



## Board of Directors Meeting Minutes

Thursday, May 14<sup>th</sup> @ 9:00am

**Location:** Zoom Meeting

1. Welcome / Roll Call
  - a. Board: Kevin Wan, Nate Yungvanitsait, Donbi Kim, Brett Maresca, Paul Takushi, Nu Young, Heather Caswell, and Dr. Noll. Absent: Marcus Marino
  - b. Staff: Brett Lee, Shaylee Marr, Patrick Curzon, Autum Foss and Richard Jia
2. Review of Minutes & Agenda
  - a. April meeting minutes (Approved).
  - b. May meeting agenda (Approved).
3. Public Comment
  - a. No Public Comment.
4. Financial Report
  - a. First Northern Checking: ~ \$4,053.35
  - b. Reserves: ~ \$22,745.98
  - c. Chase Account: ~ \$9,650.57
  - d. Balance is low due to delay in receipt of DBID funds from City of Davis. There is a \$190,000 check at City Hall for the DDBA. Funds are being held until the Memorandum of Understanding (MOU) between City and DDBA is revised and approved. Target for revised (MOU) to go to City Council on June 2.
  - e. Nate Yungvanitsait asked if adding/expanding staff roles requires board approval. Response: DDBA is staying within the previously approved budget. Brett sees board approval as required if going above approved budget or adding a true net new position, but not for reallocating within that budget and modestly expanding an existing contractor's scope.
5. Partner Updates
  - a. City of Davis – Katie Yancey
    - i. Katie provided additional information regarding the revision process for the MOU.
    - ii. Katie provided an update on the Outdoor Dining Program
      - a. City previously set a July 1, 2026 deadline to bring all outdoor dining under the new permanent program.

- b. Many businesses require one-one work to bring them into compliance.
- c. Proposed action: City is proposing a six-month extension to the deadline. Planning Commission and City Council will consider the amendment.

b. Chamber of Commerce – Carrie

- i. No Updates Provided.

c. Davis Police Department – Matt

- i. No Updates Provided.

d. UC Davis – Kelly

- i. Kelly is on maternity leave and will not be attending the next couple of meetings. If specific UC Davis input is needed, DDBA can request Mabel to attend as alternate.

6. Social Media Update with Richard Jia

- a. Instagram Performance (March/April)
- b. Instagram Audience Overview
- c. Facebook Performance (March/April)
- d. Facebook Audience Overview
- e. TikTok Strategy – New Downtown Davis TikTok channel has been launched to reach under-25 demographic. Data not ready yet; metrics to be presented at next month’s meeting. The goal is to stay current with how people receive content as Facebook users age out.
- f. Closed Facebook Group for Businesses
  - i. Richard has created a closed Facebook group for downtown business members. The purpose is to have a central hub for event sign-ups, marketing and promo opportunities, and program announcements that require action by businesses. Reduces the need to dig through old newsletters or scattered posts. Plan: Begin populating group with upcoming events, sign-up forms and opportunities and invite businesses and board members to join.

7. Event Updates with Autum Foss

- a. Autum shared a mid-year overview document (posted in the chat) listing events completed and upcoming.
- b. In Progress/Upcoming Events include: Downtown at Dusk, Day in Downtown, Neighborhood Market, World Cup Viewing Party, Pub Crawl (Father’s Day/Dad’s & Grads concept), Downtown Discovery Fest, Dive into Downtown, Treat Trail, Shop Small Weekend and month-long December holiday event series.
- c. Board discussed the current strategy used to determine if an even is successful.

8. Board Committee Updates

- a. Safety Committee:
  - i. Meeting monthly to strengthen downtown safety through connection and knowing neighboring businesses. Recent issues highlight that many business owners do not know each other, which weakens both community cohesion and safety.
  - ii. New proposal: “Meet Your Downtown Business Neighbor” Mixer on D Street. Objective: Encourage businesses to get to know neighboring businesses, build mutual support networks and informal watchfulness and fit within DDBA’s broader goal of more mixers and community activation. Brett L. suggested adding this item as a formal agenda item for the next board meeting for discussion and decision.
- b. Marketing Committee:
  - i. The marketing committee is exploring a new “paid ads” initiative. The plan is to test 1-2 paid ad campaigns with a modest budget to track performance of paid ads and any potential decline in organic reach afterward.

9. Executive Director Updates with Brett Lee & President Updates with Kevin

- a. Brett provided a proposed schedule and format for the upcoming board retreat.
- b. Brett provided an update regarding Heather Logan’s role. Heather’s role has expanded to include marketing coordinator responsibilities.
- c. A UC Davis intern will start this month. The intern will support with in-person events and assist with special projects.
- d. Sponsorship & Budget Relief discussion.

10. Board of Directors Action Items

- a. No action items discussed during this agenda item.

11. Board Update from City’s General Plan Consultant

- a. Melissa Stark provided a general plan overview which included a presentation on the following items:
  - i. Process & Timeline
  - ii. Land Use Maps & Concepts
  - iii. Inside City Limits – Three Concepts
    - a. Concentrated Growth
    - b. Dispersed Growth
    - c. Employment Focused
  - iv. Preliminary Quantitative Comparison
  - v. Outside City Limits – Northeast & Northwest Concepts
  - vi. Urban Limit Line Proposal
  - vii. Online Survey – A public online survey is open through May 28th
  - viii. Next Steps

12. Adjournment

- a. Next Regular Board of Directors Meeting: June 11, 2026, at 9am.
- b. Meeting Adjourned.