



# DAVIS DOWNTOWN

## Board of Directors Meeting Minutes

May 10, 2023 @ 9:00 a.m.

Location: via Zoom Meeting

1. Welcome / Roll Call
  - a. Board: Kevin Wan, Aaron Wedra, Yelena Ivashchenko, Paul Takushi, Randii Macnear, Tim Mech, Dawn Coder, Jen Cala, Sumei Yee
  - b. DDBA Team: Brett Maresca
2. Consent Calendar
  - a. Approval of Minutes and Agenda
    - i. Randii moved to approve; Tim Mech seconded the motion (approved)
3. Public Comment (2 min max/person)
  - a. Aaron reported for Steve's Pizza
    - i. Steve's Pizza will be entering the Burger Battle. Will enter their Sticky Burger. Sheru is excited about the new format. Steve's Pizza was interested in joining the Downtown Pub Crawl but understand that may not be happening. Overall, Steve's Pizza is happy for the continued events that are easy to join.
4. Financial Report
  - a. Kevin Duncan is absent, so we did not have an official financial report. Brett shared bank account balances.
  - b. Received \$205,000 BID assessment fee check from the City. This will be the majority of the assessments collected for the year (the biggest check we'll receive but there should be a few smaller ones as the year progresses).
  - c. Projected BID fees this year in total are \$195,000. We have already exceeded this amount.
  - d. Balance in the business money market account is \$122,841.25; in our classic free community checking account is \$212,711.44, for a total of \$335,552.69
  - e. Kevin and Tim wanted to know our interest rate from the money market account. Brett says he knows it is low. Kevin and Tim will talk offline about what we're yielding and what options are out there to maximize sitting funds.
  - f. Motion to approve the financial report made by Dawn. Seconded by Aaron (approved).
5. Staffing & Contractors Update
  - a. Kendall is no longer working at the DDBA.
  - b. Brett has been working on onboarding several contractors over the past few months (filling gaps):
    - i. Wendy Weitzel as a communications specialist
    - ii. Digital Tank Marketing Agency (DTMA)
      1. Putting together media kit and sponsorship packages
      2. New social media platform
        - a. Scheduling strategies for social media and marketing
      3. Overall marketing plan

- iii. Marr Virtual Assistance Services
    - 1. Administrative assistance
    - 2. Implementing and will be managing CRM system & the majority of the association management system as a whole
      - a. AssociationSphere
        - i. Will make administration and communications a lot more efficient & effective
          - 1. Members
          - 2. Sponsors
          - 3. Partners
          - 4. Volunteers
          - 5. Public Inquiries
          - 6. Forms
          - 7. File Repository
          - 8. ... and more
  - iv. SinglePoint Outsourcing (HR services)
    - 1. Currently working on employee handbook and several other HR onboarding tasks/projects
    - 2. Will be completely onboarded at the end of June or early July
  - v. Stephanie Peel working on outreach
    - 1. Already visiting businesses and recruiting for eGift card program
    - 2. Will be working on outreach for Burger Battle
  - vi. Aaron Wedra working on graphic design and other miscellaneous marketing tasks
  - vii. Will cover details on contractors in greater detail at the Annual Retreat
  - viii. Tim asked about cost of these contractors
    - 1. Wendy is not to exceed \$2,000/month (but is not planned to approach maximum in near future)
    - 2. DTMA is not to exceed \$2,000/month
    - 3. Stephanie is not to exceed \$2,000/month (but is not planned to approach maximum in near future)
    - 4. Marr is approximately \$2,000/month
    - 5. Singlepoint budget was already approved previously
    - 6. Aarons filling gaps
  - ix. Randii asked about HR company. Do they deal with contractors since we currently only have Brett as staff?
    - 1. We'll work on a staffing plan and relating hiring at the Board Retreat and throughout the summer
- c. Autum will be unavailable through the first week of August (recently gave birth)
6. Committee Updates
  - a. Marketing & Outreach
    - i. Canceled marketing meeting in May
    - ii. Spring Mixer was very nice; had hoped to get more people to attend. Was a smaller group but enjoyable with good introductions and conversation. Was a great venue at Wines In Tandem; Mabel's Farm Box provided excellent charcuterie
    - iii. Having to cancel Downtown Pub Crawl due to staff limitations
    - iv. Davis Downtown Burger Battle will take place with new format
      - 1. Will get more businesses to participate and get the public into the businesses

2. Entire month long in July
  3. Already have a number of businesses signed up and Stephanie will help recruit additional businesses
  4. Public will go into businesses to try their burger entry; voting will take place online (through QR codes available at the restaurants)
- v. Sidewalk Sale
1. July 14<sup>th</sup> weekend
  2. Minimal effort for participating businesses
  3. Yelena and Stephanie working to get a chalk artist involved
  4. Yelena is organizing a subcommittee for this event
- vi. Thursdays in The Davisphere
1. There is a grant request out to the City of Davis for assistance in covering part of the cost. Waiting for answer (city council has a subcommittee working through remaining ARP fund request allocation, and decisions should be made soon)
  2. There will also be an aggressive approach for getting sponsors once media kit is completed and sponsorship strategy is finalized
  3. Both Central Park and G Street have been reserved for Thursdays in The Davisphere event dates
- vii. Celebrate Davis
1. DDBA will have a booth at the event
  2. Currently collecting flyers (business cards/coupons) to pass out for member businesses
  3. Aaron, Yelena, Stephanie, and Brett will be DDBA representatives at the booth
  4. Main goal is to talk about the upcoming eGift card program and promote upcoming Burger Battle
- viii. Davis Downtown Gift Card Program
1. Brand new eGift card program for our downtown business community
  2. Stephanie Peel is signing up businesses
  3. Wendy Weitzel is working on language for the sign up process
  4. Yiftee offers “no contract” “no risk” approach
  5. Hope to have the eGift card program up and running by the 23<sup>rd</sup> of May.
  6. Will reach out to schools (PTAs, DJUSD, UC Davis departments) to push the eGift card for graduation season
  7. Kevin can reach out to BARC when a flyer is ready
- b. Visioning & Civic Relations
- i. Big picture is that the DDBA is involved in many of the big conversations going on in town related to downtown and community interests
  - ii. Canceled Visioning Committee meeting in May due to the criminal manhunt that was going on, however; still have robust report.
  - iii. DDBA staff, Visioning & Civic Relations Committee and Parking & Transportation Committee all collaborated to address concerns regarding parking due to the murders. Avid Reader and councilmember Chapman had concerns.
    1. DDBA had official recommendations regarding parking during the crisis; however, the manhunt ended and the joint meeting with PD

and Chamber was canceled, so the recommendations were unneeded.

- iv. Downtown Streets Team submitted a report that Aaron covered.
  - 1. Great to see people (that some of us know) in our community in the photos that have joined the program
  - 2. Statistics in the first week
    - a. 13 Team members
    - b. 162 Volunteer hours
    - c. 1,7090 Gallons of debris collected
    - d. Project Areas: G and E Street Plazas daily & Regal Cinema on F Street.
  - 3. Lots of photos of locations in our downtown. Show team members interacting with the community and some before and after photos.
  - 4. Streets team does have some asks of the downtown businesses
    - a. Employment opportunities
    - b. Meals for monthly meetings
    - c. Spread the word / tag on your social media posts
    - d. Donate food, clothing supplies, or organize hygiene kits.
  - 5. They will have weekly success meetings at Davis Community Church on Thursdays
    - a. Open for our members who want to attend and see what is happening in the future.
  - 6. Cameron Cullen is the project manager. We are really impressed with the Downtown Streets Team staff to get this off the ground in Davis.
  - 7. One big ask from our organization is to have Downtown Streets Team address posters, stickers, taped on items that are all over our structures downtown including poles, bike racks, kiosks etc.
    - a. City staff / waste management specialists say these taped on things do turn into trash eventually.
  - 8. Downtown Streets Team does not operate on weekends so we should be cognizant that City trash cleanup happens.
  - 9. We'll get monthly reports from Downtown Streets Team
  - 10. They will set up in the Boy Scouts cabin parking lot. Will not take up parking spaces.
  - 11. Paul asked if Downtown Streets Team could help with cleanup at The Davisphere events
    - a. Brett was pretty certain they would not be able to as they are out during typical workday hours only, but Aaron said Davis Picks It Up would probably be interested.
  - 12. Yelena felt extremely happy to see the program launch because the unhoused individuals who joined seemed so excited and happy to contribute to the community.
  - 13. Yelena can try to offer clothing to the program
- v. Davis Picks It Up
  - 1. Amazing volunteer organization
    - a. Been around for one year
    - b. Picked up 10 tons of trash in this past year

- c. We want them to know what Downtown Streets Team is doing; Brett has been communicating with Cathie Bullis (their founder and organizer)
  - d. If anyone sees a large mess downtown, they say we can call them
- vi. G Street Renovation
  1. City project manager Diane Parro says the City is progressing and that they are seeking to finalize contracts with contractors.
  2. Expert contractors are helping with redesigning parking and access between 2<sup>nd</sup> and the bollards
  3. Ryan Chapman with Public Works wanted to share update that he is working on a proposal to restripe and add some parking North of 3<sup>rd</sup> Street to give back a few extra spaces.
  4. Ryan is meeting with Brett and our Parking & Transportation team tomorrow to improve loading zones on G Street
  5. City is in final negotiations with a landscape architect so that the City can provide guidelines and materials lists to businesses regarding outside dining areas
  6. City has someone on board to draft encroachment permits for outside dining and help with tweaking the building permit process.
    - a. Goal is to be affordable and desirable for businesses to utilize the space
    - b. Will be addressing equity issues
  7. Folks from UC Davis Dept. of Human Design helping with putting on a naming workshop for the community.
  8. Kevin asked about restriping north of G Street. Is this simply going diagonal parking?
    - a. Diane says it is outside of her project area
    - b. Says City is working on something comprehensive
    - c. Says a final proposal will be presented to DDBA
  9. Something short of a full on Slurry Seal is in the proposal phase for the road.
    - a. Will refinish and clean street.
    - b. There will likely be a big piece of mural art in the middle of the street commissioned through City's Arts & Culture Department
  10. Sumei asked if there are updates on Ace building and if it has impact on the project
    - a. No updates according to Diane. People were waiting for the Downtown Plan, and now we should be hearing soon if there are parties that are interested in redevelopment
  11. V&CR Committee has made a friend in Marcus Marino, local architect. Had a meeting together to discuss G St. renovation
    - a. Discussed locations for businesses' patios
    - b. Rainwater flow
    - c. Emergency vehicle access
    - d. Flow of traffic
    - e. Loading zones
    - f. Handicap parking and more
    - g. Will stay on top of the topic and provide input

- vii. \$10k Beautification Fund
    - 1. V&CR Committee decided to spend funds on a digital kiosk at the G Street project area if/when approved by the City
      - a. Would be good for wayfinding
      - b. Would be able to share downtown events
      - c. Would be able to do advertising
      - d. Could do announcements of all types
      - e. Brett, Jeremy Ferguson (formerly of Public Works), and Diane met downtown to find the best location for a digital kiosk on G Street.
  - viii. SCS Engineers (Bay Area consulting firm)
    - 1. SCS sent an email that said they would visit downtown businesses to gather data around procedures with waste
    - 2. V&CR Committee is interested in any policies that might develop
    - 3. Kevin says the organics issue is difficult for restaurants
      - a. Recology and City aren't giving much guidance to-date but saying the waste has to be separated.
      - b. Brett says that's why the City has engaged this consulting firm. The hope is to put together guidelines and a process to eliminate difficulties.
  - ix. V&CR Committee is continuing to offer recommendations on downtown trees
    - 1. Had drafted very specific recommendations and submitted them to the City in time for the Urban Forest Management Plan
      - a. Reached out multiple times to try to get a reply to our recommendations, but have not been given a response.
        - i. Will continue to track the development of the topic
  - x. Yolo Commute
    - 1. DDBA has not joined as a member; however, we may be supporting this indirectly by supporting the I-80 Managed Lanes project because the managed lane toll would theoretically benefit the Yolo Commute project.
  - c. Bar & Restaurant
    - i. No Update
  - d. Parking & Transportation
    - i. Dawn said that Diane covered relevant topics
  - e. Nominating
    - i. Brett, Aaron and Julie met, and Julie developed a streamlined process
      - 1. Brett created an updated Bylaws draft and presented for review to the Board
      - 2. These changes will require Board approval
      - 3. Kevin motioned to approve changes, Jen seconded (approved)
7. Partner Updates
- a. City of Davis
    - i. No additional update
  - b. Visit Yolo
    - i. No update
  - c. UC Davis
    - i. No update
8. City/ARP Funded Programs/Events/Initiatives Update

- a. Safer Davis 2023 CPTED Grants Program
  - i. Launching soon. Similar to last year.
  - ii. Waiting on PD to provide approval of timeline
    - 1. First step of process is getting businesses in touch with PD for CPTED assessments
    - 2. City has already approved up to \$20,000 that includes a 10% administration fee that the DDBA will retain for this second round.
  - iii. In light of recent stabbings, these security updates are even more relevant and beneficial to our community
    - 1. If there are a lot more requests than the \$20,000 will cover, the City is willing to consider contributing more to the program if it is possible to budget but there is no guarantee
- b. Other Initiatives
  - i. No update
- 9. New Business
  - a. No new business
- 10. Old Business
  - a. No old business
- 11. Closed Session of the Board
  - a. Conducted without staff
- 12. Adjournment
  - a. Meeting adjourned
  - b. Next Meeting: Annual Board Retreat – Wednesday, June 28<sup>th</sup> 7:30am – 2:30pm