

 **DAVIS DOWNTOWN**  
**Board of Directors Meeting Minutes**  
06.11.2020 @ 8:35am

Online Zoom Meeting

**Roll Call**

- Board Directors: Tim Mech, Nate Yungvanitsait, Landon Christenson, Josh Chapman, Yelena Ivashchenko, Julie Helmus, Julie Otto, Lee Pfulgrath
- Staff: Executive Director Brett Maresca & Marketing Coordinator Aaron Wedra

**Approval of Minutes & Agenda**

- Agenda approved
- Minutes unavailable (Secretary absent)

**Financial Report**

- Unavailable (Treasurer absent)

**Reopening Guidelines Status**

- Update provided by Tim Mech

**City of Davis Partnership Update**

- Open Air Davis Program Presentation by Brett Maresca & Sarah Worley; discussion by Board with vote conducted to dedicate resources to program (unanimously approved with Josh Chapman abstaining)
- 2x2x2 Meeting Update provided by Brett Maresca & Terry Selk of Visit Yolo

**UC Davis Partnership Update**

- Update provided by Brett Maresca & Sarah Worley (overview of Zoom meeting held with Mabel Salon)

**Committee Updates & Chairpersons Exploration/Appointment**

- Marketing (update by Aaron Wedra)
  - Brett & Aaron working on representation of member businesses through advertising, advocating, resources, & networking; worked with DJUSD & North Davis Elementary PTA on gifting solutions (\$5,500 to our members); promotions and reopening announcements through social media platforms
  - Communal Art Project: Ran digital and print ads through The Davis Enterprise & The Dirt, Good Day Sacramento segment promotion, press releases, social media network promotion (Facebook, Instagram, & Nextdoor), and networking through Arts Alliance Davis and The Bike Campaign; \$5,900 in sponsorship revenue generated plus number businesses donating gift cards as category winner prizes
  - Open Air Davis: Logo creation, banner design, graphics for print and web
  - Collaboration with Visioning Taskforce (led by Heather Caswell) and planned for Marketing Simplified webinar with Vanessa Errcarte
  - Discussed New Media Subcommittee goals - "Every Business Has a Story", DDBA website, social media, email newsletters, etc.
- Restaurant & Bar: Nate Yungvanitsait announced there is nothing to report (not currently meeting)

- Visioning & Community Relations: Nothing to report (not currently meeting); no director is currently interested in being chairperson of the committee
- Parking: Tim Mech announced there was nothing to report (not currently meeting)
- Recruitment: Discussion on formation of committee

### **Board of Directors Retreat Planning**

- Brief discussion on need to plan Board of Directors Retreat; Tim Mech to poll directors prior to next board meeting to decide upon best date
- To finalize date for retreat at July board meeting

### **Event & Related Staff Planning**

- 2<sup>nd</sup> Friday ArtAbout: Event canceled until further notice; ArtAbout Coordinator position not currently needed due to COVID-19, but the possibility of changing this position to Event Coordinator will be considered in near future
- Other Late Summer & Fall Events: None planned at this time due to COVID-19

### **Old Business**

- None

### **New Business**

- None

### **Adjournment**

- 10:30am by Tim Mech