John Schallert entitled "Destination Retail".
- Flood control issues downtown and status of the PL566 flood control project funding and investigation of interim flood

- control measures.
- Establishment of regular meetings with the Morgan Hill Downtown Police Department regarding downtown issues.
- Preparation of Safety Brochures for downtown merchants.

The Board is excited about these projects coming to fruition and believes that they will add significantly to the physical appearance, comfort and safety for those who visit our downtown. The Board anticipates that within the first quarter of 2008 the first of the projects planned for funding by the MHDPBID will be started and/or completed. The Board welcomes comments, ideas and suggestions relating to downtown and how the MHPBID can better achieve their goals in assisting with the revitalization of Downtown Morgan Hill.

For further information contact the MHDA office at 779-3190.