



Board of Directors Meeting Minutes

Thursday, March 12th @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Kevin Wan, Nu Young, Paul Takushi, Brett Maresca, Nate Yungvanitsait, Dr. Noll, Heather Caswell.
Absent: Donbi Kim and Marcus Marino
 - b. Staff: Brett Lee, Shaylee Marr, Autum Foss
2. Review of Minutes & Agenda
 - a. February meeting minutes (Approved).
 - b. March meeting agenda (Approved).
3. Public Comment
 - a. Owner of Crazy D's Hot Chicken reported ongoing counterfeit bill incidents; asked if charges were misdemeanor or felony. Matt with the Davis Police Department confirmed the two arrested individuals face felony charges; early classification can change as investigations progress.
 - b. The owner of Crazy D's Hot Chicken expressed interest in events; Brett will connect him with DDBA event and marketing contacts.
4. Financial Report
 - a. Delivered by Brett on behalf of Treasurer.
 - b. Total Assets: ~ \$80,000.00; currently at a typical low cash point before the first city DBID disbursement.
 - c. Expenses for last month were in line with expectations, no unusual activity.
5. Partner Updates
 - a. City of Davis – Katie Yancey
 - i. DDBA requested that the city consider an enterprise/entertainment zone on G Street to support additional events. City staff are exploring requirements and potential participants.
 - ii. DDBA requested a one-day business license option for vendors at craft and makers fairs. City believes they can address this with a minor modification to the solicitor's license, allowing such activity.
 - iii. On March 3, City Council approved the Economic Development Strategic Plan.
 - a. Plan includes:
 - i. Downtown-specific items, especially an investment strategy for downtown's public realm.
 - ii. A consultant is under contract to design the planning path, financing tools, and CIP for direct investment in downtown.

- iv. Katie has been heavily focused on this work and thus less connected to the day-to-day updates but noted the city views downtown as a key part of its economic development strategy.
 - v. Brett will send Katie's Council Presentation to the DDBA board, noting it is detailed and worth reviewing.
 - vi. City and partners are exploring a pilot entertainment zone on G Street, tentatively for a World Cup watching event in summer. Recent state law change allows designation of areas with open containers subject to specific rules. Weekly planning calls are underway; details forthcoming.
- b. City of Davis – Kelly
- i. For Fall 2025, UC Davis had more than 120,000 undergraduate applications, the second consecutive record-high year.
 - ii. No planned enrollment growth at this time; university is maintaining numbers per the LRDP.
 - iii. Current quarter ends Friday, March 20 (finals week preceding).
 - iv. Spring break follows, with spring quarter beginning March 30 and continuing through mid-June commencement season.
 - v. Commencements for professional & graduate schools typically run from **Mother's Day to Father's Day**; Kelly will ensure downtown partners get dates.
 - vi. UC Davis received a **\$120 million gift** from the **Weill Family Foundation (Joan and Sanford Weill)**:
 - a. Largest gift to the **School of Veterinary Medicine** ever; among the largest in university history.
 - b. Supports **One Health** approach (linked health of people, domestic animals, wildlife).
 - c. Funds modernization, including building a small animal teaching hospital, expanding capacity to train veterinarians and support regional animal services in partnership with the county.
 - vii. Kelly encouraged everyone to follow the "From Labs to Lives" campaign, highlighting the human impact of UC Davis research and risks if federal funding declines.
 - viii. On March 2, a joint City–County–UC Davis "2x2x2" meeting (Town Gown Town Hall) was held in the People's Chambers.
 - a. Topics included:
 - i. UC Davis housing update (first presentation in the session).
 - ii. City housing update.
 - iii. Hate-Free Together and Picnic Day collaboration.
 - iv. County update on CalFresh benefit impacts due to federal legislation (HR 1).
 - v. Recording is available on the City Council's meeting archive site (Kelly placed link in chat).
- c. Chamber of Commerce – Carrie
- i. Carrie provided an update on recent and upcoming events.
 - ii. Carrie reiterated appreciation for Katie's economic development presentation and emphasized the strong city-chamber-downtown partnership.
- d. Davis Police Department – Matt
- i. Thanked downtown businesses whose reports led to two felony arrests in the counterfeit bills case.

- ii. Starting next week, Officer Turner (and sometimes Matt) will patrol downtown on bicycle for more visible presence.
- iii. De-escalation training: recorded session had technical issues; DPD is planning a shorter, dedicated online version and welcomes DDBA member questions in advance.
- iv. Street food vendors: responding to complaints (inc. Crazy D's) about 4–5 late night hot dog carts.
- v. Current enforcement limited by ordinance; DPD checks permits and obstruction issues and coordinates with Yolo County Health.
- vi. City is drafting a new ordinance to better regulate (not ban) sidewalk vendors and give DPD clearer tools.

6. Board of Directors Action Items

- a. Review of Village Farms Member Feedback
 - i. Membership survey results:
 - a. 11 businesses: DDBA should endorse Village Farms.
 - b. 2 businesses: DDBA should oppose Village Farms.
 - c. 14 businesses: DDBA should stay neutral.
- b. Public commenters (Irene, Susan, Sharon, John) urged neutrality, citing controversy, environmental/flood concerns, liability, and risk of alienating customers.
- c. Board discussion emphasized:
 - i. DDBA's core mission is downtown promotion and support.
 - ii. Membership is split, no single clear stance.
 - iii. Taking an official position could harm relationships with a portion of customers and members.
- d. Motion: DDBA will take no position (remain neutral) on Village Farms.
 - i. Motion: Approved unanimously.
- e. Board members may advocate personally but not in the name of DDBA.
- f. Board of Director Officer Elections
 - i. Positions elected:
 - a. President: Kevin (reelected). Heather also ran but did not receive majority.
 - b. Vice President: Nate (elected).
 - c. Secretary: Brett Maresca (reelected).
 - d. Treasurer: Don B (reelected).
 - e. Executive Committee:
 - i. President - Kevin
 - ii. Vice President - Nate
 - iii. Secretary - Brett Maresca
 - iv. Treasurer - Don B
- g. Safety Committee Development
 - i. Board acknowledged safety as a top concern (employees, customers, parking, evening activity).

- ii. Heather has been informally working on safety (meetings with DPD, businesses, de-escalation outreach) and proposed a formal Safety Committee.
 - iii. Some directors requested clearer scope and structure; Brett Lee suggested forming the committee now and having it report back next month with goals and focus areas.
- h. Motion to establish a DDBA Safety Committee: Approved.
- i. Committee will be open to board and member participation and will present defined scope and early priorities at the next meeting.

7. Event Updates with Autumn

- a. Downtown at Dusk (G Street):
 - i. Starts April 2; every other Thursday evening through June.
 - ii. Live music and activation with DRC Creatives.
- b. First Day in Downtown:
 - i. April 5, coordinated with Donbi to drive early-month traffic.
- c. Aggie Day Downtown Promotion:
 - i. April 11; student discounts and promotions to bring Aggie Day visitors downtown.
- d. Neighborhood Market (G Street):
 - i. April 26 and recurring.
 - ii. Organizer will contribute \$100 per event toward DDBA permitting costs and reserve five free booths for DDBA member businesses.
- e. Big Day in Davis (Big Day of Giving):
 - i. May 7 on G Street in partnership with Chamber and Phoenix Coalition.
- f. Board Retreat:
 - i. Planned for April or May; scheduling via Doodle poll.
- g. Quarterly Mixers:
 - i. Kevin requested reinstating quarterly member mixers, rotating among downtown businesses (e.g., new businesses like Crazy D's).
 - ii. Brett will coordinate timing and send a poll.
- h. Autumn noted she will likely miss next month's meeting due to maternity leave.

8. Executive Director Updates with Brett Lee

- a. Safety & Police Coordination
 - i. Appreciated work of downtown officers; believes downtown is in a better place on safety than last year, though still work to do.
- b. Marketing Committee:
 - i. Meets first Thursday monthly.
 - ii. Social media team will provide metrics and input.
 - iii. Brett will formalize committee structure and reporting.
- c. Operations & Cleanliness:
 - i. Working with Public Works on:

- a. Adding more trash cans downtown.
 - b. Improving weed control compared to last spring/summer.
 - d. Pride Industries Concept:
 - i. Longer-term plan to possibly contract supplemental cleaning services via an outside organization (e.g., Pride Industries) in cost-sharing partnership with the City.
 - ii. Earliest realistic timing: summer/fall.
 - e. Parking & Bikes:
 - i. Exploring locations for additional 20-minute parking spaces and on-street bike racks; input from businesses encouraged.
 - f. Graduation Weekend & World Cup-Style Events:
 - i. Goal: keep graduates and families in Davis during UC Davis graduation weekend.
 - ii. Planning G Street watch parties around USA and Mexico matches in June, with additional events later in the tournament.
 - iii. Exploring potential use of the former Davis Ace “Elsewhere” building as an indoor venue and working on daytime-visible screens with event professionals.
 - iv. Coordination underway with City, Chamber, UC Davis, and Davis Legacy Soccer.
9. Adjournment
- a. Next Regular Board of Directors Meeting: April 9, 2026, at 9am.
 - b. Meeting Adjourned.