



826 2nd Street Davis, CA 95616

Mailing Address: PO Box 72497 Davis, CA 95617

(530) 756-8763

Board of Directors Meeting Minutes

October 08, 2020

Online Zoom Meeting Platform

1. Roll Call and Introductions:

- Board Vice President Nate Yungvanitsait opens meeting at 8:36 am
- Roll Call: **Board Members** - Nate Yungvanitsait, Lee Pfulgrath, Yelena Ivashchenko, Julie Otto; **Staff Members** - Brett Maresca, Aaron Wedra; **Board Liaisons** - Sarah Worley

2. Approval of Minutes and Agenda

- Brett Maresca suggests adding in a correspondence item due to significant correspondence with Heather Caswell

3. Public Comment

- Heather Caswell reads letter regarding opposition to Measure B

4. Correspondence

- Brett Maresca received email from Heather and distributed; mentions there cannot be a formal vote at this time

5. Financial Report

- Brett Maresca states that Andrew Newman is not present; DDBA is in good shape due to reserves; First Northern Bank Business Money Marketing account has \$102,071.08 & Classic Free Checking has \$105,687.51

6. Budget Review

- Brett Maresca states that there is nothing to vote on at this time; was potentially going to be some adjustments to budget; new opportunity in regards to Healthy Davis Together; perhaps need to reconvene for emergency meeting for budget review and final approval with adjustments; did approve remainder 2020-2021 as well as 2021-2022 budget at previous board meeting



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7. Partner Updates

- City of Davis: Sarah Worley provides 3 updates
 - Halloween Treat Trail - didn't get definitive response; Darren Pytel has stated that the program looked good overall with only a few concerns; will follow up with concerns
 - Weatherization - didn't have answer about allowable outdoor weatherization and not anticipating answer anytime soon; will report back
 - New Information - Downtown plan process gearing up; highlights include: EIR issued notice of preparation of Environmental Impact Report; comment period ends 11/05; planning commission workshop on 10/29; scoping session for notice of preparation on 10/30
- Visit Yolo: Terry provides updates
 - Visit Yolo reenacted recovery campaign on facebook
 - 6 month long hotel campaign; focus on safety/cleaning
 - Launched first Yolo County wine trail pass
 - Visit Davis retains marketing agency; built website; has video/photography team
- Brett Maresca asks if this is in a spot where DDBA/membership are able to offer something; promotions
- Terry answers that it is in that stage to seek out appealing packages; needs to be tourism driven/travel appealing
- Yelena Ivashchenko requests flyers regarding the new wine trail in order to pass out to customers
- Terry mentions they can create a simple PDF relatively quickly
- UC Davis:
 - Brett Maresca mentions that the liaison is still unable to attend meetings at this time; most recent news is the infusion of \$3100 into Downtown via UCD orientation program

8. Annual DBID Report Draft Review & Approval

- Brett Maresca states that the packet went out to board for review/questions; since going out the timeline was pushed back a week



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- Sarah Worley mentions that the new date for the Annual Renewal of DBID is 10/27; public hearing held on 11/17

9. Open Air Davis

- Aaron Wedra reports
 - No longer converting 2nd street on weekends
 - Focused energy into E Street plaza; blocked traffic; added canopies; picnic tables; lighting; did a deep cleaning; hoping this prompts people to stick around
- Brett Maresca adds that a frequent concern about parking regarding Open Air Davis; parking is being continuously monitored and analyzed
- Sarah Worley states that the City is committed to working together regarding parking
- Julie Otto mentions that a shift in mindset could be beneficial; that walking around for parking helps bring exposure to businesses
- Kellie Palmer of Sanctuary Salon supports Julie's comments and is also concerned about ticketing for parking again; would like to know who to reach out to regarding parking
- Sarah Worley answers that there is an Emergency Operations Center team; and questions or concerns can be addressed to Darren Pytel; asserts that it would be valuable of the DDBA to listen to concerns first before directing people to the EOC
- Nate Yungvanitsait has concerns about cold/wet weather
- Brett Maresca wants to put together options for businesses; find solutions for each industry
- Aaron Wedra contributes that we can emulate what other cities have been doing when the weather has changed
- Brett Maresca would like to review with the City again and determine what is allowed regarding weatherization

10. Committee Updates

- **Marketing** - update provided by Aaron Wedra
 - Forwarding county/city information on small business grants
 - Covered on Good Day Sacramento about Open Air Davis
 - Promoting member businesses on social media



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- 7 Days of Halloween
 - No Treat Trail
- Yelena Ivashchenko adds that if businesses are doing anything special to celebrate the holiday to please let DDBA know; Mars Wrigley providing candy to businesses
- **Restaurant & Bar** - Nate Yungvanitsait reports that there are no updates
- **Visioning & Community Relations** - no update
- **Parking** - no updates
- **Nomination** - no updates
- **Esprit de Corps** - no updates

11. Introduction to Healthy Davis Together Program

- Brett Maresca reports that the program is intended to prevent the spread of COVID and facilitate gradual return to normal city activities; DDBA & Chamber of Commerce were approached to participate; the objective is to engage the Davis business community in voluntary program to prevent the spread of COVID and engage in healthy techniques; incentives include PPE, grants, gift cards, & marketing
- University has an available budget, program is citywide and in the draft stage
- Target launch is 11/01 but will likely be pushed back to mid-November; will be an emergency session to vote on program as it will likely affect budget

12. Old Business

- Brett Maresca discusses that Heather Caswell asked about the history of Measure B; brought up to the board & membership; did not hear anything from businesses; can be discussed to add to a future meeting or emergency meeting
- Nate Yungvanitsait adds that this was brought up at the last minute; voting day is coming up and there may not be enough time to revote
- Brett Maresca states that printed material has already circulated in support of Measure B
- Heather Caswell states that it is not too late to call an emergency meeting; requests that the board promotes No on Measure B



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13. New Business - no updates
Meeting Adjourned