



# DAVIS DOWNTOWN

## Board of Directors Meeting Agenda

November 8, 2023 @ 9:00 a.m.

Join via Zoom Meeting

<https://us02web.zoom.us/j/88271576788>

Meeting ID: 882 7157 6788 OR CALL IN: +1 669 900 6833

1.	<b>Welcome / Roll Call</b>
2.	<b>Consent Calendar</b> <ul style="list-style-type: none"><li>• Approval of Minutes and Agenda<ul style="list-style-type: none"><li>○ October Meeting Minutes</li><li>○ November Meeting Agenda</li></ul></li></ul>
3.	<b>Public Comment (2 min max/person)</b>
4.	<b>Staffing Update</b> <ul style="list-style-type: none"><li>• Member Services &amp; Administrative Assistant</li><li>• Marketing &amp; Events Coordinator</li></ul>
5.	<b>Fundraising Solutions</b> <ul style="list-style-type: none"><li>• Sponsorship Services<ul style="list-style-type: none"><li>○ Larry Weil (The Sponsorship Guy)</li><li>○ CHARGE</li><li>○ Marr Virtual Assistant Services</li><li>○ Other</li></ul></li><li>• Additional Opportunities</li></ul>
6.	<b>Financial Report &amp; Budget Review</b> <ul style="list-style-type: none"><li>• Bank Account Balances</li><li>• Balance Sheet Review</li><li>• Profit &amp; Loss Review</li><li>• 2023-2024 Budget vs. Actuals Review (February – October)</li><li>• 2024-2025 Budget Review &amp; Approval</li></ul>
7.	<b>Committee Updates</b> <ul style="list-style-type: none"><li>• <b>Marketing &amp; Outreach</b><ul style="list-style-type: none"><li>○ Event Review<ul style="list-style-type: none"><li>■ Downtown Spooktacular (Treat Trail &amp; Zombie Mash)</li></ul></li><li>○ Upcoming Events &amp; Initiatives<ul style="list-style-type: none"><li>■ Shop Small Weekend</li><li>■ December to Remember</li></ul></li><li>○ Davis Downtown Gift Card Program</li><li>○ Social Media Marketing</li></ul></li></ul>

	<ul style="list-style-type: none"> <li>○ Miscellaneous Updates</li> <li>● <b>Visioning &amp; Civic Relations</b> <ul style="list-style-type: none"> <li>○ Safer Davis 2023 CPTED Grants Program</li> <li>○ G Street Activation Project</li> <li>○ Parking &amp; Transportation</li> <li>○ Downtown Streets Team</li> <li>○ Code Enforcement &amp; Cleanup of Illegal Signage</li> <li>○ Downtown Beautification Fund / Digital Kiosks</li> <li>○ Miscellaneous Updates</li> </ul> </li> <li>● <b>Bar &amp; Restaurant</b></li> <li>● <b>Nominating</b> <ul style="list-style-type: none"> <li>○ Nomination Process &amp; Timeline Review</li> <li>○ Nominees / Appointment Recommendations</li> </ul> </li> </ul>
8.	<p><b>Partner Updates</b></p> <ul style="list-style-type: none"> <li>● City of Davis <ul style="list-style-type: none"> <li>○ 2023 Annual Report &amp; DBID Renewal Process (November &amp; December)</li> </ul> </li> <li>● Visit Yolo</li> <li>● UC Davis</li> </ul>
9.	<p><b>New Business</b></p>
10.	<p><b>Old Business</b></p> <ul style="list-style-type: none"> <li>● Board of Directors Structure</li> <li>● Decision on Board of Directors Meeting Over Holidays (December 13<sup>th</sup>)</li> </ul>
11.	<p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>● Next Meeting: TBD</li> </ul>
12.	<p><b>Closed Session</b></p> <ul style="list-style-type: none"> <li>● Board of Directors</li> </ul>