



Board of Directors Meeting Minutes

Thursday, October 10th @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Kevin Wan, Randii Macnear, Paul Takushi, Kevin Duncan, Marcus Marino, Nu Yung, Kyler Klingberg
 - b. Staff: Shaylee Marr, Brett Lee, Brandon McKee
2. Consent Calendar/Review of Minutes & Agenda
 - a. September meeting minutes (Approved)
 - b. October meeting agenda (Approved)
3. Public Comment
 - a. The public comment period was opened, and the board waited to see if any guests wished to speak. Public comment was closed with no comments.
4. Parking Discussion with Ryan Chapman
 - a. New daylighting law affecting 56 parking spaces downtown
 - b. Spaces can be used for commercial loading or bicycle parking
 - c. Discussion on preference for commercial loading zones vs. bike parking
 - d. Decision to restart the parking committee
5. Financial Report (Approved)
 - a. Profit and Loss Review
 - i. Currently in accounts \$201,000.
 - ii. Total income \$205,000.
 - iii. Net Income: \$17,415.

6. Partner Updates

a. Davis Police Dept.

- i. Antonia from DPD discussed hiring for parking enforcement
- ii. Coordination efforts with Solano County for unauthorized camping
- iii. Increased foot patrols in downtown area

b. City of Davis Economic Development Director - Katie Yancey.

- i. Status update on permits for outdoor dining
- ii. Will be taking an ordinance, fees, and a resolution that articulates what the furnishing standards will be to city council.
- iii. Additionally, will be taking the resolution of intent to levy for DBID to city council.
- iv. At the next city council meeting there will be a proclamation in celebration of the Artery's 50th anniversary.

c. Visit Yolo.

- i. Terry Selk was not able to join the meeting however, Brett shared on his behalf that Visit Davis is working on an ad campaign for Davis.

7. Safety in Downtown

a. DDBA Member: Heather Caswell

- i. Heather presented SANE (Safety Awareness Network Empowerment) program
- ii. Proposal for online resource with photo database of incidents
- iii. Discussion on reestablishing safety committee

8. Executive Director Update (Brett Lee)

a. Website and Marketing Updates

- i. Increase in video content and social media presence
- ii. Plan for 'Real People, Real Downtown' photo campaign
- iii. Brett discussed updates to DDBA website and marketing efforts.
- iv. Discussion on updating membership directory information
- v. Plan to create a form for businesses to update their information
- vi. Improvements to website search functionality

9. Annual Report and Proposed Budget

b. Presentation of annual report and proposed budget

- i. Over 50% of budget focused on marketing and promotion.
- ii. Board approved annual report and budget.

10. New Business

- a. Marcus appointed as chair of the newly established parking committee.

11. Old Business

- a. No old business discussed.

12. Adjournment

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