



DAVIS DOWNTOWN

Board of Directors Meeting Minutes

November 16th, 2022 @ 8:35AM

via Zoom Meeting

1. Roll Call

- A. **Board:** Julie Helmus, Kevin Duncan, Yelena Ivashchenko, Shelli Ramos, Tim Mech, Kevin Wan, Sumei Yee, Lori Prizmich, Lynne Yackzan, Dawn Coder
- B. **Staff:** Brett Maresca, Autum Foss, Katelyn Willoughby, Kendall Doten
- C. **Liaisons:** None present

2. Consent Calendar

- A. Approval of Minutes & Agenda
 - October Minutes
 - Julie Helmus approved; Kevin Wan seconded the motion
 - November Agenda
 - Kevin Duncan approved; Kevin Wan seconded the motion

3. Public Comment

- A. None

4. Financial Report

- A. Profit & Loss Review
 - Income (including DBID & TITD): \$446,983
 - Expenses \$370,296
 - Net Income \$76,686
 - Kevin Duncan to run a report of 2022 expenses in comparison to 2021
 - Lynne Yackzan asked how we differentiate our ARP funding expenses
 - Davisphere expenses are categorized in QuickBooks but subcategories still need to be created
 - Eventually, we would like to have a separate banking account for the Davisphere to keep track of big budget items
- B. Balance Sheet Review
 - Total Balance: \$315,000
 - Kevin Duncan reported little movement in our balance sheet

5. Staffing Update

A. Introduce Katelyn Willoughby as Marketing Manager

- Katelyn Willoughby started on 10/21 and has been a great addition to the DDBA staff

6. Collaborations

A. 2nd Friday ArtAbout Marketing & Sponsorship

- We continue to sponsor and work with Pence Gallery & The Artery on the monthly event

B. Zombie Bike Ride After Party Sponsorship

- This community event has been growing each year and was very successful this year. With our sponsorship came an enormous amount of advertising for Davis Downtown including print, online, social media, and television advertising

C. Davis P.D.

- Continuing to work with Detective Ron Trn on the CPTED Grants Program
- We communicated with them often on status updates for crime, homeless issues, and other various downtown safety topics

7. Committee Updates

- Marketing & Outreach

A. Upcoming Events

I. Shop Small Weekend (November 25-27)

- 3rd Annual Shop Small Weekend; The first year was only one day and has grown to a 3-day event
- For each \$10 spent at a participating downtown business, customers will receive a raffle ticket which they can use to be entered to win a grand prize. Winners will be able to choose a business that they would like to receive a gift card to
- Great incentive to get people out and visiting our local retail businesses
- Swag bags will be distributed to businesses to be handed out to customers. These bags will be filled with donated items from participating businesses

II. December to Remember (December 1-20)

- Beginning the night of the city tree lighting and parade. We are collaborating with the city to see if we can get some stage time to announce our holidays programming
- Window Decorating sign-ups have begun. An anonymous panel of judges will visit downtown to choose the best decoration
- Elf on the Shelf Scavenger Hunt: People will be able to visit downtown businesses and take a photo with the elf to send to our DDBA social media account
- Wreath Decorating Competition: DDBA provides a traditional or expressive wreath to decorate. Voting happens via social media “likes”.
 - Wreaths can be decorated in any style regardless of faith or culture. We are encouraging people to express what the holidays mean to them

B. Event Review

I. Thursdays in The Davisphere (season ended October 27)

- Local and touring bands visited downtown Davis bringing an eclectic mix of community members and people outside of Davis to our downtown
- The community response was immensely positive each week. Kevin Wan reported having customers come into Sophia's Thai Kitchen and talk about how great the event was
- We received a lot of local and regional press (Sacramento, Fairfield, Winters, LA Times, etc.). This helped a lot with the momentum of the event
- We have established a great event with a lot of excitement and following, and we expect local business participation to be a lot higher next year
- Social media and newsletter following has spiked immensely, giving us a huge marketing opportunity for future events and programs

II. Treat Trail (October 31)

- Mars Wrigley provided candy to the DDBA for downtown businesses to distribute during the event
- We partnered with the UC Davis Princess Pals group who came to E Street Plaza dressed as princesses and handed out candy to kids. Yelena suggested giving most of our candy to their group next year as they ran out really quickly

• Visioning & Civic Relations

A. November committee meeting was in-person at Temple Coffee on G Street

B. Downtown Streets Team

- City approved Downtown Streets Team program which will help with our downtown maintenance and cleanup. We have a list of suggested responsibilities for the team such as trash pick up, planter maintenance, and sidewalk cleaning
- Downtown Streets Team encourages the unhoused community to participate in community cleanup and other responsibilities with accountability, which can lead to job and housing opportunities
- Katelyn Willoughby believes that DST will be a great press opportunity for the DDBA

C. ARP Funding/Downtown Maintenance

- We are hoping to work with the city on using ARP funding for downtown maintenance. We would like to hire our own contractors to fix things like lighting, signage, and trip hazards
- Map Kiosk updates will include a QR code that will point people to the DDBA website and specific targeted marketing
- We are still working on a plan of removing planters and urns that have diminished over the years. We hope to use the annual \$10,000 City Downtown Beautification fund for this project
- G Street closure is still an ongoing issue that needs to be addressed by the City Council
- The DDBA was given a bike sculpture to be placed downtown. The exact placement has not yet been decided upon
- Climate Change mural to be painted on the Ace Hardware building

- Bar & Restaurant
 - A. No Update
- Parking & Transportation
 - A. The G Street closure has been an ongoing issue that needs to be resolved soon. A city meeting will happen soon and Brett has been pushing for a decision to be made
- Nominating
 - A. Julie Helmus has a list of 4 nominees who want to be on the DDBA Board
 - Nominations will be discussed at a closed meeting by the DDBA Board next week
 - B. Board Members for Re-Election (plan to run for re-election Y/N)
 - Kevin Wan (Y), Kevin Duncan (Y), Shelli Ramos (Y), Dawn Coder (Y), Lynne Yackzan (N), Erin Arnold (TBD)

8. Partner Updates

- A. City of Davis
 - We work with the city on a lot of projects and they are working on updating their staffing and getting back on track with certain projects
- B. Visit Yolo
 - We are very excited about this partnership moving forward with Katelyn as their main point of contact for outreach
- C. UC Davis
 - No Update

9. ARP Funded Programs/Events/Initiatives Updates

- A. Thursday Night Event Series Review
 - Discussed in other agenda items; no further details
- B. Safer Davis 2022 (CPTED) Grants Program Update
 - Kevin Wan, Kendall Doten and Detective Ron Trn met on Thursday November 11th to evaluate the grant applications and award businesses
 - Each of the 19 businesses have been awarded a grant with most businesses getting the amount they requested
 - Kendall emailed the grant recipients yesterday notifying them of their awarded amount. The businesses now have to implement the safety improvements and provide receipts to the DDBA for the award to be paid.
- C. Other Programs & Initiatives

- No other updates

10. DDBA Budget & Annual Report

A. 2023/2024 Budget Review

- Provide proposed 2023-24 budget to the city (including current 2022-23 budget). The upcoming budget is very aggressive and we need to continue with a solid staffing plan to deliver and generate additional revenue
- Sponsorships will be a large focus next year which will help immensely with our budget

B. 2023/2024 Annual Report Review

- Legal requirement to provide to City Council including proposed budget for following year (City Council meeting was last night, Brett to follow up)
- Showcases a lot of what we did through this current fiscal year and what we are looking forward to in the year ahead

11. New Business

A. Desire for the Police Department to present on the businesses handle issues with the unhoused community

- Lynne suggested the DDBA push for this event to occur and encourage member businesses to attend

B. New board member onboarding

- Lynne suggested hosting a meeting for new board members with proper onboarding information and discussion about board roles and responsibilities

12. Old Business

A. None

13. Adjournment

A. Meeting adjourned at 10:16AM

B. Next meeting scheduled for Wednesday, December 14th at 8:35AM