



DAVIS DOWNTOWN

Annual Membership Meeting Minutes

January 11th, 2023 @ 9:00AM

Meeting Location: Online via Zoom

1. Welcome & Greetings by Tim Mech
2. Roll Call & Introduction of Midterm DDBA Directors & Team
 - Roll Call:
 - **DDBA Board:** Tim Mech, Kevin Duncan, Kevin Wan, Sumei Yee, Yelena Ivashchenko, Dawn Coder, Lynne Yackzan, Lori Prizmich, Shelli Ramos, Julie Helmus (joined 9:30am)
 - **DDBA Team:** Brett Maresca, Kendall Doten, Autum Foss
 - Recognitions:
 - **Midterm DDBA Directors:** Tim Mech, Sumei Yee, Yelena Ivashchenko, Lori Prizmich, Julie Helmus
 - **Retiring Directors:** Lynne Yackzan, Shelli Ramos
3. Raffle #1
 - \$50 Gift Certificate to Nashoba Wines Cork it Again awarded to Paul Takushi
4. Election Voting Instructions (Autum Foss)
 - Everyone who RSVPd has been entered into our online voting system (Election Runner) and should have received an email to log in and vote; all who pre-registered would have received an email at 9:00am when the poll opened
 - Voting begins at 9:00am and ends precisely at 10:00am
 - Everyone must select a candidate(s) to match the exact the number of seats in each sector for the ballot to be completed and submitted
5. Introduction of Candidates for Election (presented in alphabetical order by last name)
 - Erin Arnold (Avid Reader) - *not in attendance*
 - Jen Cala (Sole Desire)
 - Dawn Coder (Coldwell Banker Select Real Estate)
 - Current Co-Chair of DDBA Parking & Transportation Committee

- Kevin Duncan (First Northern Bank)
 - Current DDBA Treasurer
 - Randii MacNear (Davis Farmers Market)
 - Paul Takushi (Logos Books)
 - Kevin Wan (Sophia's Thai Kitchen)
 - Current DDBA Vice President
 - Aaron Wedra (Steve's Pizza)
6. Raffle #2
- \$50 Gift Card to Mishka's Cafe awarded to Jen Cala
7. 2022/23 Events Presentation by Autum Foss
- Pawlentine's Day, DDBA Spring Mixer, Health & Wellness Fair, Father's Day Pub Crawl, Burger Battle, Thursdays in The Davisphere (every Thursday for 9 weeks in 2022), Dive Into Downtown, Spooktacular, Shop Small Weekend, December to Remember (Window Decorating Contest, Wreath Decorating Contest, Elf on the Shelf Scavenger Hunt)
8. 2023 DDBA Goals (Brett Maresca)
- Event Variety
 - Continue to manage an assortment of activities and events that relate to various groups (diverse, family-friendly, student-centric, etc.)
 - Drive additional revenue and assistance to member businesses
 - Create events to increase visibility & representation of the DDBA
 - Attract more local and regional visitors
 - Continue to support 2nd Friday ArtAbout
 - Engage, Interact & Communicate with Members
 - Increase outreach and communication efforts toward new and existing members
 - Major effort to continue to grow and update our member contact databases & utilize newly implemented CRM software
 - Connect new and current members with resources and networking opportunities
 - Advocate on behalf of membership where appropriate
 - Increase participation of membership in our standing committees
 - Beautification & Modernization of the Downtown Core
 - Make progress on overall appearance and aesthetics of the downtown

- Assist City with planning modernization and more visual cohesion throughout the core
- Deliberate solutions for more regular maintenance, repairs, and cleaning
- Enhance downtown with locally sourced art
- Determine use of \$10,000 Beautification Fund (reimbursed by City)
- Address and work on solutions relating to crime and safety
- Work with the City on allocation of ARP funds
- Marketing & Technology
 - Enhance digital and social media management
 - Redesign and development of the DDBA website
 - Stronger focus on a variety of target marketing campaigns
 - Gather analytics and resulting KPIs/ROI
 - Continue to assist member businesses in promoting sales, services, etc.
 - Aggressive sponsorship acquisition
- Enhance Partnerships & Community Relations
 - Maintain and continue to strengthen communications with our existing partners
 - Effectively work with City to complete projects
 - Establish new collaborative relationships within Davis and Yolo County
 - Strengthen volunteer recruitment methods and resulting assistance
 - Increase community involvement
 - Devise and implement a plan to break down language and culture barriers with member businesses
 - Work with local organizations on homelessness issues
- Strengthen & Continue to Develop Board of Director Responsibilities
 - Establish clear roles and functions of those that serve on the DDBA Board of Directors
 - Establish a renewed focus and determination regarding the needs of the downtown core
 - Strengthen standing committee participation
- Streamline & Assess Administration
 - Determine and address strengths and weaknesses of staffing
 - Provide refined support of organization's priorities and goals
 - Update legal and administrative documentation

- Utilize specialized independent contractors to fill gaps as necessary

9. Raffle #3

- \$50 Gift Card to Sophia's Thai Kitchen awarded to Lynne Yackzan

10. Meeting Wrap-Up

- Meeting adjourned at 9:45am
- Next Regular Board Meeting: Wednesday, February 8th at 8:35am