



Board of Directors Meeting Minutes

Thursday, June 6th @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Kevin Wan, Randii Macnear, Marcus Marino, Kevin Duncan, Nu Yung, Paul Takushi, Kevin Duncan, Kyler Klingberg
 - b. Staff: Shaylee Marr, Brett Lee
 - c. Other Attendees: Natalie Nelson, Cathie James-Robinson, Janis Lott, William Kopper, Bluhaus, Laura, Katie Yancey

2. Review of Minutes & Agenda
 - a. May meeting minutes (Approved)
 - b. June meeting agenda (Approved)

3. Financial Report (Approved)
 - a. Profit and Loss Review
 - i. The profit and loss statement shows a gross profit of \$189,000 with around \$90,000 in expenses and expecting \$20,000 more in income to come in mid-summer.
 - ii. Discussed the difference between keeping in the money market and buying Treasury Bills. At this time, we're getting 4% now on the money market and buying treasury bills would pay 5.2% right now. Decided that the 1% isn't worth the change at this time as having it in the money market makes it easier to access the funds.

4. Public Comment
 - i. Shared concerns about form for submitting events to be shared on social media not working and not seeing the events that have been submitted on the socials accounts.
 - a. Team will troubleshoot link and forward contact info to social media manager concerning what is and isn't being posted on social.

5. Parking Permits for New Residents in Downtown

- a. William Kopper asked the DDBA to send a letter to the city asking that they pass a resolution that there be no new long-term parking permits issued for the new developments that are coming online in the residential downtown area. Near 417 E Street there is going to be a 15-unit apartment complex with no parking that's 6000 square feet. Further down E Street there is a building for sale now with 12 units in an older apartment building and has 8 or 9 spaces. There seems to be a lot of housing coming online without any parking and it's already very tight for people to get parking in this northern core area. If you get a permit, you can park there all day which is the fear as residents can rent the new units and take the parking for the whole day since there isn't any provision for long term parking. This curbside parking is all the business owners and their patrons have.
 - b. Brett shared that he has been in discussions with Katie Yancey from the city as having the DDBA in these discussions is important for as it is impactful and projects like the Hibbert Lumber project with 120 units and no parking on site is an opportunity for the city to practice good planning. Katie is on board with the city being responsible for having a plan for parking.
 - c. Support having a comprehensive and cohesive plan for moving forward with these developments coming in and there being no parking so we are proactive.
 - d. While there are no laws that require the city to require parking fee minimums, the DDBA will advocate for our members and work with Katie to make sure our position is known and voices like Bill's are heard. It is important to make sure that while downtown grows we are accounting for parking availability for our business owners as well as visitors.
 - e. Katie reiterated her support for the City working towards a solution to this and having a even a short term plan for the residences opening up soon.
 - f. Marcus mentioned that State law does permit the city to pose parking regulation minimums within the half mile if there is substantial support that not imposing these requirements will have a negative impact on the city and housing. Katie shared also the importance of having that evidence to support the claim and that is where the parking management plan would come in not only serving as a management resource, but providing that evidence.
6. Introducing New Executive Director
- a. Brett Lee is former council member, former mayor of the City of Davis and a big advocate for the downtown community. Has been an active community members and long time Davis resident.
 - b. Thank you to Dirk Brazil for serving as interim during a chaotic time and steering the ship the past 4 months.
 - c. Brett emphasized his understanding that he works for the DDBA members and it will be important to have regular check ins with our members so he can update members on specific agenda items and making sure business owners are kept in the loop on everything effecting the downtown and their businesses.

- d. Has met with important figures within the organization and city partners to have a plan moving forward to work together. Hopes to expand the contractor positions to expand the capacity of the DDBA and be a greater asset to the business owners. Planning to reintroduce events that will benefit the businesses and work to create partnerships that get more people downtown. Getting creative with the work we do and build a stronger community and showcase downtown.

7. Partner Updates

- a. City of Davis
 - i. Economic Development Director - Katie Yancey present and shared feedback on conversations during meeting.
- b. Visit Yolo
 - i. No representative present at meeting.
- c. UC Davis
 - i. No representative present at meeting.
- d. Davis Police Dept.
 - i. No representative present at meeting.

8. New Business - 2nd Friday ArtAbout Program and Proposed Budget

- a. Natalie Nelson present from the Pence Gallery to discuss Art About and gaining more financial support from the DDBA due to budget being cut by the city.
- b. ArtAbout was first initiated by the DDBA, but was taken over with DDBA support by Pence Gallery, The Artery and Logos Books to keep it going. It has become very popular and grown to 13 venues and brings people downtown to appreciate the arts community, food, wine, and shopping.
- c. This year they applied for a similar grant they were awarded last year to fund the event and were told that they wouldn't be granted any funds for the fiscal year and so Natalie has been fundraising to support the events, stretching the fundraising capacity of the Pence Gallery.
- d. It costs about \$22K a year to fund the events. With the city not being able to award the grant the difference the DDBA is being asked to cover through Jan 1st is \$7.5K. This will allow Natalie to focus on running the event and not stress about whether the next event will even happen. This will also give the DDBA time to discuss with the City the opportunities for other grants and work out a long term solution for sustaining the event year after year and taking the event back over as it is a great event that supports the downtown area and would make sense for the DBID fees to support.
- e. Since the DDBA is not hiring two part-time employees at this time, they have additional funds and this would be a great event to support with that surplus.
- f. Kevin motioned to approve these funds to support ArtAbout through January 2024. Randy seconds and there was no opposition. Motion was passed and Natalie will receive the funds.

9. New Business - DDBA events

- a. Paul threw out potential upcoming events that the DDBA has done in the past to gauge whether the board would like to pursue them this year.
- b. Discussed bringing on a contractor potentially month to month or on an event basis to help organize these events. No new funds for this team member would need to be approved. Everyone agreed that starting the discussion of these now is important and we will continue to discuss to determine what best supports the downtown area and its business owners as we want to provide high quality events that promote visitors to our downtown businesses.
 - i. Sidewalk Sale
 - ii. Dive Into Downtown - UC Davis Orientation
 1. In discussions with the UC Davis team for planning and spreading the crowds out over the course a few days rather than all at once.
 - iii. Zombie Mash After Party and Bike Ride
 - iv. Downtown Treat Trail
 - v. Shop Small Weekend

10. New Business - City's proposal for a tax measure on the November ballot

- a. Want to ensure that the DDBA is involved in supporting measures that directly effect them and proposes that the DDBA support getting the tax measure that will increase sales tax by 1% on the ballot in November as this will support the city amenities around downtown (ie. Trash, safety patrols, landscaping, repairs, etc.)
- b. Explained that should this not be successful downtown can start to see that these city resources are less available with less funding, for now this would be showing the DDBA support for placing this on the ballot for a vote in November.
- c. Discussions with members on how they feel about a 1% increase in sales tax will be a goal over the next few months before we jump into campaigning to support the measure.
- d. Brett plans to send survey out to businesses to see how member businesses feel and what they feel is working and isn't, and what's on their wish list. Getting member business opinions on something like this would also be a priority. And eventually also reaching out to the public to understand their experiences and perspective of downtown and where there is room for improvement.
- e. Motion for DDBA to support adding this measure to the ballot passed unanimously.

11. Old Business

- a. Brett visited the office and there is a lot of stuff being stored there so he will be working on cleaning the office out as there are many materials from years ago that have been left there and supplies that would be better off donated.

12. Adjournment

- a. Meeting adjourned
- b. Next Regular Board of Directors Meeting: July 11th, 2024 at 9am