



Annual Membership Meeting Minutes

Wednesday, January 31st @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Kevin Wan, Yelena Ivashchenko, Randii Macnear, Marcus Marino, Kevin Duncan, Nu Yung, Kyler Klingberg, Tim Mech
 - b. Staff: Shaylee Marr, Heather Logan, Richard Jia
 - c. Other Attendees: Kellie Palmer, Sumei Yee, Janis Lott, Paul Takushi, Ken Bradford, Louis, Aaron Curtin
2. Review of Agenda
 - a. Annual Membership meeting agenda (Approved)
3. Introduction of Board of Directors
 - a. Outgoing
 - i. Tim Mech, Three Mile Brewing
 - ii. Yelena Ivashchenko, Boheme Clothing & Gifts
 - b. Candidate Introductions
 - i. Kyler Klingberg
 1. With Lion Real Estate
 2. Has lived in Davis for 10 years
 3. Worked in the restaurant industry and worked with adults with disabilities to help get them be more involved members of the community.
 4. Looking to make new connections and really focus on getting community members into downtown supporting our businesses.
 - ii. Marcus Marino
 1. Architect and Vice President of Davis Odd Fellow, representing them on the Pantanal Business Council
 2. Involved in the G Street Project and presenting the historic Main Street Sign for the project that Oddfellows has chosen to fundraise.
4. Election Voting Instructions
 - a. Online election that will last the length of the meeting and 30 minutes after.

- b. Members of DBID will drop their name, business, and email address in the Zoom chat and will receive an electronic ballot that will allow them to vote during the election period.
- c. Concerns shared about the voting process having changed and members not being able to present to vote.
- d. Concerns shared that nominees weren't properly announced for members to look into the candidates and lack of communication to the members that new board members were needed. It's becoming harder for members to be involved and understand what's going on.
- e. Concerns addressed that members who shared concerns didn't attend the November or December board meetings and that nominees were announced back in October. Will work with the members to create a process that is more communicative and transparent as the DDBA goes through this transition period.

5. DDBA Goals

- a. Transition period as we find a new executive director and rebuild
 - i. May need to look into restructuring and shrinking the scope of what we do and where we focus our efforts.
 - ii. It will be BOD's goal to determine what the DDBA will be, how their efforts will come to fruition and how we're going to pay for it.
 - iii. Plan to announce an interim executive director soon while we seek a permanent one.
 - iv. Want to make sure that restructure into something more sustainable and not just rely on membership dues for funding.
 - v. Figure out a strategy for fundraising and sponsorships
- b. Marketing the downtown on behalf of the membership

6. Overview and Member Benefits of AssociationSphere (Heather Logan from Marr Virtual)

- a. Centralized Communication
 - i. CRM that keeps track of all members and people interested in receiving news about downtown.
 - ii. Forms to easily collect information from members and the public
 - iii. Email Marketing and SMS Marketing to ensure everyone is aware of the events happening downtown
 - iv. Targeted campaigns to recruit businesses of specific categories for certain events (ie. Food and beverage vendors, retail vendors, cafes, etc.)
- b. Membership Portal
 - i. Members can view upcoming events, their member profiles, access DDBA forms and documents, like meeting notes and agendas, applications for grants, flyers for events, etc.
 - ii. Members can create their portal account to access at any time with the email they receive communications from the DDBA at.
 - iii. Central location for getting the most up to date information

c. Membership Directory

- i. Live on the website for the public and members to access and view all members of the DDBA
- ii. If you're business is not active in the DDBA, it will not show in the directory.
- iii. Contact admin@davisdowntown.com if you experience any issues signing up for the portal or would like to help updating your member directory listing (ie. Updating the category that the business is listed under)
- iv. Through the member portal, members can update their logo and contact information
- v. Members can also choose to opt out of being listed in the directory through the portal.
- vi. Beneficial to the public for them to search businesses by category based on their needs and members can make sure their information is up to date for the public to find them.
- vii. Based on the DBID list communicated from the city.

d. Promotions

- i. Members can communicate with the DDBA specific events and promos they are running to be sent out via email or shared on Davis Downtown's social media channels.
- ii. More exposure for your business in communications to the public and other member businesses

7. Overview of Social Media Marketing Strategy & Process (Richard Jia from My Davis California)

a. Social Media Marketing

- i. Posting three times a week
- ii. Encouraging member businesses to submit more events, promotions, sales, etc. Will post whatever is going on on your behalf.
- iii. Main goal is to showcase more of the member businesses, the heart and soul of downtown Davis.
- iv. Regular Friday events post shouts out things going on around downtown Davis for the whole week coming up.
- v. Want the social media account to be a resource for the community and all of downtown - important to be present and relevant for everyone that uses the internet to stay up to date.
- vi. Developing strategies to showcase more businesses like creating forms for businesses to submit their interest in being featured on our social and working on themed posts that pull together businesses for specific activities like holiday posts, a specific activity, etc. each month.
- vii. Would like to make more direct posts that directly benefit the members
- viii. Members can contact admin@davisdowntown.com if they have any questions about getting featured on social media.

- ix. Reminded members about graphic specifications 1080 by 1080 so that graphics can be posted on the social channels properly. These graphics can be submitted via the member social media form. If you're unsure about the image, members can email the team to double check sizing will work.

8. Additional Comments

- a. Committees will be updated and assigned on the next board meeting after the election and there will be an interim ED and an update on the permanent ED search process.
- b. There are currently no employees of the DDBA, but a hiring committee will be established for the ED search process and they will also determine the staffing needs and budget.
- c. We encourage members to get involved in subcommittees of the board this year.

9. Adjournment

- a. Meeting adjourned
- b. Next Regular Board of Directors Meeting: February 14th, 2024 at 9am