



Board of Directors Meeting Minutes

Thursday, April 9th @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Kevin Wan, Nu Young, Paul Takushi, Brett Maresca, Dr. Noll, Heather Caswell, Donbi Kim and Marcus Marino Absent: Nate Yungvanitsait
 - b. Staff: Brett Lee, Shaylee Marr, Patrick Curzon

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

3. Public Comment
 - a. No Public Comment.

4. Financial Report
 - a. First Northern Checking: ~\$5,600.
 - b. Reserves: ~\$58,700+
 - c. Chase Account: ~ \$5,800+
 - d. Net revenue: approximately -\$81,136.50 (negative), due in large part to timing of DIBD (Davis Improvement / DBID) fee payments from the City.
 - e. City has a new finance director; Brett plans to speak with them to improve payment timeliness and predictability.
 - f. Brett Lee requested that future financial reporting be a calendar-based recap (rather than the current 3-month period view) so the board can more easily see typical monthly spend and revenue vs. a confusing multi-month snapshot.
 - g. Both Don B and Brett confirm payments are current and no checks are bouncing.

5. Partner Updates
 - a. City of Davis – Katie Yancey/Jenny Tan
 - i. Katie reiterates Brett's point on payment timeliness: City is open to putting a more definitive payment schedule into the agreement so all parties know when the first DBID payment will consistently arrive.

- ii. Jenny Tan provided the following Picnic Day Updates
 - a. Outreach & Signage
 - b. Safety Enhancement Zone
 - c. Alcohol & Special Events
 - d. Enforcement & Staffing
 - e. Community Role & Reporting
 - f. Rain Contingency
 - g. Porta Potties & Trash
 - h. Call Volume & Apartment Parties

- b. City of Davis – Kelly
 - i. Provided Information about Campus-Side Picnic Day Efforts
 - ii. Doxy Derby (popular vet school event) is ticketed for the first time at \$10.
 - iii. UC Davis EOC & Staffing Updates
 - iv. Provided Parade Details
 - v. Commencement Season:
 - vi. Maternity Leave / Liaison Change Notification

- c. Chamber of Commerce – Carrie
 - i. Post-Picnic Day Cleanup Details
 - ii. Golf Tournament Information
 - iii. Celebrate Davis

- d. Davis Police Department – Matt
 - i. Matt largely reinforces Jenny’s updates, adding:
 - a. ABC (Alcoholic Beverage Control) will be present on Picnic Day.
 - b. This week and next, PD and ABC are visiting bars downtown to educate about over-service.
 - c. PD is conducting proactive outreach to hosts of private events to get ahead of potential large parties.
 - ii. Staffing & Presence Updates
 - iii. Public Guidance Information

- 6. Board of Directors Action Items (Board Retreat & June Meeting)
 - a. Retreat Overview (Kevin & Brett, facilitated by Patrick)
 - b. Scheduling & Action Discussion
 - c. Board Retreat confirmed: Monday, June 8, 5:00 PM.

- d. June Board Meeting confirmed: Thursday, June 11, 9:00 AM (to proceed as usual).
7. Social Media Update with Richard Jia
- a. Instagram Performance (March)
 - b. Instagram Audience Overview
 - c. Facebook Performance (March)
 - d. Facebook Audience Overview
 - e. TikTok Strategy Overview
 - f. Street Beat Column Suggestion Discussion
 - g. Format for Future Updates Provide a one-page monthly metrics summary in the board packet, including: Key stats (views, reach, engagement), month-over-month or year-over-year comparisons, notable trends and top-performing content
8. Event Updates with Patrick Curzon
- a. Big Day of Davis / Big Day Downtown
 - i. Date: May 5.
 - ii. Location: G Street (closed-off area).
 - b. World Cup Watch Events on G Street Discussion
 - c. Downtown at Dusk
 - i. Ongoing weekly series featuring live music and DJs on G Street
 - d. Day in Downtown
 - i. Recent event: Took place last Sunday.
 - ii. Next event: Scheduled for next month (exact date to be shared by Don B / staff)
9. Executive Director Updates with Brett Lee & President Updates with Kevin
- a. Kevin reports no additional updates beyond items already discussed
 - b. Brett raises a growing concern about vacant, visibly neglected storefronts and blight downtown. Commenced board discussion.
 - c. Brett will work with City of Davis staff to draft a vacant storefront program.
 - d. No formal vote taken at this meeting; direction is supportive and exploratory.
10. Adjournment
- a. Next Regular Board of Directors Meeting: May 14, 2026, at 9am.
 - b. Meeting Adjourned.