



DAVIS DOWNTOWN

Board of Directors Meeting Minutes

October 12th, 2022 @ 8:35AM

Join via Zoom Meeting

<https://us02web.zoom.us/j/88143395162>

Meeting ID: 881 4339 5162 OR **CALL IN:** 669-900-6833

1. Roll Call

Board: Dawn Coder, Julie Helmus, Kevin Wan, Yelena Ivashchenko, Tim Mech, Sumei Yee, Kevin Duncan, Erin Arnold

Staff: Autum Foss, Kendall Doten, Brett Maresca

Attendees: Randii Macnear, Ryan Crosbie, Kellie Palmer

2. Consent Calendar

A. Approval of Minutes and Agenda

- Tim Mech moved to approve August Meeting Minutes; approved by Kevin Wan, Sumei Yee seconded the motion
- Tim Mech moved to approve October Agenda; approved by Julie Helmus, Kevin Wan seconded the motion

3. Public Comment (2 min max/person)

- A. Ryan Crosbie - prospective new business owner in downtown Davis; opening a new wine tasting room on D st. in between the Pence Gallery and Mustard Seed
- City of Davis pointed Ryan to the DDBA for support on the approval of his new business and getting licensing approved. Brett introduced the PCN letter of approval.
 - Tim Mech motioned to approve the letter of approval to be sent to the City of Davis, recommending Wines in Tandem opening in downtown Davis; Kevin Wan seconded the motion, Sumei Yee, Yelena Ivashchenko, Dawn Coder and Julie Helmus approved.

4. Financial Report

- A. Total Income: \$281,386.02
B. Net Income: - \$41,506.55

5. Staffing Update

A. New Hire - Marketing Manager

- Will Mosley departed the DDBA in late August
- Marketing Manager, Katelyn Willoughby, hired recently with over a decade of experience in marketing and managing within the nonprofit

sector. Start date set for October 21st.

6. Collaborations

A. 2nd Friday ArtAbout Marketing & Sponsorship

- 2nd Friday ArtAbout collaboration with Pence Gallery is continuing; We have been committed to sponsoring and marketing the event each month. This will continue unless the Board deems it unnecessary to continue partnership, but it is the consensus that this is an important event that the DDBA is happy to support.
- Yelena suggested assisting the galleries with coordinating artists and performers at the ArtAbout venues. Brett reported that we are eligible for another grant, but we would need to apply by the end of this week. Lynne Yackzan does not feel that the DDBA should be responsible for artist coordination, Julie Helmus agreed with Lynne. Dawn Coder asked if the galleries could apply for grants themselves, and Brett said we could point them toward grants as we are made aware of them.

B. Dive into Downtown

- UC Davis new student housing orientation leaders brought groups of students through downtown on a tour on Monday, September 19th. The DDBA had a booth set up in E St. Plaza to educate new students about our organization and the downtown core. QR codes were available to lead students to our website, social media, and newsletter which increased our following significantly on that day.
- Downtown businesses signed up to offer promotions to students that day, as well as decorate their storefronts, and several businesses reported having great sales that day.
- The Davis Farmers Market donated a good amount of “market dollars” to give out to students, which were very popular - DDBA staff used them (as well as The Davisphere stickers) as an incentive to follow our organization on social media and to sign up for the email newsletter

C. Davis PD

- Brett reported that the DDBA staff has been meeting regularly with Davis PD and working closely with them on the CPTED Grants Program.
- Crime & Safety Updates: there have been continuing complaints about transient community; a break-in of University Wireless happened very recently

7. Committee Updates

A. Marketing & Outreach

I. Upcoming Events

- Thursdays in The Davisphere
 - This event has been an amazing undertaking with a lot of feedback from the community, mostly positive. Some issues have been raised with noise levels and we have made adjustments. The City has been a great help with seed funding. The overall goal of this event is to connect

with the greater community and the UC Davis student population. We want people to connect with our organization and continue to be engaged with us throughout the year.

- We are working towards building a brand, not just having a concert in Central Park. Some ideas we have for the future include different kinds of events, like a silent disco, to draw in different crowds and engage as many people in the community as possible. Next week, on October 20th, we are having a family movie night in place of the concert at our Thursdays in The Davisphere event where we will screen the Disney Pixar movie “Coco” following two local youth musical performances.
- Randii Macnear reported immense positive feedback from the community; people have come up to her personally each week to tell her how much they love the event
- Brett discussed his goal of increasing our following and engagement on social media to get people familiar with the DDBA and our events
- The Davisphere website (www.thedavisphere.com) launched last week and will be a great resource for recruiting sponsors and vendors in addition to providing information for interested attendees (local and regional).
- Lynne Yackzan reported resident community complaints about the noise levels of the concert. She also strongly suggested involving more local breweries and/or at least selling locally brewed beer in the event at our Beer & Wine Garden.
- Yelena discussed the great opportunity for businesses to get involved with the community - our nonprofit beneficiaries have overall been very happy with the results of their participation at the event
- This has been a great learning experience and there is still room for growth and improvement going into 2023
- 2nd Friday ArtAbout (discussed in previous agenda item)
- Zombie Bike Ride Afterparty (October 30th)
 - For the second year, we are sponsoring the Zombie Bike Ride After Party in E St Plaza on Sunday, October 30th.
- Treat Trail (October 31st)
 - On Monday, October 31st from 2:30-5:30PM the Davis Downtown Treat Trail is returning. Businesses can sign up to hand out treats to trick-or-treaters that day; currently 33 businesses have signed up. A map will be finalized by staff and shared with the community once our goal amount of

businesses have signed up.

- Shop Small Weekend (November 25-27th)
 - Last year was a 2 day event, but due to the popularity of the event we have added a third day for 2022. On this weekend that starts on Black Friday, shoppers will receive raffle tickets at participating businesses that they can use to enter to win a grand prize. More details to be finalized and revealed at the next Marketing Committee meeting.

II. Overall Marketing Analytics

- Mailchimp
 - Subscribers 2012 - 2019: +27% (in total over 8 years)
 - Started with 904 in 2012; ended with 1,152 in 2019
 - Subscribers 2020: +34%
 - Started with 1154; ended with 1,554
 - Subscribers 2021: +3%
 - Started with 1552; ended with 1,597
 - Subscribers 2022: +25% (in first 9 months)
 - Started with 1,593; had 1,998 through September
- Social Media
 - FB page likes: +288.9%
 - IG followers: +658%
 - FB page engagement: +254%
 - IG page engagement: +582%
 - FB page reach: +228%
 - IG page reach: +607%
 - FB post engagement: +266%
 - IG post engagement: +485%

B. Visioning & Civic Relations

- Committee is working toward improvements of our downtown map kiosks
- Continuing to work on downtown beautification; one concern is the damaged planters downtown. We are discussing using our 10K grant money for this, still deciding how to use the money
- Brett has been working with the city on the status of ARP funding that can be allocated for downtown maintenance & cleanup services including street cleaning
- We have also been trying to work with the city to resolve the G St. closure issues. City has had significant staffing issues so projects are moving forward slowly.
- The Downtown Core Specific Plan's EIR is under review with the city and next steps should be taken early next year. This will most likely allow a lot of opportunity for development in our downtown core.

C. Bar & Restaurant

- No update

D. Parking

- No update

E. Nominating

- Julie Helmus has started considering nominations. By next month's meeting, we need nominations finalized for the election in January.
- 8. Partner Updates (none present)
 - A. City of Davis
 - B. Visit Yolo
 - C. UC Davis
- 9. ARP Funded Programs/Events/Initiatives Updates
 - A. Thursday Night Event Series Update
 - Discussed in previous agenda item
 - B. CPTED Grants Program Update
 - 45 Businesses were assessed by Detective Ron Trn with Davis PD; these assessments were sent to the individual businesses via email. With the assessment recommendations, businesses are to collect quotes from contractors to include with their online application form
 - 11 businesses have submitted their applications and we are still awaiting the rest to be turned in; most are digital submissions but some are printed and mailed
 - After we receive all of the applications by October 28th, the board will decide who will be on the judging panel for the fund allocation
 - C. Other Programs & Initiatives
 - No update
- 10. DDBA Budget & Annual Report
 - A. 2023/2024 Budget Review
 - The draft budget will go out to the board by the end of this month for review. Either prior to or during the next board meeting, we will discuss & finalize the budget and annual report for the city (timing dependent upon City timeline requirements - Brett is awaiting word from the city on this)
 - B. Annual Report Status
 - The draft Annual Report will go out to the board by the end of this month for review. Either prior to or during the next board meeting, we will discuss & finalize the budget and annual report for the city (timing dependent upon City timeline requirements - Brett is awaiting word from the city on this)
- 11. New Business
 - A. Erin Arnold introduced herself; She is excited to get involved with new events and initiatives in our downtown community
- 12. Old Business
 - A. None
- 13. Adjournment
 - A. Meeting adjourned at 10:07AM
 - B. Next meeting date and time TBD