



## Board Meeting Minutes

August 9, 2023 @ 9:00 a.m.

Location: via Zoom Meeting

1. Welcome / Roll Call
  - a. Board: Kevin Wan, Aaron Wedra, Yelena Ivashchenko, Randii MacNear, Tim Mech, Dawn Coder, Julie Helmus, Kevin Duncan
  - b. DDBA Team: Brett Maresca, Autum Foss
2. Consent Calendar
  - a. Approval of June Board Retreat Minutes and August Board Meeting Agenda (pulled from Consent Calendar)
  - b. Appointment of Randii MacNear to DDBA Secretary (pulled from Consent Calendar)
3. Approval of June Board Retreat Minutes and August Board Meeting Agenda
  - a. Randii requests language change from “challenging to ongoing” in Minutes
    - i. Vote taken and change passes.
4. Appointment of Randii MacNear to DDBA Secretary (through January 31, 2024)
  - a. Kevin Wan motions, Aaron seconds. Vote taken and appointment passed unanimously.
5. Public Comment
  - a. No public comment
6. Financial Report
  - a. Profit & Loss Review
    - i. Kevin Duncan shared profit loss sheet in previous email
      1. After contractors, marketing and standard payroll, net income is \$20,000
      2. We had talked about setting money aside into a certificate of deposit; the money market account is now earning more interest than it was. Anything over \$100,000 will be earning .8%, but we always have the option of setting specific dollar amount aside (possibly \$100,000).
      3. Brett suggests looking at next month to make a decision, because of what’s happening this fall with event planning and finances can be significant.
      4. Kevin Wan, Kevin Duncan, Tim and Julie think we should consider doing a CD set for every 90 days at 4% or 4.25%.
      5. Tabled by Tim until Sept. meeting. Tim, Kevin W., Kevin D., and Brett should have a discussion on a separate call (recommended by Tim).

- b. Balance Sheet Review
    - i. Kevin Duncan shared balance sheet in a previous email
      - 1. Ended August 8<sup>th</sup> at \$276,000
  - c. Motion to approve Financial Report
    - i. Julie moves. Yelena seconds. Passes unanimously.
7. State of the Board
- a. Announcements
    - i. Jen Cala is stepping off the board as she will no longer be working for or affiliated with Sole Desire. She has another opportunity outside of Davis.
    - ii. Discussed which board members will be up for renewal. Who wants to stay on, and who plans on stepping off the board.
      - 1. Sumie is no longer on board and we already had one vacancy
      - 2. Dawn and Julie are planning on running for reelection
      - 3. Tim and Yelena are not planning on returning
  - b. Discussion of Structure
    - i. Discussion among board members whether to have 11 directors or change our bylaws to 9 members.
      - 1. Tabled for discussion next month
8. Staffing & Contractor Update
- a. Major developments with Digital Tank. They are to manage our social media. Virraj, the president, will give a brief presentation at the upcoming Marketing & Outreach Committee meeting. Plan should be rolling out around the end of month.
  - b. Outreach has been ongoing. We are putting more plans in place with Dive into Downtown. We want to make sure we have strong outreach to our members.
    - i. Digital Tank is a month-to-month contractor for \$2,000/month. Brett is going to propose recategorizing some funds at an upcoming meeting.
  - c. Event Coordination: Autum has returned as of last Monday. She'll continue to work as a contractor 20-22hrs/week
  - d. Administration
    - i. Brett is proposing that we bring on another employee as an administrative assistant. Part time without benefits. Will get an email out to board for review in coming weeks. Another staff member should learn behind the scenes operations of the organization in case Brett ever became unavailable.
      - 1. Single Point Outsourcing (SPO), our HR consultant, is working on job description for our organization as part of already contracted services (no additional charge).
      - 2. Want to have someone hired by end of September.
        - a. SPO also conducts background checks.
      - 3. The question arose of whether this assistant should be required to be local? Brett says yes (definitely in the immediate area), as there are many tasks this person will have to do on the ground.
9. Committee Updates

- a. Marketing & Outreach
  - i. Burger Battle
    - 1. Results should be published by end of the week
    - 2. QR codes show over 600 people submitted burger ratings.
      - a. 566 were unique users
      - b. Marr Virtual Assistant Services (MVAS) is pulling data and cleaning up duplicates, etc.
      - c. Marketing team thinks this event was a success
        - i. We even started collaborating with the social media team of “My Davis California”
  - ii. Sidewalk Sale
    - 1. First time in a few years we did this event.
      - a. Done in collaboration with 2<sup>nd</sup> Friday ArtAbout
        - i. DDBA paid for professional chalk artist
    - 2. Unfortunately, it was well over 100 degrees during the event
    - 3. 18 businesses participated
      - a. Marketing reached out to get information about promotions and sales. Only 4 businesses replied.
        - i. Digital Tank and new hire will help us with engagement in the future
  - iii. Hot Davis Days Cars & Coffee
    - 1. Lots of activity on social media. Seems like there will be a lot of attendees.
    - 2. Will have Upper Crust Baking, Kona Ice, Pachamama and a live DJ present
    - 3. Nnamdi Osborne of Cars & Coffee Sacramento is doing a lot to grow our event and to assist in coordinating the event with Brett
    - 4. Neumann Enterprises will direct cars and clean up waste
  - iv. Dive into Downtown
    - 1. Two days this year (Thursday and Sunday)
      - a. Reaching transfer students on Thursday the 21<sup>st</sup>, Sunday the 24<sup>th</sup> (long day 10am-7:30pm) for other students
      - b. We might be setting up booth in Central Park instead of E Street Plaza this year
      - c. We will collaborate with Davis Enterprise with the “Welcome to Davis” magazine
      - d. More details to be finalized later this month
  - v. Thursdays in The Davisphere
    - 1. We are awaiting a decision from the City on whether or not they will be assisting in funding the event this year (request was originally sent in April)
      - a. In order to plan for The Davisphere, we may need to decide to fund the event ourselves (maybe \$10,000) with

the hopes of getting reimbursed from the City. City Council may decide at their late August meeting.

- b. Kevin and Randii stated that they strongly believe that we need to hold at least one TITD event because of the brand we created and the public's expectation of our having this event. Julie agrees this seems important. Brett says we can find the manpower. Brett also thinks it's extremely important to have at least one event. Brett thinks we need this to keep the event going as a cornerstone for sponsorship opportunities.
  - c. Feedback from last year's series also included doubts from some that this actually benefited many businesses downtown, so we should continue to try hold more of these TITD events in other areas of downtown – especially once G Street's phase 1 of redesign/development is completed.
  - d. Motion from Julie to front the funds for a TITD event and to have the City reimburse the DDBA if they approve funds. Yelena seconds. Passed unanimously.
  - e. Julie Helmus, Kevin Wan and Yelena Ivashchenko all put up \$1,000 each in sponsorship funds.
  - f. Randii offers to volunteer as food and beverage coordinator this year (last year she was paid).
- b. Visioning & Civic Relations
- i. Merger of regular monthly committee meetings and chairpersons has occurred with Parking & Transportation
  - ii. Safer Davis 2023 CPTED Grants Program
    - 1. There are 22 businesses that requested and had a CPTED assessment completed by PD this year
    - 2. Brett has been working continuously with PD. Working with MVAS on application form and related features of AssociationSphere software.
      - a. By end of month, Brett plans to introduce AssociationSphere to the board and then to membership.
    - 3. Need a board member to be a part of the Safer Davis 2023 judging panel
      - a. Tim Mech volunteered, and will join Brett & Michele Hardy at Davis PD on the panel
  - iii. Downtown Streets Team Launch Party
    - 1. Kevin Wan will speak on behalf of the DDBA at the event.
    - 2. Would be good for as many board members to come as possible;
  - iv. G Street Project
    - 1. Delays have occurred within City planning

- a. Will be a meeting downtown with business owners in early October. October 4<sup>th</sup> a possible date (with engineers, architects, and City staff/consultants). City did hire a design architect for the project.
    - v. Parking & Transportation
      - 1. City notified DDBA that SPIN will bring electric bikes and scooters into town
        - a. There will be temporary parking for hundreds of these devices in G Street pedestrian area.
        - b. Aaron reported that SPIN promises to remove units when/where complaints are placed within 1 hour. They also promise to move all units around to proper areas every 24 hrs.
    - vi. City Beautification Fund / Digital Kiosk
      - 1. Nothing new; proposal still on the table and awaiting word from City staff.
  - c. Bar & Restaurant
    - i. No Update
  - d. Nominating
    - i. Aaron drafted email that will ask each board member to submit one DDBA member name as a board director candidate
10. Budget Review
  - a. Brett will propose reallocation of certain expenditures. Will have something to board before next meeting.
11. Partner Updates
  - a. City of Davis (no liaison present)
    - i. The 3<sup>rd</sup> Street construction has been very noticeable
      - 1. Jenny Tan reported that there are not currently any expected delays. Should be done in time for students' return (by September 15<sup>th</sup>)
    - ii. Downtown Trees and Twinkle Lights
      - 1. Lights are coming down from public trees. Pruning of trees will be happening. City then wants the lights back up with a more permanent plan in place. DDBA historically would like them back up.
        - a. Tree commission says that lights are against City code
          - i. Perhaps code can be changed
        - b. A significant concern is to make sure the light strings not harm the trees
        - c. Fire department is not happy with outlets; this is to be looked into by the City and any safety issues hopefully rectified
- b. Visit Yolo
  - i. No Update

- c. UC Davis
    - i. No Update
- 12. New Business
  - a. No new business
- 13. Old Business
  - a. No old business
- 14. Adjournment
  - a. Meeting adjourned at 10:34am
  - b. Next Meeting: Wednesday, September 13<sup>th</sup> at 9:00am