



DAVIS DOWNTOWN

826 2nd Street Davis, CA 95616

Mailing Address: PO Box 72497 Davis, CA 95617

(530) 756-8763

Board of Directors Meeting Minutes

August 12th, 2020 @ 9:00am

Hotel Winters Orchard Ballroom 12 Abbey St, Winters, CA 95694

1. Roll Call and Introductions:

- Meeting opens at 9:10 am
- Roll Call: Board members - Julie Otto, Andrew Newman, Lee Pfulgrath, Landon Christensen, Yelena Ivashchenko, Lori Prizmich, Tim Mech, Nate Yungvanitsait, Josh Chapman; Staff members - Brett Maresca, Aaron Wedra; Board Liaisons – Sarah Worley, Terry Selk

2. Approval of minutes and agenda

- Tim Mech motions to approve agenda and minutes; motion approved

3. Public Comment

- None

4. Financial Report

- Andrew Newman provided

5. City of Davis Update (Sarah Worley)

- DBID Assessment fees
- Discussion to educate businesses around town – need to let them know about the assessment fee and why it is being assessed
- During December mailing, DDBA can include informational flyer (education materials about DBID assessment fee and what the organization does for member businesses)
- Working collaboratively with DDBA to find a way to create a census for businesses to update their address

6. Visit Yolo Update (Terry Selk)

- Overview of Visit Yolo organization
 - Destination Marketing Organization (DMO)
 - 501(c)6 non-profit (not a government agency or employees)
 - 2% assessment paid by visitors (customers) to hotels (hotel can)
 - They don't know how much revenue is generated by each member
 - Each district gets their pot of money based upon their revenue



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- DDBA members include Lorin (Upper Crust), Randii (Farmers Market), & Cosmin (Hilton Garden Inn)
 - Cosmin is current liaison for Davis district local marketing group (Visit Davis)
- Fan of education of destination marketing
- Pandemic marketing
 - Trying to promote “staycation” for locals
 - Currently promoting “fair food”; since fairs aren’t happening this summer some restaurants are featuring specific fair food
 - Promoting outdoor – launching outdoor campaign
- VisitDavis.org – designed to be tourism friendly (focusing businesses that appeal to people who want to come and spend the night)
- Bandwango (service to launch soon)
 - Destination experiences
 - No cost to merchants or partner organizations
 - Can generate revenue for businesses and organizations
 - Example: CA Wine Association Trail pass
 - All digital
 - Package of up to 5 tastings
 - 72 hours to use
 - 50% off total value
- Target Bay Area traffic
 - People want to find clean bathrooms
 - Lunch and beverage stop
 - Businesses should Aat as a concierge for people

7. Committee Updates & Discussion

- **Marketing** (open chair)
 - Aaron Wedra led discussion and overview
 - Open Air Davis update provided
 - Tim volunteered to take on the analysis to expand the operation
 - Discussion of length of outdoor street closures and Temporary Use Permits (to recommend to City that it lasts through the fall months at minimum)
 - Partnership Opportunities
 - Cesar Torres spoke on his locally owned small business of Daplt; digital gift card solutions; DDBA to explore partnership with company
 - Overview of some other technology companies that have approached us



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- Bandwango – experience packages (can partner with Visit Yolo and save money as they have already paid setup fees)
- Overview of recent media partnerships
- DDBA Mobile App
 - Interest in researching the creation a mobile application
 - The DDBA had an app several year ago (Josh mentioned there was at least \$12,000 spent on the development of it but wasn't sure of amount); group unsure of what happened to it
- Overview of “Every Business Has a Story” campaign
- Update on social media (focusing on Facebook & Instagram)
- Review of Communal Art Project success
- Discussion of 2020 Member Survey Results
 - Homelessness / Cleanliness of downtown a major concern
 - More events downtown are highly desired (student-oriented and family friendly were both mentioned frequently)
 - Draw more regional visitors / capitalize on I-80 traffic
 - Parking (pre-COVID and post-COVID outlook)
 - Empty storefronts
 - Safety
 - Increase UC Davis student and faculty engagement
 - Increase online presence
 - Communication and education
- Discussion of upcoming events – all still uncertain due to COVID
- Yelena Ivashchenko volunteered to chair the committee
- **Restaurant** (Nate Yungvanitsait chair)
 - Currently not active
 - Discussion of mobile vending (food trucks) not being a good idea during COVID
 - Nate & Lee to work on getting committee active again soon
- **Visioning & Community Relations** (open chair)
 - Discussion about potential of Mentorship Program to assist member businesses
 - volunteers in community to provide expertise in specific sectors
 - can engage and benefit current DDBA members
 - can encourage interesting and diverse new business ownership
 - Andrew Newman volunteered to chair the committee rest of his current term
- **Parking** (Tim Mech chair)
 - Not a current problem due to summer months and COVID-19
- **Nominating** (open chair)
 - Currently no recruitment in place, but discussion on the need for this to ramp up immediately
 - Julie Otto volunteered to chair the Nominating Committee
- **Esprit de Corps** (open chair)



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- No update, but discussion on the desire for the committee

8. Partner Relations & Opportunity Planning

- Brett provided overview of current partner relationships, especially with focus on UC Davis as school gets closer to being in session

9. By-Laws Review

- Discussion of requirement of Board of Directors involvement
 - Agreed on requirement of any newly appointed or elected board member (director) having to chair or co-chair a committee unless holding a position on the Executive Board; to look into updating by-laws to reflect this

10. State of the Organization

- Vitality of membership businesses is up-in-the-air due to COVID; outlook for 2021-22 is not known (to work with City on getting estimates for DBID assessment fees given the health and financial crisis... especially with the UC student and staff not coming back in full for the foreseeable future)
- Discussion of DDBA staffing
 - Agreed on the need for a part time Event Coordinator (half time salaried position already in budget)
 - Agreed on the need for a part time Administrative Assistant (12 hours/week – not in budget; to analyze and propose upon next month's meeting's proposed budget analysis)

11. State of the Board

- Board & Executive Committee seats:
 - Need to fill board seat & Secretary position ASAP
 - Andrew Newman, Julie Otto, & Josh Chapman's terms are ending on January 31st and they plan on stepping down at that time
- Goals/Priorities of the Board of Directors
 - More events
 - Clean-up & rejuvenate downtown
 - Stronger partnership engagement & new partnerships (UC Davis, City of Davis, Visit Yolo, Chamber of Commerce, & other organizations)
 - Homelessness / crime / safety solutions
 - Continuous engagement and discussion with City of Davis
 - Pathways to Employment Program
 - Get people downtown & shopping
 - Transportation innovation
 - More staff



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- Allow for greater flexibility and ability to create/manage events and revenue generating opportunities
 - Member outreach & assistance
 - Volunteer recruitment
 - Rework By-laws (modernize)

12. Old Business – none

13. New Business – none

14. Adjournment of meeting by Tim Mech @ 2:00pm