



# DAVIS DOWNTOWN

826 2nd Street Davis, CA 95616  
Mailing Address: PO Box 72497 Davis, CA 95617  
(530) 756-8763

## Board of Directors Meeting Minutes September 10, 2020 Online Zoom Meeting Platform

### 1. Roll Call and Introductions:

- Board President Tim Mech opens meeting at 8:35 am
- Roll Call: **Board members** - Tim Mech, Lee Pfulgrath, Landon Christensen, Yelena Ivashchenko, Julie Helmus, Julie Otto, Nate Yungvanitsait, Josh Chapman, Andrew Newman; Staff members - Brett Maresca, Aaron Wedra; **Board Liaisons** – Sarah Worley

### 2. Approval of minutes and agenda

- Nate Yungvanitsait motions to approve agenda and minutes; 2<sup>nd</sup> by Landon Christensen, motion approved
- Tim comments on keeping the meeting timely; motion approved

### 3. Public Comment

- Andrew Newman – Does not approve of The Cannery bringing in food trucks from outside of Davis (through Sacto Mofo); Sarah Worley mentioned that a Conditional Use Permit was approved by the City and provided to land owner of The Cannery space for this special event

### 4. Raising Cane's Introduction

- Adam Caracci of Raising Cane's provided an introduction and overview of their proposed restaurant in the old Watermelon Music store on E Street in relation to their application for a Conditional Use Permit (requirement for Formula Fast Food)

### 5. Financial Report

- Andrew Newman reported that organization is in good shape; expenses have been less than what was originally expected, but there will be a small budget shortfall (just not as much as expected)
- Brett reported on First Northern Bank account balances: \$102,066 (Money Market account) & \$119,258 (Classic Checking account)

### 6. Partner Updates

- City of Davis: Sarah Worley reported on City's involvement and assistance with Open Air Davis, specifically the E Street Plaza parking lot (north aisle) activation and cleaning of the plaza; City is continuing to issue Temporary Use Permits; Sarah and the City's Finance Department working with Brett Maresca on estimates on DBID fee assessment for 2021-22 fiscal year



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- Visit Yolo: Brett Maresca reported that he joined the Visit Davis meeting and is looking forward to collaborating with them
- UC Davis: Brett Maresca reported that he has been in contact with different department and program heads/assistants, and has been active with gifting partnerships to benefit downtown Davis businesses

## 7. Open Air Davis Evolution

- E Street Plaza north parking aisle conversion for public seating use (and business pop-ups) overview provided by Brett Maresca
- A Grand Affair Rentals: \$1,400 expense for rental of canopies/tables/lighting ; motion for approval by Nate Yungvanitsait and 2<sup>nd</sup> by Andrew Newman – motion unanimously approved

## 8. Committee Updates

- **Marketing-** update provided by Aaron Wedra
  - **CAP** keeps giving – City of Davis Arts Commission assisted DDBA with old Watermelon Music store window display; postcards and stickers distributed to businesses and extras will be on sale; Portland loos might be wrapped in art; UC Davis archives reached out to us to have CAP art be part of permanent archives
  - **Halloween Planning** – will be pivoting with a different plan called “7 Days of Halloween” with a number of activities, and will not be hosting the traditional “Treat Trail” on Halloween Day due to COVID-19 mandates and public health concerns; Yelena provided overview of different activities put together by 7 Days of Halloween program subcommittee
  - **Downtown Cleanliness** – worked with City on cleaning E Street Plaza; we have been documenting different issues reported to us
- **Restaurant & Bar** – Nate reported there was no update
- **Visioning & Community Relations** – Andrew Newman has no update
- **Parking** – Tim has no update
- **Nominating** – Tim & Julie Otto reported that they will be getting together to plan board recruitment
- **Esprit de Corps** – no update; Josh mentioned that the Vice President usually runs this committee by meeting with staff on a monthly basis to maintain close connection with the board

## 9. Davis Downtown Mobile App & Gift Card Solution

- Brett presented the potential partnership with Daplt that would be an all-inclusive solution for a powerful and modern marketing tool – a digital gift card solution that would be housed within a white labeled Davis Downtown app that would include many features to engage/connect the community and businesses (including a major focus on student engagement); no out of pocket expense to DDBA



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- Hope to have soft launch with digital gift card solution by Small Business Saturday immediately following Thanksgiving
- Questions and concerns brought up regarding the 7% DapIt service fee (in addition to credit card processing fee), as well as the fact that it may not be a “closed circuit” gifting solution when using our organization’s time and effort
- Motioned by Tim for Brett to continue with due diligence to frame the program and see if it is to be put into place without an open channel; 2<sup>nd</sup> by Landon – unanimously approved

## 10. Closed Session (Staffing discussion)

- Tim, Nate, Andrew, Julie Otto, Julie Helmus, Josh, Lee, & Landon participated in closed session
- Yelena recused herself

## 11. Budget Review

- Andrew provided an overview of the 2020-21 amended budget
  - Nate motioned to approve, 2<sup>nd</sup> by Landon – unanimously approved
- Andrew provided an overview of the proposed 2021-22 budget
  - Projecting an estimated \$134K in DBID assessment fees (Brett had conversations with the City Finance Department)
  - Change of current salaries/payroll reviewed
  - Adding an Administrative Assistant position
  - Would be running a significant deficit in 2021 budget due to major loss in 2020 business revenue from COVID fallout; estimated surplus would still be approximately \$100K
  - Yelena motioned to approved proposed 2021-2022 budget, 2<sup>nd</sup> by Landon – unanimously approved

## 12. Old Business – None

## 13. New Business – None

## 14. Closed Session – N/A

## 15. Meeting Adjourned - Meeting ends at 10:15 am