



DAVIS DOWNTOWN

Board of Directors Annual Retreat Agenda

June 28, 2023 · 8:00am-2:30pm

Best Western Plus Palm Court · 234 D Street · Davis, CA 95616

1.	7:30-8:00	Breakfast (Pre-Meeting)
2.	8:00-8:05	Roll Call
3.	8:05-8:15	Review & Approval of Agenda
4.	8:15-9:30	State of the Organization <ul style="list-style-type: none"> ● Membership Businesses Status ● Business Licenses & DBID Assessment Fees ● Financials & Budget Analysis <ul style="list-style-type: none"> ○ Financial Report Overview (Kevin Duncan) ○ 2023/24 Budget vs. Actuals YTD P&L Analysis ● Contracting Update & Analysis <ul style="list-style-type: none"> ○ Marr Virtual Assistant Services, <i>Administration</i> ○ Digital Tank Marketing Agency, <i>Marketing</i> ○ Stephanie Peel, <i>Member Outreach</i> ○ Wendy Weitzel, <i>Communications</i> ○ Smartz Graphics, <i>Graphic Design / Outreach / Marketing</i> ○ SinglePoint Outsourcing Services, <i>Human Resources</i> ○ Likes Accounting Services, <i>Bookkeeping</i> ○ Newman Associates, <i>Tax Preparation & Filing</i> ● Staffing Analysis & Planning ● Initial 2024/25 Draft Budget Planning
5.	9:30-9:40	BREAK
6.	9:40-11:30	Committee Projects & Updates <ul style="list-style-type: none"> ● Marketing & Outreach <ul style="list-style-type: none"> ○ Davis Downtown Gift Card Program ○ Summer Sidewalk Sale / 2nd Friday ArtAbout ○ Hot Davis Days / Cars & Coffee ○ Dive Into Downtown ○ Social Media Resources for Businesses ○ Media & Sponsorship Kits ● Visioning & Civic Relations <ul style="list-style-type: none"> ○ Welcome to Davis Sign ○ City Beautification Fund (self-watering planters) ○ Graffiti Abatement ○ CPTED Grants Program (Safer Davis 2023) ○ Downtown Streets Team ○ ARP Funding Allocation Status ○ Downtown Map Kiosks ○ G Street Project ● Parking & Transportation <ul style="list-style-type: none"> ○ G Street Delivery Zones



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		<ul style="list-style-type: none"> ○ G Street Parking ○ Electric Scooters & Bikes ● Bar & Restaurant <ul style="list-style-type: none"> ○ Thursdays in The Davisphere ○ UC Davis Transfer Student Orientation Meals (Fri, 9/22/23) ● Nominating <ul style="list-style-type: none"> ○ Upcoming Milestones & Deadlines
7.	11:30-12:10	LUNCH BREAK
8.	12:10-1:10	Partner Updates & Discussion <ul style="list-style-type: none"> ● City of Davis <ul style="list-style-type: none"> ○ Update by Kelly Stachowicz, <i>Assistant City Manager</i> ○ Update by Diane Parro, <i>Project Manager, G Street</i> ● UC Davis <ul style="list-style-type: none"> ○ Update by Tammy Heath <i>Program Manager, UCD Government and Community Relations</i> ● Visit Yolo Written Update Submitted by Terry Selk <i>Executive Director, Yolo County Visitors Bureau</i>
9.	1:10-1:35	Goals & Priorities Review
10.	1:35-2:05	Administrative Technology Updates <ul style="list-style-type: none"> ● Human Resources (Worklio, Resource Center, Employee Handbook, etc.) ● Basecamp (Project Management) ● AssociationSphere (Association Management)
11.	2:05-2:15	By-Laws & Process/Procedures Documentation Review
12.	2:15-2:20	State of the Board <ul style="list-style-type: none"> ● Director Terms Review ● Openings (plan to fill; review industry representation)
13.	2:20-2:25	Old Business
14.	2:25-2:30	New Business
15.	2:30	Adjournment (next meeting TBD)