



## Board of Directors Meeting Minutes

Wednesday, April 11<sup>th</sup> @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
  - a. Board: Kevin Wan, Randii Macnear, Marcus Marino, Kevin Duncan, Nu Yung, Dirk Brazil, Paul Takushi
  - b. Staff: Richard Jia
  - c. Other Attendees: Sumei Yee
2. Review of Minutes & Agenda
  - a. March meeting minutes (Approved)
  - b. April meeting agenda (Approved)
3. Public Comment
  - a. No public comment
4. Financial Report (Approved)
  - a. Bank Account Balances
    - i. Total Assets reported at \$125,000, spread across two accounts
  - b. Balance Sheet Review
    - i. The balance sheet remains steady, with a notable total asset value.
    - ii. Expenses about \$19,000 right now.
  - c. Profit and Loss Review
    - i. The profit and loss statement shows a net income of -\$65,000, with an expectation of significant income end of April, beginning of May from business improvement district (BID) fees.
5. Partner Updates
  - a. City of Davis
    - i. City has hired an Economic Development Director - Katie Yancey from West Sacramento.
      - a. This now gives a central point of contact to avoid confusion and coordinate with someone directly.
      - b. Discussing plans to help make downtown a priority.
      - c. Steering away from DDBA just providing funds but supporting in other ways to use already existing resources.

- d. Want to make sure we're staying top of mind for Katie and building that relationship so that the DDBA and City are on the same page and aware of the needs of downtown businesses.
        - e. Marcus has original master plan of Central Park and will send over for City's reference.
      - 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 herself on the last meeting and met with Dirk to discuss the police department and downtown
        - ii. Diaz has been very responsive and open to helping.
        - iii. Result from that conversation was that we will start seeing a greater presence from the police department, particularly from Sergeant Antonia and leadership starting with the Coffee with the Cop Program - Starting April 25th at 9:30am at Cloud Forest Cafe. She will be joined by Dana Bailey, head of the Social Services Department at City of Davis.
          - a. Dana deals largely with the homelessness issues and the street cleaning crew as well as with leadership of the police department.
          - b. Great opportunity for business owners and the public to talk to them about concerns and issues that they are facing. Helping combat the police being spread thin and providing designated time to spend time with constituents and addressing needs.
          - c. They will also be hosting every other week Office Hours and plan to promote these events through their social media. We will also promote through communication channels.
6. Discussion of Social Media's New Direction with Richard Jia
  - a. Social Media Performance is going well and getting a lot of engagement
  - b. Shifting focus away from static images and put out more interactive and engaging videos showcasing downtown and its businesses.
  - c. Plan to alternate between businesses and the industry to share exposure and be fair
  - d. Using trending audio to keep videos relevant and fun
  - e. Businesses can apply to be featured and will be able to access a live queue to know when their feature is coming up.
  - f. Will start with eGift Card businesses to promote that program as well, but any busy can sign up to be featured.

- g. Goal is to increase business involvement and encourage the public to shop downtown.
- h. Seeing success with promotions of events for businesses. As we get more submissions, the social team will develop a system on how posts are prioritized and determined to be posted as a individual feature vs part of the weekly events post.
- i. Board is excited to move forward and see the results of the new plan. Interim Executive Director is optimistic and hopes to pass that to new executive director as consultants continue to implement and test new marketing ideas.
- j. Proposed adding a marketing report about engagement, successful posts, follower counts in future board meetings

#### 7. Interim Executive Director's Report

- a. Making great connections with the new economic development director and Davis Police Department
- b. Has also met with the Parks Director regarding downtown programming, clean streets, landscaping, etc.
  - i. Discovered that from the list of the city and contractors that no one is responsible for the sidewalks downtown, alleys, and plaza.
  - ii. Pointed out that reassessment of the priorities of downtown is important to determine where resources are allocated - planning to discuss with the city manager as well.
  - iii. Hopeful that they can figure out a good way to move forward and make sure these key areas in downtown are taken care of as well.
- c. It has been discussed amongst the city council to potentially approve funds towards safe, clean streets to lighting project and work with the DDBA about where this money should go. Would like to leverage this to create a strong partnership to make using the funds mutually beneficial.
- d. City staff has hired a consultant to take on a Homeless Strategic Plan with a Visioning and Goal Setting Process and DDBA Interim Executive Director to participate in the research for this.
- e. Executive Committee met last week and they are working to expedite their search. Send any recommendations or candidates interested over to Dirk for consideration. Important to move on this as Dirk is only around for another t1o months and interview process is time-consuming.
- f. Really happy with the turn out for Mable's Farm Fox anniversary event and is helping facilitate conversations with the city manager and police department to potentially get permitting and costs down for selling wine bottles there.

#### 8. New Business

- a. Discussed the issues of increased street vendors and food trucks in downtown that are unpermitted and selling near baseball games, fields, etc. Not collecting

tax revenue and unsure if they have Yolo County Environmental Health permits, etc.

- a. Making sure they are getting the police and proper authorities involved before it gets out of hand.
- b. Also discussed the placement of port-a-pottys for events - City said they will go ahead with the same plan they followed last year.

9. Old Business

- a. No old business was discussed.

10. Adjournment

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