



DAVIS DOWNTOWN

Board of Directors Meeting Minutes

February 8th, 2023 @ 8:35AM

via Zoom Meeting

1. Roll Call

- **Board:** Tim Mech, Kevin Wan, Kevin Duncan, Paul Takushi, Aaron Wedra, Yelena Ivashchenko, Jen Cala, Sumei Yee, Randii Macnear, Julie Helmus
- **DDBA Team:** Brett Maresca, Kendall Doten, Autum Foss
- **Attendees:** Janis Lott (Newsbeat), Diana Fong (The Artery), Bill Brown (Brixmor Property Group)

2. Consent Calendar

- Approval of Minutes & Agenda
 - December Board of Directors Meeting Minutes
 - Tim Mech moved to approve; Aaron Wedra approved; Kevin Wan seconded the motion
 - January Annual Membership Meeting Minutes
 - Tim Mech moved to approve; Kevin Wan approved; Kevin Duncan seconded the motion
 - February Board of Directors Meeting Agenda
 - Tim Mech moved to approve; Kevin Wan approved; Aaron Wedra seconded the motion

3. Public Comment

- None

4. Welcome & Appointment of Board Directors

- Welcome New Board Members: Jen Cala (Sole Desire), Randii Macnear (Davis Farmers Market), Paul Takushi (Logos Books), Aaron Wedra (Steve's Pizza)
- Appointment of Board Directors
 - Lori Prizmich stepped down from the Board
 - Dawn Coder was appointed by Tim Mech to her seat for the

remainder of the term (term expires 2/24)

- Motion to appoint Dawn Coder to the vacant seat passed by a majority Board of Directors email vote prior to the meeting

5. Financial Report

- Profit & Loss Review
 - Reporting from January 1 - February 8 2023
 - Income of note: \$14,278 (DBID Fees)
 - Expense of note: CPTED Grants Program \$23,756
 - \$75,000 from the City has already been deposited into our bank account for this program
 - Total Expenses: \$47,797
 - Net Operating Income: -\$33,456
 - Net Income: -\$43,466
- Balance Sheet Review
 - Total Assets: \$225,133
- 2022/23 Budget Finalization Update
 - Finalization of 2022/23 (through January 31st 2023) accounting will be provided at the March Board meeting

6. Brixmor Presentation on University Mall Redevelopment Project

- Brett introduced Bill Brown, Vice President of Brixmor Property Group
- Bill Presented The Davis Collection
 - Significant investment for Brixmor (\$40 million)
 - Had previously received approval for a 6/7 story residential development but project that was halted due to Covid-19
 - Current proposed site plan will include single-story retail, more buildings on the East end, and improved pedestrian access. Will modernize and activate a public environment.
 - Demolition to start in June with opening started in late 2024 or early 2025
- Q&A
 - Kevin Wan - *What do you expect your tenant mix to be? What will the square footage space look like?*
 - 75-80% national tenants
 - 35,000 ft of shop space
 - Randii Macnear - *Are any current Davis businesses going to be located*

here?

- Brixmor hasn't connected with any local businesses yet but they would love to allow businesses to open secondary locations
- Aaron Wedra - *Why did the residential part of the project fall off? Will there be an opportunity to build more residential after the single-level retail is developed?*
 - With Covid, the student housing developers backed out of the project and are focused on changing other programs
 - Bill has met with all of the City Council members and the Mayor who have expressed a great amount of support. The project is currently in the Zoning & Land Use stage
- Bill also reported that there will be property management staff on-site full time once the area is up and running, to help collaborate with Davis business organizations such as the DDBA
- Tim Mech - *How will the parking change from the current spaces that are available?*
 - The Trader Joe's parking lot will be redeveloped first, and completed before demolition. There will be priority parking for retail to mitigate parking issues with fewer spaces available
- Yelena Ivashchenko - *Will employee-specific parking be available behind the mall?*
 - Yes, there is to be employee parking on the far north side of the project behind the mall buildings

7. Nomination & Selection of Board Officers

- Tim Mech announced he is stepping off as DDBA Board President
- Julie Helmus nominated Kevin Wan for President, Sumei Yee for Vice President, Kevin Duncan for Treasurer, and Randii Macnear for Secretary
- Kevin Wan accepted his nomination for President
 - Votes to approve: Sumei Yee, Kevin Duncan, Yelena Ivashchenko, Aaron Wedra, Julie Helmus, Tim Mech, Paul Takushi, Randii Macnear, and Jen Cala
 - Kevin Wan officially voted in as 2023-2024 DDBA President
- Julie Helmus nominated Tim Mech for Vice President. Tim Mech accepted the nomination

- Votes to approve: Yelena Ivashchenko, Paul Takushi, Aaron Wedra, Julie Helmus, Sumei Yee, Jen Cala, Kevin Wan, Kevin Duncan, and Randii Macnear
- Tim Mech officially voted in as 2023-2024 DDBA Vice President
- Kevin Duncan accepted nomination for Treasurer.
 - Votes to approve: Aaron Wedra, Julie Helmus, Sumei Yee, Paul Takushi, Randii Macnear, Kevin Wan, Yelena Ivashchenko, Jen Cala, and Tim Mech
 - Kevin Duncan officially voted in as 2023-2024 DDBA Treasurer
- Sumei Yee accepted nomination for Secretary
 - Kevin Wan, Aaron Wedra, Julie Helmus, Yelena Ivashchenko, Jen Cala, Tim Mech, Paul Takushi, Randii Macnear, and Kevin Duncan
 - Sumei Yee officially voted in as 2023-2024 DDBA Secretary

8. Committee Updates

- Overview of Chair / Co-Chair Status of Committees
 - Current Status:
 - Marketing & Outreach Chair: Vacant
 - Marketing & Outreach Co-Chair: Vacant
 - Visioning & Civic Relations Chair: Vacant
 - Visioning & Civic Relations Co-Chair: Vacant
 - Parking & Transportation Chair: Tim Mech
 - Parking & Transportation Co-Chair: Dawn Coder
 - Bar & Restaurant Chair: Kevin Wan
 - Bar & Restaurant Co-Chair: Vacant
 - Nominating Chair: Julie Helmus
 - Nominating Co-Chair: Kevin Duncan
 - Esprit de Corps: Kevin Wan
- Marketing & Outreach
 - Upcoming Events
 - Pawlentine's Day
 - Will be held this Saturday, February 11 from 11am-3pm in The Davis Commons
 - Participants signed up over 40 animals for a free pet photoshoot. The participants will bring donations for the

Yolo SPCA in exchange for the photoshoot. Last year there were 13 animals (triple the participation this year)

- 4 photographers are volunteering their time to participate in the photoshoot. Last year we had 1 photographer
- We are collaborating with Yolo SPCA who will coordinate pet adoptions during the event
- Spring Networking Mixer
 - Planning for the evening of April 26th
 - Current budget under Marketing Outreach is set for \$1,000 - if this changes, staff will need Board approval to increase the spending limit for this event
 - Kevin Wan suggested hosting the event at a new downtown business location (if available by that date). Autumn will be reaching out to the new Wines in Tandem business on D Street to see if they are interested
- TITD 2023
 - Kickoff date currently set for May 18th
 - The TITD Subcommittee has begun planning for the 2023 series. More information to come
- Visioning & Civic Relations
 - Downtown Map Kiosk Updates
 - Maps will be redesigned and updated for the 4 downtown kiosks. Kendall Doten will be independently contracted for this project outside of regular DDBA work hours
 - Downtown Beautification Fund Update
 - None (Sumei mentioned Figueroa Landscaping contract potentially ending with the City this month; details under City of Davis Update)
- Bar & Restaurant
 - No Update
- Parking & Transportation
 - No Update
- Nominating
 - No Update

- Assignment of New Committee Chairs & Co-Chairs
 - Julie Helmus nominated Aaron Wedra and Jen Cala for the Marketing & Outreach Committee Chairs, and Yelena Ivashchenko nominated Paul Takushi as Chair or Co-Chair of Marketing & Outreach
 - Kevin Wan nominated Yelena Ivashchenko to return to the Marketing Chair
 - Yelena Ivashchenko to return as Marketing & Outreach Committee Chair
 - Paul Takushi accepted position of Marketing & Outreach Committee Co-Chair
 - Kevin Wan suggested Aaron Wedra or Randii Macnear to Co-Chair the Bar & Restaurant Committee
 - Brett seconded having Randii Macnear Co-Chair
 - Randii Macnear accepted the position of Bar & Restaurant Committee Co-Chair
 - Brett suggested having Jen Cala as a Chair for Visioning & Civic Relations; Jen accepted the position of Chair
 - Sumei Yee accepted the position of Visioning & Civic Relations Committee Co-Chair
 - Tim Mech suggested tentatively slating Dawn Coder as Chair of the Parking & Transportation Committee. Tim Mech to be Co-Chair of this committee
 - Julie Helmus to remain Chair of the Nominating Committee
 - Aaron Wedra accepted the position of Co-Chair of the Nominating Committee

9. Partner Updates

- City of Davis
 - G Street Closure
 - Davis City Council voted to keep G Street closed during January council meeting
 - The City is working on assigning somebody to lead the project and coordinate next steps with DDBA
 - Figueroa Landscaping Contract
 - Brett provided positive feedback on the Figueroa downtown

cleaning services and provided feedback to the city that they should continue at least until Downtown Streets Team can take over reevaluate at that point to make sure all gaps are filled

- Davis Welcome Sign
 - DDBA was invited to have a medallion on a new Davis Welcome Sign (to be constructed) located at the tunnel entrance into downtown off of Olive Drive
 - Expense to DDBA: \$150 annual maintenance fee and a one-time cost for the creation of the medallion
 - Randii moved to support the inclusion of a DDBA medallion on the Downtown Welcome Sign; Kevin Wan seconded the motion
 - Votes to approve: Jen Cala, Paul Takushi, Randii Macnear, Tim Mech, Yelena Ivashchenko, Sumei Yee, Aaron Wedra, Kevin Duncan, Kevin Wan, and Julie Helmus
- Central Park Renovation / Splash Pad Project
 - The City plans to start renovation of Central Park in September 2023 and will update us on the timeline and progress of the project.
 - Randii Macnear reported her involvement in the progress of the project and will update the Board as necessary
- Visit Yolo
 - Mixer Invitation
 - DDBA Board and Staff is invited to attend the Visit Davis Meet & Greet Mixer this evening from 4pm-6pm at the Davis Wine Bar
 - Board and Staff to provide their RSVP to Brett as soon as possible
- UC Davis
 - 2023 Student Orientation (Dive into Downtown)
 - We have been in discussion with the Aggie Orientation staff about the changes in their program for 2023. More details will be reported next month

10. City/ARP Funded Programs/Events/Initiatives Update

- Safer Davis 2022 CPTED Grants Program Update
 - This program has been very successful and smooth so far, especially as

this is the first time we have offered this program

- DDBA Staff is currently discussing the plan for leftover funding
 - We are hoping to have another Safer Davis Program in 2023, this will include a proposal to the City for more funding
 - Davis PD has been very receptive and excited about this program and we would most likely have their support for another round this year
- Downtown Streets Team
 - DDBA Staff and City Staff is working with the Downtown Streets Team to launch their new program in the upcoming months
 - Downtown Streets Team reported to Brett that they are simply awaiting the contract from the City of Davis to officially get started
- Thursday Night Event Series
 - If any Board members are interested in participating they can reach out to Brett for details
- Other Initiatives
 - No update

11. New Business

- Board Development & Training
 - Brett & Kendall to bring some ideas to the Executive Board about a Board Development & Training program
- Yolo 80 Managed Lanes Project
 - DDBA provided a support letter to Brian Abbanat for this project, as approved by the Board
- Kevin Wan reported being approached by a member of the the Winters Downtown Business Association (WDBA) about collaborating with their Board on future projects/programs/initiatives; a meeting with their team is to be scheduled

12. Old Business

- 2023/24 Budget Overview
 - Brett is available for discussion on this if anyone has any questions
 - We no longer have a Marketing Manager on staff and will not be hiring new staff at this time. Brett plans to contract out specialists which will require some adjustments in the budget; to be brought to the Board for review, discussion, and approval in the coming days/weeks

- Discuss New Regular Time/Date for Future Board Meetings
 - Brett proposed having the future Board meetings on the second Thursday of the month at 9AM
 - Kevin Wan suggested sending out a poll to the Board with multiple options of meeting dates & times to select; DDBA staff to coordinate this

13. Adjournment

- Meeting adjourned at 10:16AM