



Board of Directors Meeting Minutes

Thursday, December 11th @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Kevin Wan, Ezra Beeman, Kyler Klingberg, Donbi Kim, Paul Takushi, Lawrence Groves, Brett Maresca, Nu Yung, Marcus Marino
 - b. Not Present: Tim Mech
 - c. Staff: Brett Lee, Autum Foss, Shaylee Marr
2. Review of Minutes & Agenda
 - a. November meeting minutes (Approved).
 - b. December meeting agenda (Approved).
3. Public Comment
 - a. Dr. Noel introduced herself and expressed interest in running for a board seat.
 - b. No additional public comments; public comment closed.
4. Financial Report
 - a. Checking: \$14,127.28; Reserves: \$145,114.77.
 - b. Net: \$7,377.16; no unexpected expenses.
5. Partner Updates
 - a. City of Davis – Katie Yancey
 - i. Council approved 3% D-BID increase (Nov 18).
 - ii. Business license & D-BID renewals mailed; January is renewal month; delinquencies pursued starting Feb 1 with stronger education and enforcement.
 - iii. City exploring amnesty program; working on business and community needs assessment surveys.

- b. Visit Yolo
 - i. No representative present.
- c. UC Davis
 - i. Fall quarter ending; Fall Commencement (~600 graduates).
 - ii. Winter quarter begins Jan 2; instruction Jan 5.
 - iii. Noted: TB cases communications; cancellation of a \$4M DOE solar project; visit by Rep. Mike Thompson on solar tax credits.
 - iv. UC Davis ranked greenest campus in North America, 7th worldwide; monitoring sector-wide negative credit outlook.
- d. Chamber of Commerce- Carrie
 - i. Joint business needs assessment survey in development with City, SBDC, and Yolo chambers (early–mid next year).
 - ii. SBDC office hours: 3rd Tuesday monthly, 10–2, at Chamber (open to all).
 - lii. Events: Gala Jan 23; Make Davis Sparkle cleanup Feb 13 (Olive Drive).
- e. Davis Police Department – Antonia
 - i. Sgt. Muscardini to assume COPS sergeant role Jan 5.
 - ii. Coffee with a Cop planned for late January at Hunt-Boyer; will share data on transient/unhoused-related calls.
 - iii. De-escalation training for businesses targeted for February; to be recorded and archived.
 - iv. New Special Services Division (COPS, Traffic, Code Enforcement) to focus on quality-of-life and traffic issues.
 - v. G Street smoking ordinance clarified to fully prohibit smoking in civic space; new signage planned.
 - vi. Ongoing work with Environmental Health on sidewalk and pop-up food vendors; education, then civil/health enforcement.
 - vii. Business concerns raised re: a serious intoxication/threat incident and open-container enforcement; PD and City will follow up directly.

6. Executive Director Updates with Brett Lee

- a. Annual Meeting: targeting a Wednesday/Thursday in mid-January; Brett to poll Board (preference around Jan 15).
- b. Event updates:
 - i. Pictures with Santa & Princess Pals pilot event successful.
 - ii. Holiday Hunt, Window Decorating Contest, and Burger Battle (through January) underway.
 - iii. Downtown at Dusk planned as weekly Thursdays in spring quarter (10 events).
- c. Year-end financial recap to be presented in February.
- d. Building ASUCD partnership for student discounts and marketing.

7. Board of Directors Action Items

- a. Bylaws Amendments approved:
- b. Director removal now requires 2/3 Board vote.
- c. Email voting allowed for Board elections up to start of annual meeting.
- d. Ballot measure endorsements require 21-day member notice and 2/3 Board vote; focus to remain on downtown business issues.
- e. Banking: Board directed staff to add a Chase checking account for modern online tools while retaining First Northern, and report back on fees and transfers.
- f. Board Seats: Candidates confirmed: Don B, Marcus Marino, Heather Cowsell. Ezra and Kyler not running; Lawrence stepping down due to relocation to Portland.

8. New Website presentation with Alex

- a. Previewed new WordPress-based Davis Downtown website (beta).
- b. Features:
 - i. Event-focused homepage; improved visibility for campaigns and contests.
 - ii. Robust business directory with filters and individual business pages.
 - iii. Master calendar, blog, business highlights, parking/biking info, and history section.
 - iv. Board/staff page with agendas and minutes.
 - v. Planned member-only area for event signups and internal information.
- c. Launch targeted for early in the new year after content proofing and mobile optimization.
- d. Short-term fix implemented on current site to clarify Window Decorating Contest voting.

9. Adjournment

- a. Meeting adjourned.