



# DAVIS DOWNTOWN

## Board of Directors Meeting Minutes

March 8th, 2023 @ 9:00AM

Location: Online via Zoom

### 1. Welcome / Roll Call

Board: Kevin Wan, Randii Macnear, Jen Cala, Dawn Coder, Aaron Wedra, Tim Mech, Yelena Ivashchenko, Paul Takushi, Sumei Yee, Julie Helmus

DDBA Team: Brett Maresca, Kendall Doten, Autum Foss

Liaisons: Dale Summersille (City of Davis)

### 2. Consent Calendar

- Approval of Minutes & Agenda
  - February meeting minutes
  - March meeting agenda
- Kevin Wan asked the Board for approval of the Consent Calendar. Randii Macnear moved to approve. Aaron Wedra seconded the motion.

### 3. Public Comment

- Yelena Ivashchenko wishes everyone a Happy International Women's Day
- Davis Pentathlon Center
  - Simon provided information about the new pentathlon center project. This development in Davis would include new housing and sports facilities. Any support from the DDBA would be appreciated moving forward.

### 4. Downtown Streets Team Introduction Presentation & Q&A

- Chris Richardson - Chief Program Officer (absent)
- Brett introduced Heather Mundy - Director, Sacramento and Yolo Counties
- Downtown Streets Team strives to end homelessness through the dignity of work and the power of community
  - Engage team members in a structured daily activity beautifying city streets
- DST Team Members receive employment resources, a sense of community (Weekly Success Meetings), and a non-cash, basic needs stipend which comes in the form of gift cards or bill payment direct to their provider
- Currently serving 55 Team Members in Sacramento
  - Current teams include:
    - X St Navigation Center (15 Members)
    - West Sacramento (15 Members)

- Meadowview Navigation Center (15 Members)
    - Blue Diamond Growers (5 Members)
    - Committed 2 Care (5 Members)
  - Will serve a total of 70 Team Members after adding Davis to their program (Davis will have 15 Members)
- Jesse's Success Story
  - Team Member with DST for 3 years
  - Was unhoused, living outside in Sacramento 3 years ago. Jesse is now housed & employed with the help of the DST program
- How to help
  - Say "hi" to Team Members (they will be wearing yellow DST shirts)
  - "Pilot Period" for the first 8 weeks
    - Weekly meetings (closed to the public during the Pilot Period)
      - After the Launch Celebration, meetings will be open to the public
  - Plan to attend our Launch Celebration in June
  - Get in touch with Heather at [heather@streetsteam.org](mailto:heather@streetsteam.org)
  - Donate at [StreetsTeam.org/donate](https://StreetsTeam.org/donate)
- Q&A Session
  - Randii Macnear asked how DST is funded
    - Sources of funding vary depending on the individual crew. For example, the Davis crew is being funded by the City and County ARP funding. Two crews in Sacramento are funded by the City of Sacramento, and two are privately funded.
  - Aaron Wedra asked is there any possibility for peer-to-peer engagement with Team Members and our current unhoused community downtown
    - If people are camping, or making messes in front of businesses, DST will be accessible through either text or phone call. Peer-to-Peer outreach will be available - Team Members can talk to unhoused people and provide resources about DST, provide trash bags, and encourage them to move. Team Members will become familiar with where messes are and make sure they are cleaned up
  - Janis Lott asked how DST is identifying Team Members and are they local to Davis
    - DST communicates with Davis shelters and services to identify new and interested Team Members. New members are put on a waitlist until they can be put on the team.
- Kevin Wan thanked Heather for the presentation and expressed excitement for the start of the program in Davis

## 5. 2nd Friday ArtAbout Proposal Presentation

- Natalie Nelson - Director/Curator, Pence Gallery
- Initial sponsorship proposal in Fall 2021 was accepted and continued to run through 2022 and currently into 2023

- Natalie is encouraging more businesses and artists to participate in the monthly ArtAbout
- The event has seen tremendous growth, and it is clear that this event is very important for our community
  - 4 venues at end of 2021 has grown to 10
- Natalie asked for \$177/month from the DDBA for ArtAbout to help continue this event, grow, and cover event costs
  - This funding will help them with hiring more live music, signage, and Pence staff pay
- Kevin Wan agreed with the importance of the ArtAbout and hopes it can grow back into what it once was. The DDBA used to have a staff member dedicated to ArtAbout, and we don't currently have that resource but we could in the future.
- Brett clarified that we are already donating up to \$500/month (as per the initial sponsorship agreement from 2021) and the \$177 would be added on, making the full sponsorship up to \$677/month
- Board decided to go over the 2023 Budget before making a decision about this sponsorship

#### 6. Financial Report

- Profit & Loss Review
  - Report run by Kevin Duncan (absent), covering from January 1 - March 6, 2023
  - Gross profit \$14,340
  - Net Income: - \$83,794
    - Over half of this amount is due to CPTED Grant Program Awards
- Balance Sheet Review
  - Total Balance: \$182,000
- 2022/2023 Budget Finalization Update
  - Kendall and Brett received an initial 2022/23 Profit & Loss report from Likes Accounting yesterday evening and didn't have ample time to review or share with the Board prior to this meeting
- Kevin moved to approve the financial report. Julie Helmus seconded the motion

#### 7. Collaborations & Sponsorships

- 2nd Friday ArtAbout
  - Brett thanked Natalie again for her involvement in the 2nd Friday ArtAbout. As discussed, there has been steady growth in this event over the past year. It is important to help continue this event in any way we can
- Yolo Commute
  - Staff has been in communication with Brian Abbanat
    - Yolo Commute is looking to make DDBA a member
    - Brian to present to the Board again next month (April)
      - After Brian's presentation, the Board can then decide to approve our membership with Yolo Commute
- Davis Music Fest
  - Davis Music Fest provided us with a sponsorship package for 2023

- A proposal for this sponsorship is in the works
  - UC Davis Arboretum & Public Garden
    - Brett met with the arboretum director who is asking for a renewal of our current sponsorship. More information to come.
  - The Dirt
    - Brett met with new publisher of The Dirt
    - The Dirt now covers and distributes its publications beyond Davis
    - Looking to collaborate with them and see how and where we can pool our resources to assist with the publication
  - Aaron Wedra proposed adding The Zombie Bike Ride to this list of collaborations. They hope to collaborate with the DDBA again this fall and work together to bring the community downtown
  - Action Item for April meeting: Vote on the amounts for each sponsorship
8. Committee Updates
- Marketing & Outreach
    - Event Review
      - Pawlentine's Day
        - 40 animals signed up for a free photoshoot. Participants were asked to bring a donation for the Yolo County SPCA in exchange for a photoshoot
        - 4 local photographers donated their time to take photos of pets
        - Located at the Davis Commons
        - Yolo County SPCA, UC Davis Veterinary Medical Center, and Ashley's Pawsome Pet Sitting were at the event with informational tables
        - This event had a lot of growth this year
      - Upcoming Events & Initiatives
        - Women In Business Promotion Initiative (Women's History Month)
          - March is Women's History Month
          - In 2021 and 2022, DDBA did some promotions in March highlighting women in business
          - This year we have started creating videos with downtown visitors about women owned businesses in downtown Davis
            - Yesterday we posted a video to our social media where we gave free flowers to women downtown as a way to kick off celebrations. The video currently has 220 likes on Instagram
            - Working with volunteer Stephanie Peel on this project. Stephanie may also be a new contractor for the DDBA to assist in running our social media accounts.
          - Our goal is to engage with the community and create

unique content

- Spring DDBA Membership Networking Mixer
  - Wednesday April 26, 2023
  - Venue will be Wines in Tandem, the new wine bar on D Street
  - Mabel's Farm Box (another new downtown business) will provide charcuterie for the event
- The Davisphere 2023 Planning Update
  - Brett reported that planning for Thursdays in The Davisphere 2023 is in the works
  - We are looking to bring this back in 2023 mostly as a bi-weekly event, instead of a weekly event
  - Some pressure is being taken off of us with the re-launch of Picnic in the Park on Wednesday evenings from May - September 13th. This will give the community another opportunity to gather downtown with local entertainment on a smaller scale
  - One of our goals for The Davisphere series is to move traffic through downtown by having different venues. We will be working on bringing some of our events to G Street (which will activate the closure) and the E Street Plaza.
  - Events will start in August and run through the end of October. This will also help to minimize cross-over with Picnic in the Park dates.
    - Students will be returning to Davis in September, which will be a great opportunity for us to bring them downtown for this event
  - Our subcommittee has been meeting weekly on planning for the event series
  - We provided the community with a 2022 event feedback survey and received over 200 responses in one week with 88% being very positive and showing tremendous support.. It was clear that the community enjoyed the series and wants to see it return
- Davis Downtown eGift Card Program Update
  - Brett reported that the goal is for this to launch by the end of the month
  - We will be partnering with UC Davis for Dive into Downtown in September by providing the new e-Gift cards to transfer students to use for dinner downtown. This will be a great opportunity to get businesses to sign up for the gift card program (hundreds of transfer students will be coming to buy meals downtown)
- Additional Updates
  - Yelena suggested having the DDBA participate in Celebrate Davis

this year

- We had a booth at the event in 2022
- Opportunity to get more of the Davis community involved in our events and programs
- Our goal would be to get downtown businesses involved by providing us with giveaway items for our booth
- Ceramic Festival to return to downtown Davis this spring (April 28-29). This event brings a lot of traffic to our downtown
- Visioning & Civic Relations
  - Davis Welcome Sign
    - We are currently working on getting our medallion
      - Randii reported that the Farmers Market medallion was \$360
      - We will be putting our logo and tagline on the welcome sign
    - Aaron Wedra added that there will be a grand reveal of the new sign in the Fall
  - Draft Urban Forest Management Plan
    - The committee created a proposal letter with recommendations for tree work and beautification for downtown (this letter was also provided to the Board); Staff submitted this letter to the City
  - University Mall Redevelopment (The Davis Collection)
    - The plan for this project is going in front of the City Planning Commission tonight (March 8, 2023)
    - Brett will be asking for Brixmor Development to include marketing and promotional information for Davis Downtown on map kiosks as a project requirement
      - We want to work with Brixmor to help bring attention to our downtown small events, programs, and initiatives
  - City Beautification Fund
    - Continuing to work with Shelli Ramos and the Beautification subcommittee on new self watering planters to replace the downtown urns
  - G Street Closure / Activation Area
    - Diane Parro has signed on with the City as the Project Manager for the G Street Activation Project
    - We will be working with Diane, marketing consultants, and businesses on G Street on ideas for improvements, clean-up, and activation for the block
    - The City looking to have a ribbon cutting ceremony for this area - Brett had suggested September and Diane believes this is possible
  - Additional Updates (none)
- Bar & Restaurant

- No Updates
- Parking & Transportation
  - Still working with Yolo Commute. Hopefully a decision on DDBA participation will be made at our April meeting
  - Dawn mentioned that she and Brett were planning on having a meeting with Lime (electric bikes and scooters service) in the near future
- Nominating
  - No Updates

## 9. Partner Updates

- City of Davis (Dale Sumersille)
  - Figueroa Landscaping Contract
    - Figueroa began in November 2022 during Shop Small Weekend
    - The group has been responsible for downtown cleanup (sweeping, trash pickup and disposal, etc.) 3 days per week
    - Contract just expired but the City has approved a new contract to extend their services through the end of May 2023, at which time Downtown Streets Team might be in position to completely take over
    - The City has received positive feedback on Figueroa's services
  - Central Park Renovation / Splash Pad Project
    - Received \$3million from State of California for new Central Park splash pad
    - Will close the Central Park lawn and the North end of park - possibly as early as some time in October
    - Dale and Brett to work out details about the timeline, planning and mapping of events in Central Park as the renovations begin
    - Randii reported that PITP bands will not be located on the grass. She also asked if there will be problems with guests bringing chairs; Dale said that shouldn't be a concern, but they are concerned about stakes being put into the ground. We will learn more later as the project progresses.
- Visit Yolo
  - Visit Davis Collaboration & Marketing Streamlining (no update)
- UC Davis
  - 2023 Student Fall Orientation (Dive Into Downtown)
    - Dive into Downtown will be two days this year instead of one. One day will be new Freshman students and the other will be new Transfer students
      - Dates: Thursday, September 21st (freshmen) and Sunday September 24th (transfer)
      - The Thursday date will overlap with Thursdays in The Davisphere. This is a great opportunity to get students introduced to and at the event
  - Picnic Day 2023

- More information on planning & DDBA participation in Picnic Day to come

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

- CPTED Grants Program (Safer Davis 2022) Review
  - The 2022 Crime Prevention Through Environmental Design grant program has wrapped up. 14 of 19 businesses who received a grant award completed their safety improvements; 44 businesses in total benefited from the program by receiving free CPTED assessments by the City of Davis Police Department
  - We distributed \$49,000 of the \$70,000 allocated to CPTED grants. We hope to use the rest of the funding for a 2023 grant program if approved by the City
  - A grant report and proposal for 2023 are being worked on by DDBA staff. This report will be submitted to the City by the end of next week.
  - There has been a lot of positive feedback from both the businesses involved in the program and Davis P.D.
- Other Initiatives (no update)

#### 11. 2023/2024 DDBA Budget

- Review Proposed Budget Reconstruction
  - Updated draft budget includes reconstruction with new categorizations for numerous contracted services
    - Moving previous staff position payroll expenditures to these new categories
  - Some additional budget items have been reduced and reallocated to different categories
- HR Solutions Proposal
  - One time fee setup fee of \$3,500 and an additional \$500/month for ongoing full service solution
  - This HR solution will help reduce Brett's workload and ongoing headaches related to HR; will also help protect the DDBA legally
- Randii moved to approve the budget reconstruction and HR solution; Tim Mech and Julie Helmus simultaneously seconded
  - Unanimous Board approval for the new HR services solution in addition to the updated 2023/24 Budget
- Sponsorship Considerations (no update)
- Aaron Wedra asked for the overall financial state of the DDBA
  - Brett reported that the organization still had over \$180,000 in reserve going into the new fiscal year

#### 12. Annual Board of Directors Retreat Date Planning

- Date Options
  - June 21st or June 28th, 7:30am-2:30pm
  - Staff to send out a poll for Board members on this
- This is an annual, in-person meeting for Board members. Over a half-day time commitment. Light breakfast and lunch will be served.



13. New Business

- None

14. Old Business

- None

15. Adjournment

- Meeting adjourned at 10:43AM
- Next Meeting: Wednesday, April 12th at 9:00AM