



Board of Directors Annual Retreat Minutes

June 28th, 2023 - 8am to 2:30pm

Best Western Plus Palm Court - 234 D St. - Davis, CA, 95616

1. Breakfast (Pre-Meeting)

2. Roll Call

Board: Kevin Wan, Randii Macnear, Jen Cala, Dawn Coder, Aaron Wedra, Yelena Ivashchenko, Paul Takushi, Kevin Duncan

Staff: Brett Maresca

3. Review & Approval of the Agenda

- approved

4. State of the Organization

- Membership Business Status
 - Total number of businesses paid to date and how many businesses are delinquent is currently unavailable from City due to their system limitations; we should have report by early August
 - City doesn't have ability to pull total number of businesses within the DBID, but reports # of businesses that have currently paid, which is 538 that have currently renewed
 - We hope to be able to collect fees from businesses in arrears by working with the City the rest of the year
- Business Licenses & DBID Assessment Fees
 - Have received \$205,000 in DBID fees to date
 - \$7,400 owed from the April 1- June 26 period. Check should be expected mid to late July
 - \$10,000 over projection for the year (before \$7,400)
- Financials & Budget Analysis
 - Financial Report Overview (Kevin Duncan)
 - Balance sheet and P&L analysis – in good position when comparing expenditures and balance to last year
 - Discussed possibility to move some money into a CD to gain better interest rate (hopeful to get 4%); want to maximize what we have but to make sure we have money available for operating; Kevin Duncan to look into CD rates, but must fill Secretary role prior to finalizing/signing
 - 2023/24 Budget vs. Actuals YTD P&L Analysis
 - Brett worked with Likes Accounting to better organize categories and to get any expenditure reporting out of category header placeholders



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- CPTED Grants income all came in last fiscal year, but paid out all grants the current fiscal year (close to \$50,000) which skews the bottom line; also have \$18,700 that carried over into the current fiscal year that wasn't paid out
- Contracting Update & Analysis
 - Marr Virtual Assistant Services
 - Administrative assistance; buildout of AssociationSphere association management system – many features; overview of system to be provided to Board
 - Sponsor targeting
 - Digital Tank Marketing Agency
 - Buildout of or organization's marketing profile, as well as media, sponsorship, and media kits
 - Plan to take over social media profile, calendar, management, and engagement within a month
 - Randii very happy with DTMA's work with Visit Yolo
 - Stephanie Peel
 - Assistance with outreach and promotional content acquisition
 - Wendy Weitzel
 - Communications assistance – press releases, web content, social media content, newsletter content, etc.
 - Smartz Graphics
 - Assistance with outreach, marketing, and graphic design
 - SingePoint Outsourcing Services
 - Human resources
 - Likes Accounting
 - Bookkeeping and accounting assistance
 - Newman Associates
 - Tax preparation and filing
- Staffing Analysis & Planning
 - Discussion of potentially hiring an admin staff member towards the end of the summer (second employee)
 - Discussion of bringing on an on-site event coordinator/manager as needed for specific events (to compliment Autum's role and provide us much needed on-site assistance)

5. Break

6. Committee Projects & Updates

- Marketing & Outreach
 - Burger Battle July 1-31st, rating will occur via QR code; social media marketing, in business flyers, & newsletters
 - Summer Sidewalk Sale / 2nd Friday ArtAbout July 14-16th
 - 18 businesses signed up to participate.



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- Chalk artist hired for Davis Downtown art in E Street Plaza on the 14th during (Stephanie will be coordinating this the evening of)
- 2nd Friday ArtAbout; Chalk being provided to businesses that want to provide it to their customers to draw on sidewalks
- Yelena coordinating an article being created with The Dirt to be published in July issue, plus paid advertising for the event
- Social media marketing; Yelena has requested information from all businesses on what they are doing for their promotions and sales over the event weekend so we can promote it
- Davis Downtown Gift Card Program
 - Program going well through Yiftee; we are still looking for additional businesses to sign up – currently 49 downtown businesses participating
 - Excellent reporting; \$4,700 value and 100 cards sold in just over 1 month in sales, just over \$500 redeemed to date
 - Not costing the DDBA any out of pocket fees; fees absorbed by consumer but there is an opportunity for bulk purchase accounts with lower (or no) fees
 - Possible cross promotion and bulk sales with schools, nonprofits, and other collaborative entities
- Hot Davis Days/Cars & Coffee
 - Collaborating with Cars & Coffee Sac as well as other car clubs in the greater local area, and this event should be the largest and best to date
 - Event will not have a registration process like last year – free to all participants and attendees
 - Neumann Enterprises will provide parking attendant and trash services
 - Marketing will talk to Honda about sponsorship opportunity for event
 - Will be make-or-break year to see if this is successful and if we want to continue it
- Dive Into Downtown
 - Thursday, September 21st & Sunday, September 24th
 - Undergraduate day in Central Park this year in hopes that it can align with potential Davisphere event
 - Stickers and other promotional materials from member businesses can be made available for the DDBA to give out at its booth
 - Business promotions will be published on dedicated DDBA webpage that is to be marketed by the DDBA and the university (including QR code marketing)
 - Our marketing team will outreach to members to see if they want to provide promotions they will run for students during orientation week
 - Goal is to get following and engagement (traction) with UC Davis students
- Social Media Resources for Businesses
 - Paul mentioned that these resources are easy and quite often free but not all businesses are currently utilizing them
 - Google Business profiles, social media accounts, etc.
 - Creating “How to” videos as a possible resource to provide to our members



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- Can include resources in the AssociationSphere member only file repository
- Thursdays in The Davisphere no longer considered for August 31 start due to time, money, G Street closure, and Picnic in the Park. September 21st is the new date for event to begin. There is potential for another date to be added but that remains to be seen
- Visioning & Civic Relations
 - Official DDBA recommendations to the City and other government entities to go through Board approval, and Executive Director to be sending out direct communications to the City
 - G Street Project
 - Communication with the City of Davis has been ongoing. We are aware that the city is wanting to complete this project in two phases but are not clear on what the time frame is. We are wanting to ask the city to:
 - Clean up the current appearance of the street and patios
 - Set cost for the businesses that are utilizing patio space
 - Provide more trash receptacles
 - Provide more lighting
 - City Beautification Fund (Digital Kiosk for G Street)
 - V&CR has asked the city to earmark 2023 Beautification funds towards the potential digital kiosk project for G Street. If the city will not provide the remaining funds for the digital kiosk the V&CR committee will move forward on the self-watering planters for downtown. Digital kiosk allows for many features, promotion, and sponsorship opportunities. Content management responsibilities TBD dependent upon agreement with city – propose to have DDBA managing it.
 - Welcome to Davis Sign
 - New sign is up along with any medallions that the Odd Fellows had in their possession; there are 4 more medallions on the way from businesses or organizations
 - Graffiti Abatement
 - Brett met with the city about graffiti and how to get businesses to report graffiti to the city quickly. A team of officers are working with the DA office to put cases together for “taggers” that are committing numerous offenses.

7. Lunch Break

8. Partner Updates & Discussion

- City of Davis (Kelly Stachowicz & Diane Parro)
 - Staffing
 - Sarah Worley (Business Engagement Manager) retired last December, and there has not been a hire to replace her in that position
 - Jenny Tan is the head of Communications and oversees Rachel Hartsough (Arts & Culture), Carrie Dyer (Community Outreach), and Barbara Archer (Communications)
 - Rachel Hartsough is involved with the downtown through the City’s Arts & Culture department



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- Planning Department: Sherri Metzker and Eric Lee are only two staffers at this time, but City is looking to hire more to help that will be more involved with the downtown
- New position of Economic Development Director will be a direct report to City Manager (department head director level, which is good for all); has not been hired yet but hope to soon – hope for final selection process being end of August or early September
- Issue of Businesses Not Paying Business Licenses and/or DBID Fees
 - System has limitations to pull information; in the process of identifying vendor for getting a new system in place (current technology is from 1993)
 - If DDBA finds out there is a new business in downtown, it would be helpful to report that to the City so they could follow up to make sure they are in the system and are operating with a business license
 - Kelly is going to check on whether or not a business that is in arrears with DBID assessment fee payments are eligible to participate in DDBA run events, programs, and initiatives
- ARPA & Additional Funding Allocation
 - DDBA received a \$225,000 direct allocation of funds
 - \$150,000 for Thursdays in The Davisphere
 - \$50,000 for CPTED grants + \$25,000 for security cameras (which was moved into the CPTED grants program)
 - Downtown Streets Team
 - \$400,000 from Yolo County + \$400,000 from City's cannabis funds (2 year pilot program)
 - Downtown Maintenance
 - \$250,000 City allocation
 - Used a portion for a contractor to do cleaning three times a week prior to Downtown Streets Team starting
 - Would like to use remaining funds to purchase a mini street sweeper (and electric Zambini) to help keep the sidewalks and streets clean; staff to bring proposal to Council when ready; it has a power washer built into it
 - \$1.2 million that was meant for the downtown in general; spent \$107,000 to replace the Varsity Theatre projectors
 - Currently Unallocated Funds
 - Will Arnold & Josh Chapman are the ARP Funds Subcommittee members that the City Manager's office is waiting for recommendations on spending unallocated funds – the \$1.1 million for downtown + approximately \$2.4 million that hadn't originally been assigned to anything + the remaining amount from the \$1.6 million for social services
 - Diane mentioned that the entire G Street Project is to come out of the remaining \$1.1 million
 - DDBA Request for Funds
 - DDBA submitted a request for \$75 thousand for continuation of The Davisphere events
 - Most likely will be decided by Council on August 29th



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- Downtown Beautification Funds
 - \$10 thousand this fiscal year of City's (ending June 30th) has been extended and rolled over to next fiscal year; as of July 1st there will be an additional \$10 thousand available
 - DDBA awaiting word on the proposal for the digital kiosk
- Electric Vehicle Stations
 - "Electrify Yolo" is looking to bring more EV charging stations to the county that is easily accessible from highways; this can be beneficial to the downtown by bringing in EVs to charge and spend time downtown during that time
- G Street Project
 - City wants to make it look better, but there's not enough money to rip it all out and start from scratch
 - Using Kevin Perry's
 - Elevation surveys, storm drain locations, and other engineering issues are being looked at
 - Winters does not have elevation issues that G Street has; it's something that that citizens of Davis were pushing for to show how good a street could look
 - There will be a "boardwalk" of sort that will make the surface flat outside of businesses; there will be continuity with this
 - Businesses will have guidance from the city (a clear sheet and examples/guidelines) but not necessarily identical treatment for each of their outdoor structures
 - There is a plan for some public tables in some spots that aren't utilized by businesses
 - Better lighting on the street will be put in place; some new fixtures (separate free standing poles) in addition to the historic ones already present that are protected, plus market lights hung high across the street
 - Street mural(s) that might have community involvement on the streets and a new art wrap on the Portland Loo through the City Arts & Culture Department
 - Drinking fountain, stage, digital kiosk (per DDBA), and some other requests have been submitted to the City for consideration
 - Possibility of private donations to fund features on the street (e.g. like the centennial seal in front of the Hunt Boyer building) – Diane is to look into this
 - The project area is only inside the bollards, and all parking issues are outside of the project area (separate project and also separate funding)
 - The creation of two commercial loading zones (one northeast of G on Third Street & one just south of Tommy J's) that would be accessible to commercial vehicles from 6am – 10am every day; all commercial vehicles blocking lanes and parking outside of these times could be ticketed
 - From bollards to Second Street, restriping to perpendicular parking on the west side of the street
 - Third to Fifth Street – restriping to angled parking from parallel that will add about a dozen new parking spaces
 - Parking plan and proposal should go in front of Council at the first August or September meeting



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- Board asked can be done in short term to improve aesthetics of G Street?
 - If there was code enforcement on businesses on G Street, Diane believes there would be a lot of complaints from the businesses and be controversial
 - Possibility for better wayfinding
 - If we show a preliminary plan, it could provide false expectations
 - A charette will take place for businesses can get information and provide ideas (with design architects and engineers present to answer questions)
 - City doesn't want to disrupt businesses more than it has to, and changes/enforcement could disrupt businesses
 - Board thinks it is very important that a timeline is put in place, including businesses investing to make it look better (but not all may want to invest); but requirements would have to be put in place by the City to guide them
 - Diane suggested that the City and the DDBA work together on a public announcement stating the items that we would "like to see done" in the short term, then also approach each business
 - Diane plans to write a proposal to work with the DDBA on approaching businesses for short term aesthetic improvements while awaiting City guidance and decision-making (not "official action" by the City)
 - Charging for use of public space will not commence on G Street until official action is taken with improvements
- Other parklets outside of G Street Project area
 - Burgers & Brew, University of Beer, Tommy J's/Froggy's, & Davis Wine Bar (only Burgers & Brew are under contract to pay for use of their parklet at this time)
 - During COVID, the action for allowing these parklets was offered to businesses through a Temporary Use Permit (TUP) at no charge; that action is still in effect and was never officially revoked
 - TUPs were supposed to be revoked as of end of 2021, but no action by the City occurred after that point
- An ad-alt has been asked for by Diane to the design architects/engineers that can be in effect for businesses outside of the project area
- Downtown Trees & Twinkle Lights
 - Lights will have to come down due to pruning and fire safety in the near future
 - Kelly to keep Brett up to date on timing and plan for this
- UC Davis (Tammy Heath)
 - Provided handout with benefits UC Davis brought to the city by economic impact, national rankings, enrollment numbers, and joint annual housing report; UC Davis cannot provide specific benefits on economic impact on the downtown
 - 68.8% of first year students are from California
 - Majority of students have returned to campus, but there are still some remote classes
 - Undergraduate commencement ceremonies move to Sacramento in June 2023
 - 5 undergraduate ceremonies held at the Golden 1 Center
 - A committee surveyed the students, and the very small majority were in favor of moving it to Sacramento to allow for more guests they could invite



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- Retailer Board members expressed concerns that graduation weekend was very negative for them in sales
- Brett requested to sit down with Mabel Salon and Chancellor May to discuss how the DDBA and UC Davis could work together to promote the downtown looking forward to next year well in advance of graduation; perhaps a celebration event/festival to bring them back to Davis; UC Davis a potential sponsor of the event; no parking tickets that weekend (there's 5 ceremonies in 3 days for undergrads), etc.
- Dive Into Downtown
 - DDBA is appreciative and excited about this event, and it has been very successful the last two years
- UC Davis Liaison to the DDBA
 - DDBA requested that a UC Davis representative be available to attend our monthly Board of Directors meeting to provide a partner update on a regular basis; Tammy to take this request back to Mabel
- Student Housing
 - By Fall 2023, they are on track to have 15,098 student housing beds on campus that exceeds the MOU of 15,000

9-13. Skipped due to time restraints

14. New Business

- Merger of Visioning & Civic Relations and Parking & Transportation
 - Dawn requested for consideration of committees being merged due to significant overlap
 - Jen and Board as a whole has no problem with this if the two entities are ultimately separate as Parking & Transportation being ad hoc for major issues if/when they come up, but all regular conversations and topics be part of Visioning & Civic Relations Committee meetings; Board agreed

15. Adjournment

- Meeting adjourned at 2:30pm