



Board Meeting Minutes

October 11, 2023 @ 9:00 a.m.

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Kevin Wan, Aaron Wedra, Yelena Ivashchenko, Dawn Coder, Paul Takushi, Tim Mech, Kevin Duncan
 - b. DDBA Team: Brett Maresca, Autum Foss
2. Consent Calendar
 - a. Approval of Minutes and Agenda
 1. Aaron moved to approve, Kevin Duncan seconded, all approved.
3. Public Comment (2 min max/person)
 - a. No public comments
4. Administration Updates
 - a. Marr Virtual Assistant Services (MVAS)
 - i. The MVAS team has been managing AssociationSphere setup and implementation
 1. Members have been receiving emails through AssociationSphere requesting registration within the system (currently over 40 members have registered)
 - ii. There will be a webinar on intro to important features & brief training on how to easily access and use those features in the near future; it will also be recorded and made available to membership
 - iii. All member newsletter subscribers have been moved from Mailchimp into system
 - iv. Kevin Wan asked how to answer the question of what AssociationSphere is when asked by members
 1. Communicating with members, file repository, volunteer management, event management, constituent management, personalized member portals
 2. If members don't receive information through email newsletters, they can go in and get information in the system through the "Members Only" repository
 - v. Sponsorship services
 1. Researching and vetting service provider options
 2. Hope is to acquire a lot of new sponsorships, especially in the corporate realm

3. Tim asked if the partnership including A-Z – if they are doing everything to secure and manage the sponsors and ongoing relationships; Brett answered yes
 4. Tim asked how they would be compensated; Brett stated there is a retainer that is proposed and is being negotiated + a 20% commission (retainer is 100% reimbursable through commission)
 5. The Sponsorship Guy (Larry Weil) is the frontrunning option at this point
 6. Tim asked what the timeline is on this; Brett answered around the end of the month
- b. Member Services & Administrative Assistant
- i. Have been some candidates inquiring, but not many qualified responses to-date, and Brett plans to expand reach soon
 - ii. Kevin Wan asked what consisted of the position; Brett explained and displayed/reviewed the position's job description
 - iii. Brett to provide a copy of the job description to the board
5. Financial Report & Budget Review
- a. Balances, Profit & Loss, Balance Sheet, & Budget vs. Actuals
- i. Current Balances:
1. Community Checking Account: \$236,400 in combined accounts
 2. About a \$19K shift from last month's balance sheet
 3. Profit and loss compared to last year; down quite a bit due to Thursdays in The Davisphere income and the CPTED grants, but that hasn't changed much of our balance sheet
 4. Budget to Actuals:
 - a. 15% net income higher than our budget, which is positive; outliers are administrative software subscriptions due to categorization
 - b. Brett reviewed 2023-2024 Budget vs. Actuals in detail
 - c. Social Media Management budget & strategy
 - i. Moving services from DTMA to My Davis California (MDC) team, which brings in local
 - ii. Kevin Wan asked to make sure there is a clear line between content created and paid for by the DDBA vs. MDC's current Instagram platform; Brett agreed and is making sure this is 100% understood
 - iii. Members will have the ability to participate and get promoted through our social media platforms through a creative but fair process (the DDBA will not create unique content for a specific business independent of a DDBA initiative)
 - iv. Categorization of admin software to be reviewed further between Brett & Kevin Duncan

- v. Brett requested the Social Media Management category budget to be expanded from \$5,000 to \$7,500; Kevin Wan asked for a motion: Kevin Duncan moved & Aaron seconded – unanimously passed
 - ii. Tim Mech stated that we should get the financials out to the Board sooner; hopefully a week prior to the meetings so informed questions can be prepared
 - 1. Kevin Duncan stated he can pull the financial documents a week before
 - 2. Brett stated he could work on synching with Likes Accounting as early and the best we can and work with Kevin Duncan to get info out sooner
 - b. 2024-2025 Budget Proposal
 - i. Brett provided overview of proposed budget and highlighted significant items and/or significant proposed changes from last year
 - ii. To be reviewed in detail by the Board of Directors prior to November BOD meeting and action taken to approve at that meeting
- 6. Committee Updates
 - a. Marketing & Outreach
 - i. Event Review
 - 1. Dive Into Downtown (Yelena reported)
 - a. Big success with engagement with large number of new UCD students
 - b. Close to 400 newsletter signups and hundreds of social media followers
 - c. Brett thanked Dawn and Yelena for volunteering their time and helping at the DDBA booth at E Street Plaza
 - d. Brett mentioned that we will work with UCD to see if we can optimize the schedule next year (e.g. not going so late into the evening when the students seemed to be a lot less engaged and rushing to move on to dinner, socializing, etc.)
 - e. Aaron mentioned that he noticed not as many groups visited areas of the downtown that were around the periphery, as he had a hard time drawing groups over to Steve's Pizza even though he was giving away free slices
 - f. Yelena stated that the more freebies given away the better; approximately 300 Davis Downtown tote bags were given away for proof of newsletter sign-up as well as other free items from businesses for social media... plus stickers and coupons; this really helped a ton with engagement; hopefully more businesses will provide promotional items

for us to give away next year as it really works to get the word out

- g. Paul asked if the dinners for the transfer students on the Friday night happened, but that did not work out this year but hopefully will next year (especially if not on a Friday night as it would be too busy for many restaurants)

ii. Upcoming Events & Initiatives

1. Thursdays in The Davisphere (scheduled for Oct. 26) event was cancelled
2. Downtown Spooktacular (Treat Trail & Zombie Mash)
 - a. Zombie Bike Ride Afterparty happening on Oct. 29 from 4:00 – 6:00pm to draw a lot of people downtown – Central Park
 - i. Aaron asked if the DDBA could help financially support the Zombie Bike Ride
 - b. Treat Trail happening on Oct. 31 from 2:30 – 5:30pm and have over 40 businesses signed up so far; UCD Princess Pals will be handing out candy from 4:30 – 5:30pm
 - i. There will be a list of business promotions on our website and there will be a printable and virtual maps
 - ii. Yelena asked if we can get the Treat Trail promoted on The Dirt’s website
 - c. Shop Small Weekend program occurring between November 24 – 26 over Thanksgiving and Shop Small Saturday weekend
 - i. Will hold a raffle for Davis Downtown Gift Card prizes
 - ii. Yelena asked about American Express free swag; Autum confirmed that they do not provide physical items (they just have downloads and we are not interested in that)
 - d. Davis Downtown Gift Card Program
 - i. No further updates due to consideration of time

b. Visioning & Civic Relations

- i. Safer Davis 2023 CPTED Grants Program
 1. Michele Hardy with Davis PD, Tim Mech, and Brett Maresca met together in September as the grant award judging panel and recommended over \$49K, however no further money is available above the \$18,700 so the panel had to reconvene and reassess allocation before awarding; all businesses that were offered the award did accept and they have until early December to complete approved safety improvements

2. Kevin Wan asked if we are going to have the program again next year; Brett stated that we could push for it but there is no more money available from ARP funds and we would have to figure out the funding source
- ii. G Street Project
 1. There was a charette on October 4th (9am – 1pm) out on G Street to provide feedback on the redesign of G Street between 3rd and 4th
 - a. The community provided a lot of feedback on the options and project (a lot of positive and also some negative)
 - b. Aaron stated there was about 5 stations set up and covered parking, amenities, playgrounds, etc., and confirmed that the digital kiosk that the DDBA has proposed was on the design renditions as well as an amenity option; many downtown businesses made a presence
 - c. Brett is awaiting an overview report from the city on the results and recommendations made at the charette, but also stated that the city plans to have conduct an online survey for community-wide feedback in the near future as well before taking a next step toward deciding on the project’s design elements
 2. Parking & Transportation Updates
 - a. Dawn mentioned that a meeting was planned but had to be rescheduled to next month
 - b. Code Enforcement & Cleanup of Illegal Signage
 - i. Aaron stated the frustration with “postering” the downtown, and asked the board if everybody was in favor of taking a stance on enforcement
 - ii. Yelena stated she was fed up with the mess
 - iii. Brett stated that it has become worse over time and it’s becoming more discouraging to go downtown to see the mess
 - iv. Kevin Wan stated he’s for a cleaner downtown but it’s like playing “whack-a-mole” and mentioned that the old Uncle Vito’s has become a giant poster board and it attracts graffiti
 - v. Brett stated that since the temperature is hot, he can take it to city management and social services as well as PD to figure out a mechanism on how to figure out how to tackle
 - c. Bar & Restaurant
 - i. No update
 - d. Nominating

- i. Kevin stated that he spoke with Nu at Red 88 Noodle and she is interested in stepping onto the board
- ii. Aaron & Kevin Wan mentioned some other business owners that they thought would be good fits, but there hasn't been major
- iii. Kevin Wan asked when the elections occurred, and Brett confirmed in January but that there are a few open slots now where immediate appointments can be made
- iv. Kevin Wan asked Brett if he could look into the legality of the potential of shrinking the number of seats on the Board of Directors from 11 to 9, and that the discussion should take place at next month's meeting

7. Partner Updates

- a. City of Davis
 - i. Not present. No update.
- b. Visit Yolo
 - i. Not present. No update.
- c. UC Davis
 - i. Not present. No update.

8. New Business

- a. Aaron made a motion for the DDBA sponsor the Zombie Bike Ride for \$300; Yelena moved, and Paul seconded – all approved.
- b. Brett mentioned that we have a significant amount of action items on the November meeting, especially if there is no December meeting due to the holidays

9. Old Business

- a. None

10. Adjournment

- a. Meeting adjourned
- b. Next Meeting: Wednesday, November 8th