



Board Meeting Minutes

Wednesday, December 13th @ 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: Brett Maresca
- c. Other Attendees: Brigitte Chertok, Diane Parro, Dawn Coder
 - i. New Board Member Introductions
 - a. Kyler Klingberg
 - i. Came to Davis in 2012 for the university
 - ii. Worked in restaurants and restaurant management all around Davis
 - iii. Also worked in caregiving and helping adults with developmental and cognitive disabilities
 - iv. In 2022, became a member of Lion Real Estate.
 - v. Very involved in the community and wanted to have a say in a lot of what goes down in downtown Davis.
 - vi. Hoping to develop professional relationships as well as improve the visibility of the DDBA.
 - b. Marcus Marino
 - i. Visited Davis for 3 years before becoming a permanent resident about 4 years ago.
 - ii. Licensed architect and designer for over 40 years
 - iii. Volunteer in Davis
 - c. Nu Yung
 - i. Moved to Davis and Has Been Working Downtown since 2002.
 - ii. Worked in the restaurant business
 - iii. Went to UC Davis

2. Review of Minutes & Agenda

- a. November meeting minutes (Will be approved via email)
- b. December meeting agenda (Approved)

3. Public Comment

- a. No public comment

4. Programs & Projects

a. G Street Activation Project (Diane Parro)

- i. Upcoming City Council meeting on January 16th where report will be presented with the results of the outreach regarding the project and the online survey taken. A recommendation will be given to the council on next steps as well as a list of things that we would like to be done that are within budget and others that are not.
- ii. Over 500 people took the online survey and generally gave the same feedback as other outreach suggested.
- iii. Residents wanted more seating overall and the street to be less wide with regard to the platforms. They would like the businesses to have choices and variety - liked the bright colors for the paint on the street and the number one choice for name was G Street. If seating was taken away, they wanted a stage.
- iv. As expected, higher budget than anticipated, but recommending to council that building the platforms, planters, benches, a type of barrier that adds beauty to the area is required for safety and improving the environment. Also, that the city does a mural down the center to preserve the fire lane, but make it look better. Seating and stage will not be in the recommendation for phase 1 budget.
- v. Council's input and approval for funding of about 1 million dollars will be requested to move forward with this phase and get a design bid packages in order.
- vi. Will need to finalize the design guidelines and process of applying, fee structure, appeal, etc. There will be parameters created and then choices within the guideline.
- vii. Concerns shared about G Street being uninviting and dirty currently, particularly leaves, and what solutions will be put in place.
 - 1. No immediate solution, but more attention on what it looks like.
 - 2. Time and staffing from Public Works sent to G Street has doubled in the last 18 months
 - 3. Dependence on the Streets team which is more trash than leaves so they will ask about cleaning up leaves now that it's leaf season
 - 4. There will be more determined when licensing agreements and decisions are made about the extra space. It will be made clear what is the responsibility of the business owner vs the city.
 - 5. Budgeting is a concern when it comes to who will be servicing the maintenance of plant installations, lighting, etc.
 - 6. Public works would like to figure out the timeline and present that to the city with the subcommittee and determine the priorities when it comes to budget and when plans will be implemented.

- 7. No decision has been made about parking on the south of G Street.
 - b. Visit Yolo
 - i. No representative present at meeting.
 - c. UC Davis
 - i. No representative present at meeting.
- 5. Financial Report (Kevin Duncan)
 - a. Bank Account Balances
 - i. Account Balance: \$199,913
 - b. Balance Sheet Review
 - i. Reserve Account: \$123,000
 - 1. Will assess potential opportunities for lower interest rates based on the result of fed meetings
 - c. Profit & Loss Review
 - i. Income from DBID: \$212,213 plus some interest
 - ii. Total Expenses: \$272,000
 - iii. Net Operating Income: -\$60,000 for 2023
 - iv. Some of the spend was mandatory spend of the remaining funds received from the city in 2022 from the CPTED grant program and RP for reinvigorating the community, security, etc.
 - 1. The reimbursements were received this year. The money came in the previous fiscal year, but this fiscal year is when the payments went out. We will be praying out the rest most likely by the end of this fiscal year which is another \$18,700.
 - d. Financial Report Approved by BOD
- 6. DBID Renewal & Budget Approval
 - a. DBID Renewal
 - i. Brett attended City Council meeting on December 5th to answer questions regarding the DBID renewal process and what our organization has to do legally for our member businesses to be assessed a fee as a licensed business in downtown Davis.
 - ii. City council approved DBID Renewal unanimously.
 - b. 2023 Annual Report
 - i. City council shared some comments about measurable results they'd like to see in future reports to ensure that funds are being spent wisely.
 - ii. Measuring KPIs and return on investment will require planning to determine how we will get measurable results when it is decided that funds will be spent on a project.
 - iii. Positive comments from city council regarding how much has been accomplished by the DBID in the face of being short staffed.

- iv. City Council will finalize DBID renewal agreement and should be good to go after that for next year.
- c. 2024-2025 Budget Approval
 - i. Annual Report was submitted for review with proposed budgets for 2024-2025.
 - ii. There is a little bit of a deficit for the budget to start the conversation with the city to either renegotiate the lease with the office or remove it altogether. Deficit was reduced from \$30,000 to \$7000
 - iii. The budget was put in front of the council during the DBID renewal and approved, but the board can make or amend the budget as they see fit.
 - iv. Budget approved by BOD.

7. Committee Updates

a. Marketing & Outreach

i. Event Review

1. 2nd Friday Art About

- a. Successful and awareness and attendance are growing
- b. Businesses are signing up

2. Shop Small Weekend (Nov. 24-26)

- a. Over 30 businesses participated
- b. DJ playing holiday music on main street plaza
- c. Paid advertising - one of the largest campaigns of the year with print ads, Davis enterprise editorial, The Dirt Magazine, boosting social posts, and spreading the message of shopping small and local in the ad efforts
- d. Hundreds of tickets sold for Raffle with grand prizes
- e. Gave Davis Downtown gift cards
- f. Successful with a lot of community involvement
- g. Want to encourage more businesses to participate with raffle next year and potentially have each business offer a prize to one customer to encourage more participation
- h. Moving forward will just have the number for the raffle ticket rather than writing names on the tickets

ii. Current & Upcoming Events/Initiatives

1. December to Remember (Nov. 30 - Dec. 22)

- a. Window decorating contest with over 20 businesses participating
 - i. Encouraging people to come downtown and vote for their favorites

2. Holiday Open mic night (Dec 16th) in the E Street Plaza sponsored by Newman and Associates and they are coordinating and managing it in the plaza, while DDBA handled the logistics with permitting and the organizing the sponsor and behind the scenes.

3. Holiday Skate Rink on G Street sponsored by the Davis Phoenix Coalition

iii. Davis Downtown Gift Card Program

1. Incorporating gift cards in giveaways
2. Concerned shared about using gift cards at restaurants with the POS system declining gift cards that can't cover the entire check. Only way around this is knowing the exact balance of the gift card to run it for that amount.
3. Suggested that there should be a disclaimer about the purchasers tracking their balance and some type of communication to the restaurants instructing them that need to enter the specific amount on the gift cards for their POS systems to avoid it declining. This is the same as any other gift card, but clear communication about this can help avoid frustration as customers often don't know the balance.
4. Customers can check balance online or call number.
5. Team will test email sent to purchasers to see what the instructions look like in the email.
6. Reminded BOD that we DDBA cannot legally require member businesses to accept the gift cards. Also businesses that don't accept Mastercard can't participate because they can't redeem card.
7. Haven't opted for physical cards due to cost, fees, POS system issues, etc. Current process is streamlined and does all the work for the business for the most part as they just have to run the card.
8. My Davis California team is promoting and working on getting more businesses signed up for the program. Participants are at about 55 now. The program is growing and a great marketing opportunity for businesses.
9. Sales are up for the gift cards for the holidays.

iv. Social Media Marketing

1. New social media campaign that's going on now through Dec 22 to encourage people to follow our pages, like the post, and tag others to get people to spread the word and visit downtown. It is a win-win challenge where those who do it get a Davis downtown gift card so they will be coming back to downtown. This campaign is being managed by the mydavisocalifornia social team.

v. Advertising & Promotion

1. My Davis California (social media contractor for DDBA) is posting all downtown events and promos weekly on Friday
 - a. Asking members to submit their events and promos so we can get things out to the public in an organized manner.

- b. This has also helped with increasing following on social media as people like being able to know what's going on downtown.
- c. Members received email newsletter with link to form for submitting.
- d. Posts are being posted on Facebook and Instagram.

vi. Miscellaneous Updates

1. Will invite the My Davis California team to the Annual Membership meeting to introduce them to the members and what strategies they are using to market businesses.
2. Streets Team
 - a. Since the Spring, they have removed 30,278 gallons of debris, 40 discarded syringes, and removed 159 barriers for the unhoused.
 - b. Housed three team members to date and employed them.
 - c. Total of 4,296 volunteer hours.
 - d. Working Mon-Fri with Thursday morning success meetings at the Davis Community Church.
 - e. Brett has met their new project manager and case manager to discuss working with them and the PD to work more in collaboration with social services and the city management office regarding a plan of code enforcement and cleanup of illegal signage downtown (posted flyers, illegal stickers, lawn signs, etc.)
 - f. Creating a list of places of where people can put up flyers so they know where it is allowed.
 - g. Concern about making the Streets team perceived as the "bad guy" if they start taking down signage.
 - i. Very important to communicate a solid plan to the public: why we're doing it, how we're doing it, that it's going to be consistent, and who to contact if there's questions.
 - ii. Will need to involve the city and must be consistent to clean up downtown even more.
 - h. Encouraged everyone to thank the Streets team when they see them next around downtown. It'll lift them up and helps them feel like a part of the community.
3. Downtown beautification
 - a. Hoping to get a decision by end of February about a digital kiosk as a potential amenity on G Street and static map kiosks.
 - b. The Community Development Block Grant Program was recommended by Aaron, along with social services

commission could be a source of funding for the downtown street, his team or the DDBA.

b. Visioning & Civic Relations

i. Safer Davis 2023 CPTED Grant Program is wrapping up at the end of the month.

1. 9 business were awarded the grant to get their security improvements made and report them with proof of payment for reimbursement.
2. 6 businesses have confirmed their improvements and premises have been walked.
3. Great improvements in some key downtown areas that also assists the PD in some hidden spots that had problems with theft.
4. Program has been very successful and there's hopes that even more funding will be available in the future from the city.

ii. Parking and Transportation

1. Was discussing permitting for parking in the area by the Amtrak, but this has been tabled until it's determined what is happening on G Street. - currently 90 minute parking and want to see about extending to 2 hours or permitting it so that employees can park there instead of parking downtown in front of the businesses.
2. Still waiting to hear back from zip car regarding
3. Parking and transportation is in a holding pattern until some outside decisions are made.
4. Note: There are 3 apartment buildings of multiple stories being proposed - the old Ace Hardware, the old Hibbert's Lumber Building, and the G Street Theater (Formerly, Regal). This has not gone to the Planning Commission yet, but the core area specific plan made a point to rezone downtown so this structures are within the current zoning requirements.
5. No Parking time limits on Saturdays due to the holiday so encourage customers to come downtown.
6. Will be working with the PD about enforcing the no parking backwards in certain spots to avoid the crossing in and out of traffic which is really unsafe. We want to keep people and bikers safe.

c. Bar & Restaurant

- i. Suggested they can send out a quick email about how the gift card works to restaurants.

d. Sponsorship

- i. Committee was created and Paul Takushi on the board will be moving that committee forward.

e. Nominating

- i. Will be discussed after the meeting.

8. New Business

- a. Decision on Annual Membership Meeting Date in January
 - i. On the meeting, it will be a focus on getting more involved with the membership, sharing an overview of what we've accomplished, etc.
 - ii. Proposed the Annual Meeting be in lieu of the BOD meeting in January
 - 1. Decision will be finalized after meeting.
- b. Potential Cancellation of Board of Directors Meeting in January

9. Old Business

- a. Acknowledgement of the outgoing BOD members and their service: Aaron, Yelena and Tim
- b. Board of Directors Structure
 - i. Will need to reseal a chair for the visioning committee
 - ii. Need to make a decision on the new structure and if the BOD will stay at 11 seats leaving 3 open seats or moving to just having 9 seats
 - 1. This would require a change in the DDBA bylaws.
 - 2. The seats can be left vacant.
 - 3. The board can decide to change the bylaws at any time - it is not a annual commitment.
 - 4. In favor of keeping the structure as is and leave the seats vacant until someone is found.

10. Adjourn

- a. Meeting adjourned
- b. Next Meeting: TBD