



DAVIS DOWNTOWN

Board of Directors Meeting Minutes

April 12, 2023 @ 9:00 a.m.

Meet via Zoom

1. Welcome / Roll Call
 - a. **Board:** Kevin Wan, Tim Mech, Aaron Wedra, Dawn Coder, Randii Macnear, Jen Cala, Yelena Ivashchenko, Kevin Duncan, Paul Takushi, Sumei Yee
 - b. **DDBA Team:** Kendall Doten, Autum Foss, Brett Maresca
 - c. **Attendees:** Janis Lott, Beizhi Pan, Brian Abbanat, Adele Shaw
2. Consent Calendar
 - a. Approval of Minutes and Agenda
 - i. Aaron Wedra moved to approve the consent calendar; Kevin Duncan seconded the motion (approved)
 - ii. Kevin Wan made an adjustment to the agenda to move item 6, Collaborations & Sponsorships, ahead of item 5, Staffing & Contractors Update out of respect for guests time (approved)
3. Public Comment (2 min max/person)
 - a. Aaron Wedra reported for Steve's Pizza
 - i. Steve's Pizza wants to continue to see family friendly events downtown, and they are very happy with the results of our CPTED grants program. After the CPTED improvements were made to their property, there haven't been any issues regarding crime or trespassing
4. Financial Report
 - a. Profit & Loss Review (January - April)
 - i. Net income: -\$113,267.41
 1. This number is due to the delay in DBID payments. Brett reported that the City Finance department has had some turnover, and are behind with their first check. Our first check (approx. \$205,000) is coming soon; this amount is \$55,000 more than our total amount last year, and it is only the first check.

- b. Balance Sheet Review
 - i. Total Assets: \$153,206.59
 - ii. Total Liabilities: \$965
 - iii. Total Liabilities & Equity: \$155,413.07
 - c. Kevin Duncan moved to approve the financial report, Yelena Ivashchenko seconded the motion (approved)
5. Staffing & Contractors Update
- a. Stephanie Peel is a Davis local who has been contracted with the DDBA for local outreach and marketing assistance. One of her first tasks will be to visit businesses with a promotional flier with our DDBA events and contact information. Brett and Kendall had an onboarding and marketing strategy meeting with Stephanie yesterday (4/11) to review responsibilities and priorities
 - b. Digital Tank Marketing Agency (DTMA) has been contracted as our marketing consultants. They will be assisting with marketing strategy, website development, and different campaigns to help grow our organization's awareness within the community
 - c. Wendy Weitzel is our content writing contractor. She is assisting with newsletter content creation and press releases, and has recently helped us with our Safer Davis 2022 final report, the Thursdays in The Davisphere 2022 final report, and a few grant request letters to the City
 - d. Shaylee Marr with Marr Virtual Assistant services will be assisting us with software integration and overall efficiency. She will also be looking into sponsorship acquisition, and assisting with administration organization and data entry
6. Collaborations & Sponsorships
- a. Sponsorship Strategy Update (Brett Maresca)
 - i. Brett has been working with different local nonprofit entities on pooling marketing assets and working on larger sponsorship acquisition and fundraising strategies. Some of these groups include Davis Live Music Collective, Zombie Bike Ride, Davis I-House, 2nd Friday ArtAbout, Davis Farmers Market, Davis Phoenix Coalition, The Dirt, and others
 - b. 2nd Friday ArtAbout (Brett Maresca)
 - i. During the March BOD meeting, Natalie Nelson gave a presentation on ArtAbout and their funding. They are asking for more money on a monthly

basis. Currently \$500/month, asking for total of \$625 per month this year (\$125 increase)

- ii. Brett proposed taking this to a vote, if we want to support ArtAbout more this year.
- iii. Kevin Wan said that Davis Downtown has always been a big proponent of ArtAbout and the arts, and we should try to sustain and grow the event. Yelena added that ArtAbout is funding the live music in E Street Plaza during the event, which creates more vibrancy downtown.
- iv. Adele Shaw joined the meeting and reported that the 2nd Friday ArtAbout is one of the busiest nights of the month downtown, and for the event to continue it requires sponsorship.
- v. Aaron asked if we are going to wait until we have a more holistic sponsorship plan, like discussed in item 6a. Brett said that our current sponsorship with ArtAbout can bridge the gap to a larger sponsorship acquisition plan over time
- vi. Kevin Duncan moved to approve the increase in sponsorship. Tim Mech seconded the motion. Board approval was unanimous.

c. Yolo Commute (Brian Abbanat)

- i. Program Overview
 - 1. Yolo Commute mission is to reduce single-occupant commutes throughout Yolo County
 - 2. Several programs are offered to members including a rideshare incentive program, emergency ride home program, e-bike loan program, bicycle education, discount transit pass program, bike month incentive program, monthly newsletters and social media posts, and commuting resources. All information on these programs is available on the Yolo Commute website.
- ii. Kevin Wan thanked Brian Abbanat for the presentation. No action to be taken on Yolo Commute at this time, but hope to revisit after organization fundraising plans have come to fruition.

7. Committee Updates

a. Marketing & Outreach

- i. Event Review (Yelena Ivashchenko)
 - 1. Women in Business Initiative - Yelena and Stephanie Peel

conducted interviews with community members downtown to highlight the knowledge and awareness of women owned businesses downtown. The videos that were made during this campaign significantly increased engagement on our social media channels for that period of time.

ii. Upcoming Events & Initiatives (Autum Foss)

1. Spring DDBA Membership Networking Mixer - April 26 at Wines in Tandem. Members will need to RSVP, but the event is free to attend for members and invited partners. Wines in Tandem wine and charcuterie from the new business, Mabel's Farm Box, will be provided. One of our goals for the mixer is to get businesses to sign up for some of our events and programs, including our new eGift card program.
2. Davis Downtown Pub Crawl - Formally Fathers Day Pub Crawl, but with conflicting schedules we decided to have it earlier this year (June 10). We are starting to get bars on board
3. Annual Board Retreat will be on June 28 at Best Western Palm Court
4. Additionally, Burger Battle will start on July 1 and run for the entire month. More details to come during the May Board meeting

iii. TITD 2023 Planning Update (Brett Maresca)

1. Planning is coming along well. Our first event is scheduled for August 31 on G Street. This will be a soft launch of the newly activated G Street promenade. We will be applying for grants over the next few weeks, and working on sponsorship acquisition before we make any financial commitments to running the event series

iv. Davis Downtown eGift Card Program Launch (Brett Maresca)

1. We are now under contract with Yiftee. Our goal is to have this fully up and running by mid May, taking advantage of graduation season
2. The signup process is very easy for businesses. There is no fee, and Yiftee sends an activation email to the business with a card number to run through their POS. After that, they are part of our

closed network and card holders can redeem their eGfit cards at that business. The business will get charged a fee of \$0.10 for the transaction, but that is the only cost for setup

3. Stephanie Peel will be leading outreach on this program to get businesses to sign up. Kevin Wan expressed the importance of outreach during this process to avoid any confusion with the businesses and their staff. Brett added that the Yiftee program makes the process very easy, and there are instructions for both the consumer and the business every step of the way
4. There is a \$1 charge per card plus 5% of the total value of the card that is charged to the consumer (the person buying the gift card). If our organization buys in bulk, there is a discounted rate of \$0.50 charge per card plus 3% of the total value, almost half off of the normal rate; this allows the opportunity for collaborations and partnerships with different entities. Fees are transparent at the point of purchase for the consumer
5. Jen asked if there is an inactivity fee, similar to the old gift cards. Brett reported that yes, there is a fee after inactivity for 12 months. That information will also be very clear to the cardholders. We have discussed this process with our legal council, and this fee is allowed by California law. Unlike the other card, there will be reminders sent out to the card recipient about upcoming inactivity fees, giving them the opportunity to use it at least once within a 12 month period which will hopefully prevent any issues with charges

v. Additional Updates

1. Yelena added that the Marketing committee is creating a subcommittee for organizing a sidewalk sale. This event is tentatively scheduled for mid July. There is also another subcommittee soon to be formed that will be working on content development for the new digital kiosk we hope to install downtown on G Street

b. Visioning & Civic Relations (Aaron Wedra)

i. Davis Welcome Sign

1. The DDBA has submitted all of the proper paperwork to be on the

new Davis welcome sign. Kendall recently ordered the DDBA medallion and it is being created; this process takes about 2 weeks

2. The grand reveal for the welcome sign will happen this Fall

ii. City Beautification Fund

1. We have been awaiting communication from the Beautification Subcommittee regarding projects such as the self watering planters, but no further progress has been made and our deadline for City reimbursement is fast approaching (end of June). The committee has decided to move forward and allocate the beautification funds towards a digital kiosk in downtown, which the former subcommittee was a proponent of if the opportunity arose. We hope for this kiosk to be located on G Street, but still need to discuss the details regarding installation and timeline

iii. Downtown Streets Team

1. DST community meetings will be held at the Davis Community Church. Their soft launch is April 28th, and their first shift is May 1st. Their supply shed will be located in the corner of the Boy Scout cabin parking lot off of 1st Street, but will not obstruct any available parking spaces.

2. DDBA staff is working on scheduling a walkthrough of downtown with the Davis DST leaders to identify specific concerns

3. Dana Bailey, the Director of Social Services, is one of the City leads and primary contacts for DST

iv. G Street Activation Project

1. DDBA Staff has been working with Diane Parro (Project Manager for the G Street Project). There is no current timeline for the renovations, but discussions have started regarding what changes need to be made first. This project is primarily run through the City, but we will be working closely with Diane throughout this process

2. There isn't an official budget for this project yet, but there is 1.2 million dollars in ARP funds that were allocated to downtown improvements in September 2021 which still need to be used and most likely will be tapped into to fund this project

\$20,000 available in grant funding. We will announce that there is up to \$5,000 available per business, the same amount as last year. The DDBA is to retain a 10% administrative overhead fee for managing the program.

- iii. Davis P.D. is excited to work with us on another program round, and can start conducting CPTED assessments for businesses as soon as Picnic Day is over

- b. Other Initiatives

- i. No Update

10. New Business

- a. None

11. Old Business

- a. Aaron Wedra suggested that we table the discussion of Yolo Commute and hand it off to the Parking & Transportation Committee. We should put a specific plan in place, in a closed session, regarding the execution of this program before we take action. There was overall agreement on this recommendation.

12. Adjournment

- a. Meeting adjourned at 10:31AM
- b. Next meeting scheduled for Wednesday, May 10 at 9:00AM