



Board of Directors Meeting Minutes

Wednesday, March 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, Dirk Brazil
 - b. Staff: Shaylee Marr
 - c. Other Attendees: Sumei Yee, Antonia Dias (Davis PD), Janis Lott
2. Review of Minutes & Agenda
 - a. February meeting minutes (Approved)
 - b. March meeting agenda (Approved)
3. Public Comment
 - a. No public comment
4. Financial Report (Approved)
 - a. Bank Account Balances
 - i. Total Assets reported at \$135,000, spread across two accounts
 - b. Balance Sheet Review
 - i. The balance sheet remains steady, with a notable total asset value.
 - ii. Social Media expense - \$1250/month
 - c. Profit and Loss Review
 - i. The profit and loss statement for the first three months shows a negative due to no income, with an expectation of significant income in April or May from business improvement district (BID) fees.
5. Partner Updates
 - a. City of Davis
 - i. No representative present at meeting.
 - b. Visit Yolo
 - i. No representative present at meeting.
 - c. UC Davis
 - i. No representative present at meeting.
 - d. Davis Police Dept.

- i. Sergeant Antonia Diaz introduced himself and is the community liaison for policing, offered himself as the point of contact for downtown business concerns
 - ii. Goal is to enhance relationship with the Davis PD and DDBA and support local business public safety.
- 6. Discussion of DDBA Office Lease
 - a. \$650/month lease for space on Second St. - must give 30 days notice to end lease
 - b. Dirk is looking into a more centralized location, but for now recommends keeping the current space for the DDBA's inventory
 - c. Agreed that it is important to have a front facing office - something that is more in the heart of downtown would be ideal so that people can go in person and feel the presence of the DDBA downtown. Staff members would be able hold office hours.
 - d. Marcus suggested that there be an inventory list made of everything at the DDBA office.
- 7. Establishment of Future Board Meetings
 - a. The board agreed to move future meetings to the second Thursday of each month at 9 am, starting with the next meeting on April 11, 2024.
- 8. Interim Executive Director's Report
 - a. Focus on reconnecting with partners and stakeholders, with an emphasis on what are the realistic contributions the DDBA can provide to member businesses given its budget and resources.
 - i. Has so far connected with the Live Music Collective, Staff on G Street, the Arts Community and Art Alliance, Parks Director, Davis Dirt, etc.)
 - b. Discussions on enhancing communication strategies and collaborations with the city and other organizations for downtown events and promotions - wants to really make an impact on member businesses and incorporate programming with partners.
 - i. Making sure that our communication efforts are working together and are in alignment across social media, website, etc. and using the tools we have at our disposal.
 - ii. Leveraging partnerships for promotions for mutual benefit, such as the City's social media reach to promote DDBA events and news.
 - c. Need a new executive director who can address and improve the efforts that will address some of the ongoing issues the DDBA members face (ie. Clean and safe streets, homelessness, getting more people downtown)
 - d. Important for the board to start the search process and get an understanding of the current market for candidates.
 - e. Concerns were raised about the neighborhood market on G Street, including issues with permits, tax collection, and the aftermath of events, such as trash left

behind. The discussion also touched on the broader implications of such markets on local businesses and the community, including food safety and accessibility concerns. There's a consensus on the need for further investigation and dialogue with city officials to address these challenges.

- f. Committee meetings are on pause until there's more clarity on the direction and leadership within the DDBA.
9. New Business
- a. No new business was discussed.
10. Old Business
- a. No old business was discussed.
11. Adjournment
- a. Meeting adjourned
 - b. Next Regular Board of Directors Meeting: April 11, 2024 at 9am