



Board Meeting Minutes

November 8, 2023 @ 9:00 a.m.

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Kevin Wan, Yelena Ivashchenko, Paul Takushi, Tim Mech, Kevin Duncan, Aaron Wedra, Dawn Coder
 - b. DDBA Team: Brett Maresca, Autum Foss
2. Consent Calendar
 - a. Approval of Minutes and Agenda
 1. Kevin Duncan moved to approve, Tim Mech seconded, all approved.
3. Public Comment (2 min max/person)
 - a. Laura Ambrose of Woodstock's Pizza via email (Brett delivered comment)
4. Staffing Updates
 - a. Member Services & Administrative Assistant / Marketing & Events Coordinator
 - i. Brett reported that some resumes were submitted through Yolo County, but none that seemed to be the proper fit
 - ii. Davis residents have not been submitting interest in the job through the county
 - iii. Brett suggests posting/advertising the position through social media, as locality is extremely important
 1. Tim believes that any way to get qualified candidates in the door would be best, and that Three Mile Brewing has found the best way to find employees is by a flyer stuck on their front door; he also stated that social media the here and now of spreading the word
 2. Kevin Wan supports Tim's comments, and believes social media would be a viable method; agrees that somebody that has ties to the community and that has experience with administration would be beneficial to take pressure off E.D.
 3. Randii MacNear thinks that not offering full time positions makes it difficult to retain staff; discussion ensued
 4. Social media management is contracted out and the plan is for it to remain that way
 5. Yelena mentioned that our budget does not allow for many full time positions, and that recruiting somebody that cares about the community and has time and flexibility due to their situation would be best

6. Randii asked what the timeline would be for hiring and onboarding; Brett answered that best case scenario would be by the end of the year (especially administrative), with events coordinator by end of January
 7. Kevin Wan stated that it would be hard to find a qualified person for these jobs at 20 hours/week; Brett agreed that it could be difficult long term, but money is a big issue as our budget is tight; Kevin suggested possibly looking at the budget and consider shuffling some items around to free up money for more staffing hours for these positions
 - iv. Autum will no longer be contracted with the DDBA after November 30th, therefore filling the gap with event coordination will be needed soon.
5. Fundraising Solutions
- a. Sponsorship Services
 - i. Larry Weil (The Sponsorship Guy) offers a full service solution "A to Z"
 1. Randii thinks the proposal focused a lot on brand creation/updating, and that is a lot of time and that could be a year-long project; Brett does not feel brand recreation is needed in the short term and would not be a primary focus (we already have a lot of assets to help sell) and that month 3 would be when sales channels would be projected to open
 2. Tim thinks that it would be a slower process than projected
 3. Aaron has a concern with the guaranteed dollars in the proposal, and thinks that just getting people out there
 4. Yelena said that the organization has to ask if we are going to stay at the same level of small sponsorships with a few hundred dollars here and there; she states we have grown a lot over the past few years and running big events and more events at the next level requires next level fundraising
 - ii. Marr Virtual Assistant Services
 1. There is an option to use their services at least in part for sponsorship recruitment (proposal on the table but they do not have the experience in this field)
 2. They have been working internally with staff on sponsorship databases and other related documentation
 - iii. Board Discussion
 1. Randii stated that other organizations (e.g. Davis Chamber of Commerce) go out and get money from the same sponsors every year, and that we need to figure out what our immediate goal is
 2. Kevin Wan agreed stating that our immediate goal should be to raise money for The Davisphere series this coming year, and that there is a lot of money in the community that could be tapped with a couple of phone calls and thinks we should go that route

before any commitment is made to expense on sponsorship services

3. Dawn doesn't like if there is no guarantee of funds raised
4. Randii suggests that we form a subcommittee that works together to work to raise money for The Davisphere for the year
5. Dawn agrees that there's a lot of passion within the board and can connect with the community to help raise money, and offered to be on a fundraising subcommittee
6. Kevin Duncan stated that we need to have a separate budget for The Davisphere event series with its own bank account and not mix it into the rest of operations, and that way we can focus on funding the item separately as needed; Brett agreed
7. Brett stated that Davis nonprofits seem to have the benefit of going back to the same wells over and over again – years if not decades – but the DDBA has not had those relationships as it has never been a true fundraising organization and doesn't have those inroads
8. Brett asked Aaron if he was comfortable discussing fundraising of the Zombie Bike Ride, and he reported that he raised about \$22,000 having worked on sponsorship acquisition year-round and having deep ties with relationships for over a decade
9. Brett makes the point that fulfilling sponsorship deliverables is also part of the issue due to resources/bandwidth, and also that it's not only The Davisphere event series we want/need to fund, but that we have a significant operations deficit in our budget without that commitment that we need to rectify in the coming year
10. Kevin Wan suggested that perhaps we expand responsibilities of board members to be committed to bring in at least one sponsor, and Tim Mech agreed that could be a good policy to implement
11. Paul asked if we could form a sponsorship committee immediately and give a 60-day window to see if there is significant progress
 - a. Paul moves to create an ad-hoc Sponsorship Committee; Kevin Wan seconds, all approve. Sponsorship Committee created.

6. Financial Report & Budget Review

a. Balances, Profit & Loss, Balance Sheet, & Budget vs. Actuals

i. Profit & Loss

1. Gross Profit of \$213,000
2. Total Expenses of \$248,000 with shortfall of \$35,000
3. Net Income is -\$31,000 (mostly due to expenses from this year but income gained for those same expenditures last year)

ii. Balance Sheet is steady

iii. Bank Account balance is \$224,000 with total assets being \$226,000

- iv. Kevin Duncan stated that we could set aside \$100,000 for a 90-day CD at a 4.5% interest rate for a higher yield than what we have now
 - v. Kevin Duncan asked if we should set up a bank account for The Davisphere series; it was agreed that we should request the \$35,000 grant from the City in January and open the account once it is received to deposit the grant check into
- b. 2024-2025 Budget Review
- i. Brett provided overview of proposed budget and highlighted significant items
 - ii. 2024-2025 DBID assessment fees are now projected at \$233,000 by the City
 - iii. 644 businesses within the DBID are currently licensed with the City
 - iv. Brett showed the projected deficit of approximately \$47,000 even with a projected \$30,000 sponsorship acquisition
 - v. Randii asked if the organization always ran a deficit in the budget, with Brett and Kevin Wan answering no since it almost always ran extremely lean
 - vi. It was brought up that we might want to get out of the office and its related expenses, and find another solution for storage or possibly an off-street 2nd story office for administrative work space – saving approximately \$13,000 in the upcoming year
 - vii. There was discussion on necessary staff positions; Brett made an argument that we may not need an event coordinator staff member and could possibly continue to contract it out
 - viii. We have to be responsible to our members and it was agreed that we need to be at least close to a balanced budget based upon projected DBID fees and scale back with what we are doing until we have the resources to scale back up again
 - ix. It was agreed that a vote on the budget is to be tabled, and Kevin Wan and Brett are to prepare a revision for emergency review and approval prior to being presented to the City for the DBID renewal process.

7. Committee Updates

- a. Marketing & Outreach
 - i. Skipped due to time restraints.
- b. Visioning & Civic Relations
 - i. Skipped due to time restraints.
- c. Bar & Restaurant
 - i. Skipped due to time restraints.
- d. Nominating
 - i. Three board seat vacancies to be filled that could be filled by emergency appointments by Kevin Wan with
 - ii. Kyler Klingberg of Lyon Real Estate, Nu Yung of Red 88 Noodle Bar, and Marcus Marino of the Davis Odd Fellows

- iii. Terms of Yelena Ivashchenko, Tim Mech, and Dawn Coder are up at the end of January, with Yelena and Tim not planning to run again
- iv. Kevin Wan stated that we could vote to shrink the board to 9 seats (down from 11 seats), which has already been brought up for discussion
- v. Kevin Wan used his emergency powers to appoint Kyler Klingberg, Nu Yung, and Marcus Marino to the empty board seats; Kevin Wan moved to approve all three member representatives and Kevin Duncan seconded with unanimous approval for them to officially step into roles on December 1st.
- vi. Further discussion and potential vote on whether or not to shrink number of board seats from 11 to 9 to be moved to December board meeting.

8. 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.

9. New Business

- a. None.

10. Old Business

- a. None

11. Adjournment

- a. Meeting adjourned
- b. Next Meeting: Wednesday, December 13th