



## Board Meeting Minutes

September 13, 2023 @ 9:00 a.m.

Location: Zoom Meeting

1. Welcome / Roll Call
  - a. Board: Kevin Wan, Aaron Wedra, Yelena Ivashchenko, Randii MacNear, Dawn Coder, Paul Takushi
    - i. Julie Helmus stepped down from the Board earlier in the month due to personal reasons
  - b. DDBA Team: Brett Maresca, Autum Foss
2. Consent Calendar
  - a. Approval of Minutes and Agenda
    1. Kevin moved to approve both items. Randii seconded. Motion passed unanimously.
3. Public Comment (2 min max/person)
  - a. No comments.
4. Financial Report
  - a. Kevin Duncan absent. Brett gave brief overview of balances.
    - i. Current Balances:
      1. Community Checking Account: \$127,310.03
      2. Business Money Market: \$123,040.61
  - b. Nothing special to report over the past month. We are in good standing in terms of balances.
  - c. Kevin Wan asked if we were able to move the checking account and reserves over to a higher yield interest rate.
    - i. Brett has not heard anything in follow-up from Kevin Duncan or Tim. We are still in a low-interest rate account.
    - ii. Brett will reach out to Kevin Duncan again about getting the process started.
  - d. Yelena asked if there was any significant amount of money coming in from the City for DBID assessment fees in the past month.
    - i. Brett said City does not pay monthly. The City will probably send the next check at the end of November, and/or possibly by the end of January.
  - e. Motion to approve the financial report
    - i. Aaron moved. Paul seconded. Motion passed unanimously.
5. Staffing & Contractor Update
  - a. Marketing

- i. Contracted with Digital Tank Marketing Agency (DTMA). Other contractors and subcontractors assisting are: Smartz Graphics (graphic designs, newsletters, miscellaneous items) and Wendy Weitzel (communications).
      - ii. September will be the final month of this contract; to begin engagement with a Davis-based service provider at a lower rate. Brett will report more on this next month.
    - b. Event Coordination
      - i. Autumn is back and has been working with us on various upcoming events.
    - c. Administration
      - i. Contractors
        - 1. Marr Virtual Assistant Agency is doing a lot of behind-the-scenes work. Presentation today on the transition of communications with memberships, new features that tie into marketing/messaging/event coordination, etc.
      - ii. Member Services & Administrative Assistant Position
        - 1. Brett has posted job listing through the county employment department (Yolo Works). Worked with SinglePoint Outsourcing (our HR firm) on strong job description.
          - a. Staff position. Part-time (most likely half-time). Pay is up to \$21.00 per hour, depending on experience. Hybrid (in-office and remote).
        - 2. Some resumes have been collected from interested applicants.
        - 3. Recruiting for this position within Yolo County network first.
        - 4. Brett will help with initial weeding out applicants, reaching out to potential candidates, conducting initial interviews, and staying in communication with executive team in process for second interviews.
          - a. Some applicants so far have 3-5 years of experience.
6. Committee Updates
  - a. Marketing & Outreach
    - i. Had meeting on September 7<sup>th</sup> with different organizations.
    - ii. Event Review
      - 1. Hot Davis Days Cars & Coffee (August 13<sup>th</sup>)
        - a. Third annual event. Collaborated with Sacramento Cars and Coffee Club and Davis Motorsports Club. Yacht Club of Sacramento was also involved.
        - b. Best turnout by far out of the three annual events.
          - i. Approximately 250 cars attended in Central Park and C Street (and beyond).
          - ii. Upper Crust Baking and Pachamama said best turnout for them as well.
          - iii. Hundreds of people walking around downtown and in the park.

- iv. Very large amount of social media engagement not just in Davis, but in the greater Sacramento and Solano County areas.
  - c. Mostly positive feedback. Working out a few kinks to make it run more smoothly next year.
    - i. A few complaints of some cars being let in after event had started and people were already walking around. (Newman Enterprises were the car parking assistants but there was confusing of traffic control with a local student-run group.)
    - ii. A few complaints of loud engines when cars were leaving.
  - d. Should consider hiring Davis Police Department next year to help control area if needed.
  - e. Should consider bringing in more vendors as event grows.
- 2. 2<sup>nd</sup> Friday ArtAbout (sponsored event held September 8<sup>th</sup>)
  - a. Very successful and event is doing well. Added about three more locations. Predominantly downtown, but a few are outside of downtown.
  - b. \$625 sponsorship from DDBA is ongoing, month to month.
  - c. But as events are growing, the challenge is that the galleries are hoping someone else will coordinate the event it other than themselves as it is a lot of work.
- iii. Upcoming Events & Initiatives
  - 1. Dive Into Downtown (September 21<sup>st</sup> & 24<sup>th</sup>)
    - a. We will set up a DDBA booth at E Street Plaza to welcome incoming UC Davis students
    - b. Anywhere from 200 to 2,000 students could come downtown every hour on both days.
    - c. 21<sup>st</sup> is transfer students only
    - d. 24<sup>th</sup> is first year students (Sunday will be busier with a lot more students attending this day)
    - e. We have over 40 member businesses signed up to be listed on an online portal that students have access to. Businesses are listing promotions and sales offered to students.
    - f. DDBA has created branded canvas bags as giveaways as well as “The Davisphere” stickers; some member businesses/organizations have also provided stickers, pens, coupons, and other promotional items
    - g. Our Marketing & Outreach Committee asks if DDBA board can volunteer the day of the event
      - i. Dawn has expressed interest in assisting

- h. We are collaborating with the Davis Enterprise. We asked them to move their print schedule to make sure we have the “Welcome to Davis” magazines available to distribute at the Dive into Downtown event to hand out to students.
  - iv. Empower Yolo’s “Paint Yolo Purple” Campaign
    - 1. Representatives from Empower Yolo gave presentation at our last Marketing & Outreach meeting. Empower Yolo has an office downtown and is a DDBA member.
    - 2. October is “End Domestic Violence” month
    - 3. Empower Yolo reps will be canvassing downtown and ask businesses to display their decals in windows. This is what they term “Paint Yolo Purple”. Decals have QR codes pointing people to their website to help spread word on how people can get help with domestic violence issues and other services.
  - v. Davis Downtown Gift Card Program
    - 1. Program is progressing smoothly.
      - a. We haven’t been very aggressive with promotion yet
      - b. There was a question from a board member about redemption of cards after they are purchased.
        - i. Brett wants to work with Yiftee to make sure that we don’t get to the point where money is being removed from the cards for inactivity without as much warning and communication with purchasers/recipients as possible. This was previously one of the biggest complaints of DDBA’s past gift card program.
      - c. We are discussing reaching out to PTAs, organizations, DJUSD and others.
    - 2. My Davis CA Collaboration
      - a. There will be more info next month on a potential program to work with them to promote the gift card.
      - b. Kevin and Brett agree that the people behind “My Davis CA” are doing great work and we should consider working with them.
      - c. The My Davis CA team is moving into a downtown office and will soon be a DDBA member.
      - d. Aaron—Would they be interested in being nominated to join the Board?
        - i. Brett and Yelena have considered approaching their team about this potential opportunity
- b. Visioning & Civic Relations
  - i. Merger of Committees & Chairpersons Change
    - 1. Aaron is the new chair. Dawn is co-chair. The Parking & Transportation committee was merged with the Visioning

committee for its regular meetings, but P&TC will hold its old ad-hoc meetings as necessary in the future

- ii. Safer Davis 2023 CPTED Grants Program
  - 1. Application period has ended.
  - 2. Our judging panel (Tim, Brett, and Michelle Hardy from PD) met last week to review and score applications and make recommendation of grant rewards.
    - a. Went back to City Manager's office with overview of financial recommendations.
      - i. There was approximately \$18,000 left in this round to reward that was rolled over from last year program.
      - ii. What was applied for and recommended by the judging panel was over \$49,000.
        - 1. The City confirmed there was no more money available for the program
          - a. Final decisions will be largely made by the PD's recommendations.
      - iii. Aaron wishes there was a matching fund donor.
- iii. G Street Project
  - 1. There will be an October 4<sup>th</sup> (9am – 1pm) charrette "open house" for the public to review and provide feedback on the redesign of G Street between 3<sup>rd</sup> and 4<sup>th</sup>.
    - a. Diane Parro reached out to Brett. Talked about an additional open house (in the evening) for those who wouldn't be able to make the daytime event.
      - i. There will be some design renditions to engage the community and get input on options.
      - ii. Amenities won't necessarily be included.
      - iii. More details about the hardscape itself will be provided
      - iv. Looking at color schemes, types of structures and lighting
      - v. City steps: City and its consultants will analyze the feedback coming out of the charrette. It may need to go to the Council due to renovations being from ARP funding. From there the construction plan has to be put out to bid. Noticing to businesses go out. A licensing draft will be taken to businesses. Pay for space will mostly likely be \$1/sq.ft. (same fee structure as Burgers and Brew).
      - vi. At the City Council meeting on the 19<sup>th</sup> there will be a decision on parking issues, delivery zones, etc.

though this may not officially be part of the project as parking is outside of the design area.

- b. There was an article in the Enterprise about a new owner coming into the old Ace Hardware building. There is concern around that parking lot and its future use.
    - i. It's not clear if there is a tenant for the building.
  - c. Aaron heard from Illusions staff that they became aware of intention to remove the parking in front of their business.
  - d. Aaron asks if we should be gathering info from G Street businesses that are affected to understand their desires
  - e. Brett and Randii believe the charrette is working toward that goal
- 2. Our committee members noticed that bollards have been removed from the north end of the G Street pedestrian area
    - a. Our committee will monitor whether these bollards are reinserted, as this seems to be a safety concern.
- iv. Parking & Transportation
- 1. Downtown construction & parking issues
    - a. 90 minute parking spaces on H Street by Amtrak
      - i. Discussed whether to put a poll out to our membership to see if they think these should be permit parking, or 2 hours parking space, or otherwise.
      - ii. Could be beneficial to pull employees away from parking in front of businesses, thus opening spaces for customers
    - b. Committee has discussed the possibility of requesting the City to put up signage that would prevent cars from backing into certain spaces where it creates a safety concern with vehicles pulling in and out and crossing the middle of streets where there is traffic.
      - i. Cars should be pulling forward into these spaces
      - ii. Dawn and Aaron to look further into which areas downtown might be affected
      - iii. Our committee wants to communicate with parking enforcement to see if they have input
  - 2. SPIN electric bikes & scooters
    - a. There has been a soft launch
- v. Downtown Trees & Twinkle Lights
- 1. There has been press releases and a meeting with the city and other stakeholders on the issue
    - a. Lights are down. City is constructing a plan for putting them back up.

- i. City may modify municipal code to make sure the code is in alignment with actual practices
    - b. Aaron suggests the benefits to having lights up are good lighting, good aesthetics and possibly Crime Prevention Through Environmental Design.
    - c. Aaron thinks everyone agrees that we don't want to see the trees harmed in the process of having lighting on them
  - vi. City Beautification Fund / Digital Kiosk
    - 1. Aaron remarked that these funds are important to the identity and function of the Visioning & Civic Relations committee. That DDBA has been vigilant in coming up with multiple options for usage of these funds. That the City has had our suggestions for multiple months now. Even though deadlines have passed, the \$10,000 is still available to the DDBA from the previous fiscal year (the City agreed to roll the funds over to their current fiscal year).
      - a. Aaron remarked that there are sometimes suggestions from City Council members or City staff and departments on how the \$10,000 should be used, including a suggestion of using the funds for pressure washing. Aaron suggests, we should try to work to make sure that the Visioning & Civic Relations committee remains the home for decisions around the \$10,000.
  - vii. Davis Welcome Sign
    - 1. There will be an unofficial grand reveal on September 18<sup>th</sup>. The public is not invited. It will be City staff and the Davis Odd Fellows attaching the last medallions and taking pictures. Pictures will be used in a City press release and social posts as a reveal to the community.
  - viii. Downtown Streets Team Launch event
    - 1. There were great speakers, great turnout, a lot of representation from Streets Team staff and executives. Lots of City staff were in attendance.
    - 2. Kevin Wan spoke on behalf of our organization. Members of Streets Team spoke. One Streets Team member was very moving.
    - 3. Some Streets Team members are getting jobs and getting housed
- c. Bar & Restaurant
  - i. TITD (Thursdays in the Davisphere) Planning & Budget Discussion
    - 1. The TITD subcommittee (Kevin & Randii along with Brett and Autum) had a meeting yesterday and discussed the recent board decision to front funds (up to \$10,000) toward a single October 26<sup>th</sup> event.
      - a. The subcommittee decided at the meeting that it would be the most responsible decision to cancel the event. Reasoning included:

- i. After considering various expenses that the DDBA would incur, it seemed there would still be a \$11,000 deficit.
  - ii. Considered that the event was built upon a certain level of production, and that the community would probably expect a certain level of production. If we did an event at a smaller level of production it would confuse the public.
  - iii. The plan to pull the event toward the center of downtown was thwarted this year
- b. Bohème Clothing & Gifts stepped up and offered to fill any shortfall we would face monetarily in sponsorship leading into a single event on Oct. 26 if the DDBA is still willing to commit to up to \$10,000 if necessary
- c. Yelena explains that we already told the public we would have the event. There is a lot of excitement from the public and businesses. Our social media, email newsletters, and recent press releases created a lot of excitement.
- d. Brett feels that from an organizational standpoint we should go forward with our promises and messaging. Feels we can lose the community's faith if we cancel. Brett says there are things in the works for sponsorships. Agrees that there is an issue bringing a lesser event forward when the community has high expectations. Suggests this discussion could continue with the TITD subcommittee.
- e. Randii believes that the caliber of the event should match that of previous events. Wants to reiterate the shortfall could be \$11,000.
  - i. Yelena promised the money would be there even if it was \$11,000.
- f. Kevin's concern is that there is not a lot of confidence in bringing on sponsors, although we've had plenty of time and we haven't secured sponsors. We paid a production company last year to create assets that can help bring on sponsors, but it hasn't happened. While it's generous of Yelena, it may look strange to have one board member take on so much. There are a lot of questions on how this would be handled monetarily and how it would be represented.
- g. Autum thinks it would be great to move forward with Yelena's funds, but asked how would we represent Bohème – would it be a title sponsor? Would it be perceived as a conflict of interest?



- h. Kevin and Brett agree that there would definitely have to be some sort of equal opportunity for all our members to become sponsors.
- i. Aaron is willing to share a tried-and-true method for raising a good amount of money through emails alone. Suggests implementing such a strategy this week. Then there could be a smaller degree of footwork walking through businesses' front doors for sponsorships.
- j. Further discussion and a final decision on the issue is to occur following the meeting.

d. Nominating

- i. Does the Board think someone else should step up to this committee?
- ii. Several suggestions for nominees were provided by Kevin Duncan
- iii. Kevin Wan thinks someone from Growing Groves could be good
- iv. Yelena thinks Shelley from Mabel's Farm Box could be good
- v. Dawn sent a name forward to Julie Helmus—a realtor who is interested
- vi. Aaron is following up with this individual
- vii. Aaron has a list of suggestions that he has started to reach out to
- viii. There is our Board's bigger discussion around whether to have a smaller number of directors on the Board overall or not. This should be put on our next Board meeting agenda.

7. Partner Updates

a. City of Davis

i. 2x2x2 Meeting – City of Davis / DDBA / Visit Yolo

- 1. Brett already covered items that were discussed throughout this Board meeting.

b. Visit Yolo

- i. Not present. No update.

c. UC Davis

- i. Not present. No update.

8. Association Management System Implementation Presentation

a. AssociationSphere Overview (by Heather Logan, Marr Virtual Assistant Services)

- i. Showed some screen sharing of AssociationSphere
- ii. Features include a CRM—this is a big part of their work for us
  - 1. Will be able to segment and contact specific industries and specific types of businesses within the CRM
    - a. Can send emails or texts to specific groups
  - 2. Have the member business directory
    - a. Can live on the DDBA website with real time updates
    - b. Members have their own portal that they can access
      - i. Can go in and access member only documents
      - ii. Check out events on calendar
      - iii. Maintain their own contact list

- iv. There are setup guides for members that will be communicated over the next few months
  - 3. Grant management / Sponsorship management
    - a. Can be tracked via constituent profile
      - i. Can track relationships and interactions
      - ii. Track grants and grant applications
      - iii. Can track sponsors and target previous sponsors
  - 4. Marketing
    - a. Email marketing & SMS marketing
      - i. There are templates available in the system and we can create more templates as desired
        - 1. Communicate with members and/or the community-at-large
  - 5. Volunteer recruitment and management
    - a. Applications
    - b. Time Tracking
    - c. Attendance
    - d. Scheduling
  - 6. Surveys & Forms
    - a. Various types of forms
      - i. Applications, interest forms, subscriptions
    - b. Our team used the system for a grading form for the Downtown Burger Battle and are starting to use it for other events as well
  - 7. Event Management
    - a. Autum has been introduced on how these features can be used
      - i. Can use for vendor setups
      - ii. Have event page for each event
        - 1. Can keep track of tables at event site
    - iii. Brett mentions that features like these are considered the current “norm” of good marketing, communication, and membership management, and we’re transitioning into implementing and utilizing these capabilities.
  - b. Q&A
    - i. Brett suggests that we can do Q&A next month since we’re short on time.
9. New Business
  - a. none
10. Old Business
  - a. none
11. Adjournment
  - a. Meeting adjourned
  - b. Next Meeting: Wednesday, October 11<sup>th</sup>