



DAVIS DOWNTOWN

Visioning & Civic Relations Meeting Minutes

Friday, March 3rd @ 9:00 AM

Chair: Jen Cala

Co-Chair: Aaron Wedra

Location: Online via Zoom

1. Attendance / Welcome
 - Board: Jen Cala, Aaron Wedra, Randii Macnear
 - Staff: Brett Maresca, Kendall Doten
 - Attendees: Shelli Ramos
 - UCD Students: Madison McAdam, Ava Scafani, Jessica, Lena, Jordan
2. Review of Minutes & Agenda
 - January Meeting Minutes (approved)
 - March Meeting Agenda (approved)
3. Public Comment
 - None
4. Beautification Subcommittee Update (Shelli Ramos)
 - Downtown Urns/Planters
 - The subcommittee plans to use at least part of the \$10K City of Davis Grant for new urns/planters for downtown. Shelli found a vendor that sells self-watering planters. The subcommittee would like to move forward with this project and see it through completion. Shelli to lead next steps with this.
 - Downtown Map Kiosks
 - Working on updating the maps inside of the 4 downtown kiosks
 - Brett reported that the map design portion of the project is being moved to the Marketing & Outreach Committee. This committee will work on content plan for the display and how to best create a marketing opportunity for the DDBA; the concept(s) will be brought back for review to the Visioning & Civic Relations Committee for discussion prior to finalization
 - Aaron Wedra reported that the glass on one of the kiosks had been smashed and he and Brett are working with the City on getting it fixed
 - Bike Sculpture
 - Shelli to check in with Lynne Yackzan regarding the status of the Bike Sculpture
5. G St. Closure / Programming / TUP Design Guidelines Update

- Brett recently met with Diane Parro, the Project Manager for G Street project
 - The City Manager's office is ready to move forward with the project
 - Instead of continuing to refer to this as the "G Street Closure", the City and DDBA hopes to refer to is as "G Street Activation" from this point forward (both internally and to the public)
 - Planning for hardscape and softscape has started. Lighting, structural standards, greenery, aesthetics standards, delivery zones, wayfinding, and parking all need to be taken into consideration for a plan to be brought to the City.
 - Kendall and Brett met with Laura Ambrose (Woodstock's Pizza) yesterday (3/2/23) and learned that she is working with the building owners and contract architects on a plan for cohesiveness from the corner of G & 3rd Streets to the G Street parking lot next to Wunderbar
 - The short term plan is to take action on surface level upgrades as soon as possible, and then develop a long term plan for a bigger construction project
 - There also needs to be a cleaning and maintenance plan put in place for the upkeep of public spaces in the area
6. Downtown Streets Team (DST) & ARP Fund Cleaning/Maintenance Update
- Aaron attended a success meeting for DST in West Sacramento earlier in this week
 - DST Staff and Volunteers have a very positive energy
 - Brainstormed ideas for downtown Davis
 - Brett received confirmation yesterday from Dana Bailey at the City that the DST contract has been fully executed
 - DST will do a short presentation and Q&A session at the DDBA Board meeting next week
7. New City of Davis Street Cleaners
- Downtown demo of machine with manufacturer and City of Davis Public Works in January was excellent; will help clean our sidewalks and hard to reach areas
 - Includes a power washer on the machine
 - The City is looking to purchase new electric street/sidewalk cleaning machine; the electric model is currently in production and hopefully will be available by end of 2023
8. Welcome to Davis Sign Update
- The sign leading into downtown just south of the Richards Blvd. tunnel is going to be refurbished this year, and the DDBA was invited to be included
 - DDBA board enthusiastically agreed in February to be part of this and to fund the creation of a medallion as well as the \$150 annual maintenance fee
9. Urban Forest Management Plan Update
- The DDBA to officially submit its comments to the City on the Draft Urban Forest Management Plan
 - The letter with comments and recommendations was recently approved by this committee and the DDBA Board and will be sent to the City today
10. New Business

- The University Mall Redevelopment Project by Brixmore (The Davis Collection) plan is going to be put in front of the City Planning Commissioner. Brett wants to bring a recommendation letter forward to this committee and the Board about this plan.
 - It was reported by Brixmor that 85% of the space will be national chain stores and eateries. This could possibly be harmful to our small businesses and divert traffic from our downtown to that area if there isn't required collaboration.
 - Brixmor has stated that they would like to collaborate with us by having an information kiosk in that area that promotes the downtown. Brett would like to take advantage of this promotional opportunity and secure this with Brixmor through a written agreement with the City if the project is approved. It is imperative that this isn't dropped and forgotten during development and thereafter.

11. Old Business

- None

12. Adjournment

- Meeting adjourned at 10:06AM
- Next meeting: Friday, April 7th at 9:00AM