



## **Board of Directors Meeting Minutes**

Thursday, February 12<sup>th</sup> @ 9:00am

**Location:** Zoom Meeting

1. Welcome / Roll Call
  - a. Board: Kevin Wan, Donbi Kim, Paul Takushi, Brett Maresca, Nate Yungvanitsait, Dr. Noll, Marcus Marino, Heather Caswell.
  - b. Staff: Brett Lee, Shaylee Marr
2. Review of Minutes & Agenda
  - a. January meeting minutes (Approved).
  - b. February meeting agenda (Approved).
3. Public Comment
  - a. No Public Comment.
4. Financial Report
  - a. Total Reserves: Over \$89,175.40
  - b. Checking Account: ~\$1,481.74
  - c. Net Income: ~\$11,130.25 Pending D-BID disbursement.
  - d. Chase bank account was added for electronic services. First Northern Bank is still retained.
5. Partner Updates
  - a. Police Chief Todd Henry
    - i. State law (SB 946) limits local regulation of sidewalk vendors to objective health/safety/welfare concerns (cannot regulate based on economic competition). Davis currently has minimal regulation (business license; County health permits for food). Proposed ordinance: Would create permit process and rules for sidewalk vendors on public property (clear ADA path, no blocking driveways/emergency access, insurance, cleanliness, fire/health approvals, etc.). Administrative fines only, no criminalization.

Separate ordinance in development for private property pop-ups (Community Development). Chief will circulate draft ordinance to DDBA and Chamber and seek feedback.

b. City of Davis & Jenny Tan – UC Davis Picnic Day Planning

i. City and UC Davis have met regularly since last year's Picnic Day to reduce risk and improve safety.

ii. Key measures:

- Doubling public safety staffing with regional mutual aid.
- No City special event permits issued for Picnic Day (parks/facilities), allowing early intervention on large gatherings.
- Strong outreach to schools, library, arts center, other property owners about resource constraints that day.
- Shift to earlier and more frequent enforcement; doubled fines for open container, public intoxication, public urination, sales to minors, etc.
- Extensive communications: press release, social media, utility-bill inserts (March/April), lawn signs, outreach to Greek life and downtown bars.
- Emergency Operations Center to be pre-activated for monitoring and rapid response.

iii. Parade: route shortened by one block (ends at E St. instead of F St.) to save resources; UC Davis PD will assist.

iv. DDBA expressed support for increased coordination and safety focus.

6. Executive Director Updates

a. 2025/2026 Budget Review (Year-End)

i. Actual income: approx. \$272K (vs. budget \$252K).

ii. Actual expenses: approx. \$285K (vs. budget \$255K).

iii. Net result: about -\$5.5K vs. a planned small positive, with some income that should be back-attributed reducing the actual shortfall.

iv. Philosophy: spend what we take in, maintain healthy reserves, and reinvest extra income in downtown promotion.

v. Reserves remain strong; no significant drawdown.

vi. Brett offered detailed review to any director offline.

- b. Aggie Discounts Program Status Update
  - i. Launch of "Aggie Deals" in partnership with ASUCD:
  - ii. Joint branding and shared website.
  - iii. Focus: drive UC Davis students into downtown via targeted discounts and promotions.
  - iv. Student volunteers from ASUCD will canvass downtown to sign up businesses.
  - v. Expected to yield visible benefits starting this spring.
  
- c. Grad Weekend Planning Update
  - i. DDBA partnering with Chamber and City on undergraduate graduation weekend activation.
  - ii. Plan under development for a G Street event on the main graduation Saturday to keep graduates/families celebrating downtown.
  - iii. More details expected within 1–2 weeks.
  - iv. Additional concept: World Cup soccer watch parties in July on the G Street platform, potentially piloting an “entertainment zone” (controlled open-container area), subject to City approval.

7. Board of Directors Discussion Items

a. Village Farms Ballot Proposal – Heather Caswell

Heather asked DDBA to use its new bylaw process for ballot measures to consider taking a position on the Village Farms initiative.

Process (per bylaws):

1. Notify all members and poll membership.
2. Present results to Board.
3. Board may support, oppose, or take no position, requiring a 2/3 Board majority.

b. Motion (Heather, clarified):

That DDBA initiate the bylaw-defined member polling process on Village Farms, including:

An email to all members with:

Explanation that DDBA is considering a position.

A pro statement (Heather).

A con statement (any board member).

Collection and summary of member responses.

Later Board vote (2/3 required) to support, oppose, or take no position.

Vote:

Yes: Heather, Don B, Marcus, Paul (4).

No: Kevin, Brett, Dr. Null (3).

Result: Motion passed 4–3. Staff will draft and send the membership communication and conduct the poll; final Board action to occur at a later meeting.

8. Adjournment

- a. Next Regular Board of Directors Meeting: March 12th, 2026, at 9am.
- b. Meeting adjourned.