



# DAVIS DOWNTOWN

## Board of Directors Meeting Minutes

December 14th, 2022 @ 8:35AM

Join via Zoom Meeting

<https://us02web.zoom.us/j/9129744304>

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

### 1. Welcome / Roll Call

**A. Board:** Tim Mech, Shelli Ramos, Lynne Yackzan, Erin Arnold, Dawn Coder, Kevin Wan, Kevin Duncan, Sumei Yee, Yelena Ivashchenko, Julie Helmus

**Staff:** Brett Maresca, Autum Foss, Kendall Doten

**Liaisons:** None present

**Attendees:** Kellie Palmer, Randii Macnear, Paul Takushi, Georgia Ramos, Jen Cala

### 2. Consent Calendar

#### A. Approval of Minutes & Agenda

- November Minutes
  - Kevin Duncan moved to approve; Kevin Wan seconded
- December Agenda
  - Lynne Yackzan moved to approve; Kevin Duncan seconded

### 3. Public Comment

A. None

### 4. Financial Report

#### A. Profit & Loss Review (February 1st - December 8th 2022)

- Total income: \$474,390
  - Includes DBID fees and TITD income
- Total Expenses: \$445,497
- Total Net Income: \$28,892

#### B. Balance Sheet Review

- Total Bank Balance: \$281,592
  - Includes Money Market and checking accounts

## 5. Collaborations

### A. 2nd Friday ArtAbout Marketing & Sponsorship

- Brett will be meeting with the Pence Gallery and the Artery representatives tomorrow to review the ongoing sponsorship and collaboration

## 6. Committee Updates

### A. Marketing & Outreach

- Upcoming Events (Autum Foss)
  - December to Remember (December 1-20)
    - Annual Window Decorating Contest is going on right now with 12 anonymous judges currently sending Autum their votes. People's Choice voting is also available through a QR code posted at each business location that leads users to a voting form
    - Wreath Decorating Contest - 13 community members picked up wreaths to decorate; 9 of them were returned. Voting is open through our social media channels. The winner will get a \$100 gift card to a downtown business of their choice
    - Elf on the Shelf Scavenger Hunt - 12 elves are hidden throughout downtown this year. Participants can message us the names of the elves to be entered to win a prize
  - Annual DDBA Membership Meeting (January)
    - Next month, the annual membership meeting will be held on January 11th in lieu of our monthly Board meeting. The meeting will be held virtually again this year.
    - Brett asked the Board to confirm a time for this meeting. Tim Mech responded that we would like to maximize turnout and proposed 9:30am start time. Dawn Coder proposed 9am. Tim agreed that 9am works. Rest of Board had no objection to 9am start for this meeting; finalized.
- Event Review

- Shop Small Weekend
  - 24 downtown businesses participated
  - Over 1,000 raffle tickets were collected
  - Winners were notified and we are still in the process of coordinating their prize pick-up. First place received \$500, 2nd place was \$200 and 3rd place was \$100 worth of gift cards to downtown businesses.
  - Kevin Wan reported that Sophia's Thai Kitchen did four times their normal lunch business during that weekend; showing that the event is bringing business to downtown businesses and growing each year
- Marketing Growth & Trends
  - Brett reported that our Marketing Manager Katelyn Willoughby has been out sick recently
  - No marketing analytics report to review. We are still growing with our following & engagement on social media and in our email newsletter, but it is significantly lower than the data we saw during Thursdays in The Davisphere
  - Yelena reported that more students have been participating in our programs and activities this year (such as the Elf on the Shelf Scavenger Hunt) than in previous years. She believes that this is because there was a huge increase in following from that demographic during Thursdays in The Davisphere
- Marketing Priority Updates
  - New Davis Downtown Gift Card Program
    - Katelyn and Brett have been working together to finalize a new e-gift card program
    - Anyone in our downtown membership would be able to participate in the program. Having an e-gift program will be a lot easier for our staff and our businesses to set up and use
    - We plan to have a soft launch in February 2023 to allow for identification of any issues that may arise
    - Kevin Wan commented that an e-gift card is a great idea,

but he is concerned about having retail locations opt-in to the program and if that will create more work for them. Brett confirmed it is an opt-in program to allow us to keep the program within our downtown (instead of allowing people to use it like an open credit card). The company, Yiftee, will be working with the businesses to help them get set up. Brett also stated that the e-gift cards should work with any POS system that is already being used within the businesses that accept MasterCard

- Brett and Katelyn have been in contact with Downtown Truckee as they use the same gift card program. The Truckee staff members have been very impressed with the program and have been very helpful in answering our questions

- Davis Downtown Website

- We have been prioritizing the update and cleanup of the DDBA website. We hope to have this project completed by Spring 2023. This will be a big part of our marketing plan going into the new year

## B. Visioning & Civic Relations

- Downtown Streets Team

- Lynne and Brett met with the supervisors of the new Downtown Streets Team program. The program is being funded by Yolo County and the City of Davis and will benefit our downtown. They are a nonprofit organization that recruits volunteers from unhoused communities to assist with local cleanup. In exchange, these volunteers will receive gift cards to downtown businesses, work experience, and potential housing opportunities.
- The volunteers will be easily identifiable with branded t-shirts. Their work schedule is TBA, but the program is scheduled to start in February 2023. They will cover our downtown core and most of the peripheral zone.
- They hope to plan a launch party downtown in April that would be a great opportunity for the DDBA to participate in

- Team members can do garbage pickup, graffiti removal, basic cleaning & maintenance, planter maintenance & watering, and clean-up emergencies. They cannot do power washing, removal of human waste, or move bodies, and they will not work in inclement conditions (extreme heat/cold, smoke, rain, etc.).
- Downtown Kiosk Updates
  - Our staff will work on creating a graphic and an updated map for the 4 downtown kiosks. Our long-term goal is to install digital maps in place of these old kiosks, but this will be a longer project that needs to be approved by the city.
- Downtown Specific Plan
  - The plan was approved/adopted by the City Council on December 13th. There is a 30-day period between approval and ratification
- Downtown Planter Urns
  - We want to use the \$10,000 grant to install new planters downtown that are self-watering and enhance the aesthetics of our downtown streets
- G Street Closure
  - Brett discussed the G Street closure in a public comment during last night's (12/13) city meeting. More discussion is to be had with Jenny Tan. Ryan Chapman has said that he will be going out to each business on G Street to discuss plans. Brett will provide another update as more information arises
  - Kevin Wan reported that some bar and restaurant members on that street have been unhappy with the lack of progress on G Street
- Bike Sculpture Donation
  - We are still looking for a location to house the bike sculpture that was donated to us for downtown beautification

#### C. Bar & Restaurant

- No update

#### D. Parking & Transportation

- Yolo Commute Meeting
  - Dawn Coder, Kendall Doten, and Brett Maresca met with Brian

Abbanat about the Yolo Commute program

- Brian gave a presentation about the programs Yolo Commute offers and how it could benefit our downtown membership businesses
- We are still considering whether or not we want to invest in this opportunity. One of our concerns is how we can market this opportunity to our membership and get them to participate.
- This program would be pro-rated, and cost the DDBA \$5,600/year to support over 500 membership businesses with an ongoing benefit. Brett said that this program is something that we might want to try out. Tim Mech agreed that this program would provide benefits for our membership and be worth our investment

#### E. Nominating (Julie Helmus)

- Julie Helmus reviewed the candidates for the upcoming membership meeting election
  - Service: Dawn Coder up for re-election. Nominee Kellie Palmer
  - Retail: Shellie Ramos & Erin Arnold up for re-election. Nominees include Randii Macnear & Paul Takushi
  - Financial: Kevin Duncan up for re-election. No nominees
  - Property: No open seats. Sumei Yee to continue in this sector.
  - Restaurants: Kevin Wan up for re-election and there is an additional open seat in this sector; Nominee Aaron Wedra with Steve's Pizza
- Brett discussed the January 11th Membership Meeting voting process
  - The voting window will be open for the length of the meeting
  - There are 6 open seats and up to 10 candidates for election

#### 7. Partner Updates

##### A. City of Davis

- No Update

##### B. Visit Yolo

- No Update

##### C. UC Davis

- Brett reported that 2023 June UC Davis undergraduate ceremonies are to be held at the Golden 1 Center in Sacramento

- The City, Yolo County, and DDBA are pushing to get this changed back to Davis, but it is almost certainly not happening in 2023
- UC Davis took this opportunity after the heat issues during last year's ceremonies. There was also a survey completed by students that reported 53% of people in a very low number of survey participants wanting to move to another city to allow 6 guests to attend the ceremony (per student) as opposed to 4 guests
- This change will almost hurt Davis and Yolo County economically as this time is normally a huge boon in our downtown and throughout the city/county
  - Yelena commented on her disapproval for this change in ceremony location and would like to start a petition to get it moved back to Davis.

#### 8. City/ARP Funded Programs/ Events/ Initiatives Update

##### A. CPTED Grants Program (Safer Davis 2022) Update

- 19 businesses were granted funding through this program. They are currently working to implement the safety improvements to their businesses
- In late January, DDBA staff will visit each location to confirm these completed improvements. Once receipts are provided to the DDBA, we will be able to write and send checks to each business to reimburse them
- The program has been very successful and we have received positive feedback from business owners and the Davis Police Department throughout this process

##### B. Downtown Streets Team

- (Covered in item 6)

##### C. Thursday Night Event Series (Thursdays in The Davisphere)

- Brett reviewed a detailed document of the estimated costs at beginning of the series vs actual costs
  - Gross Expenditures: \$225,016.22
  - Event Income: \$70,215.70
  - City Grant Income: \$150,000
  - 2022 TITD Event Series Balance: - \$4,800.52

#### D. Other Initiatives

- None reported

#### 9. New Business

- Kevin Duncan and Kendall Doten are working on correcting a \$50 charge to our checking account that was mistakenly charged during a gift card purchase from Crepeville (technical difficulties prevented a gift card from being created)

#### 10. Old Business

- Tim Mech thanked Lynne Yackzan for her contribution to our organization. Today was her last regular Board of Directors meeting as a DDBA Board member

#### 11. Adjournment

- Meeting adjourned at 10:08AM
- Next meeting (Annual Membership Meeting): Wednesday, January 11th @ 9:00AM