



Board of Directors Meeting Minutes

Thursday, August 13th @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
 - a. Board: Nate Yungvanitsait, Brett Maresca, Donbi Kim, Dr. Noll, Marcus Marino, Paul Takushi, Nu Young, and Heather Caswell. Absent: Kevin Wan.
 - b. Staff: Brett Lee, Heather Logan, Patrick Curzon, Autum Foss and Shaylee Marr
2. Review of Minutes & Agenda
 - a. July meeting minutes (Approved).
 - b. August meeting agenda (Approved).
3. Public Comment
 - a. No public comment.
4. Financial Report
 - a. First Northern Checking: ~ \$24,217.72
 - b. Reserves: ~ \$139,758.40
 - c. Chase Account: ~ \$8,912.27
 - d. Net: \$55,081.20
 - e. No unexpected expenses to report. Financial report approved.
5. Partner Updates
 - a. City of Davis – Katie Yancey
 - i. No representative present.
 - b. Chamber of Commerce – Carrie
 - i. Carrie provided updates on the following topics:
 - a. DJUSD New Staff Welcome Bags: Chamber foundation presenting bags at new staff orientation on Monday.
 - b. Family Fun Fest: Friday, September 4th at Nugget Fields in Northwest Davis.
 - c. Make Davis Circle Event: September 11th at F Street garage, partnering with DDBA, Hilton Garden Inn, and Davis Fix-It Up for cleanup and beautification.
 - d. Second Two-by-Two-by-Two Meeting (City, Chamber, and DDBA) on Monday.
 - e. Economic Development Series: Third session on September 29th at Recology. Recorded and available on Chamber YouTube channel.

f. Small Business Grants: Applications opening in the next week or so.

c. Davis Police Department – Matt Muscardini

- i. No major incidents to report.
- ii. Planning to have Officer Turner on bike patrol at least once, if not twice per week. Officer Muscardini also getting out on patrols when possible.
- iii. Marcus Marino raised a concern about a new group of unhoused individuals on E Street in the early evening hours. Officer Muscardini will follow up with Officers Turner and Griffin and report back.

6. Board of Directors Action Items

a. Expansion of Designated No Smoking Areas Downtown

- i. Brett Lee presented the proposal to expand the current no-smoking zone (currently limited to G Street between 2nd and 3rd, E Street Plaza, and G Street Plaza) to a more comprehensive downtown no-smoking zone.
- ii. Proposal covers cannabis, tobacco, and vaping.
- iii. Purpose: Improve enforcement clarity (eliminating the 20-foot-from-doorway ambiguity), protect outdoor dining patrons, and reduce congregating/disruptive behavior.
- iv. Discussion: Board discussed including vaping in the prohibition (consensus to include). Paul Takushi raised questions about enforcement when officers are not present and signage needs.
- v. Motion to support expanding the no-smoking areas downtown to include cannabis, tobacco, and vaping (Approved).

b. Expansion of Designated No Biking on Sidewalk Areas Downtown (Including Scooters)

- i. Brett Lee proposed expanding the current no-biking-on-sidewalk zone and adding scooters to the prohibition.
- ii. Current zone covers a partial area between 2nd and B Streets to G Street, up to 4th and 5th. Proposed expansion includes west to A Street along the 3rd and 2nd Street corridors.
- iii. Marcus Marino shared personal experience of being struck by a cyclist on F Street.
- iv. Motion by Marcus Marino, seconded by Heather Caswell. (Approved unanimously).

c. Change of Davis Municipal Code to Allow Cannabis Businesses to Stay Open Until 10pm

- i. Brett Lee provided background: Artistry on F Street has lost revenue since Woodland opened dispensaries. Dixon and state law allow 10pm closing; Davis currently requires 9pm.
- ii. Police chief is comfortable with the change. City would welcome additional tax revenue.
- iii. Motion by Marcus Marino, seconded by Heather Caswell. Six approved, one opposed (Dr. Noll). Motion carries.
- iv. Dr. Noll expressed concern that the extended hour coincides with issues on the top floor of the 1st and F Street parking garage at night.

d. City of Davis Creating an Entertainment District on G Street

- i. Brett Lee explained the concept: State law changed in January allowing municipalities to create entertainment districts. Bars and restaurants in the zone could allow alcoholic beverages to be taken outside into the designated G Street platform area.

- ii. Proposed structure: Not 24/7. Likely Thursday–Saturday or Friday–Sunday, starting at 3–4pm until 9pm. Enforcement component required.
- iii. Discussion: Brett Maresca emphasized the need for an enforcement plan so businesses do not lose revenue from outside alcohol being brought in. Board discussed a seasonal/event-based approach as a pilot.
- iv. Motion: DDBA supports the general concept of an entertainment zone for special events at the G Street platform area. Motion by Marcus Marino, seconded by Nu Young. (Approved unanimously).

7. Board Committee Updates

a. Safety Committee: Heather Caswell

- i. “Safety Matters” dropdown added to the DDBA website for safety-related information and resources.
- ii. Monthly newsletter segment featuring questions answered by Officer Muscardini (“Ask Matt” feature).
- iii. Safety Matters Downtown Mixer: October 26th, 5–7pm at The Penns. Encouraging business owners to attend; looking for appetizer contributors.
- iv. Host Program: Volunteer program being developed in partnership with police department. Volunteers receive training, carry radios, and serve as downtown ambassadors. Jennifer Crowell (police department) joining as volunteer coordinator.
- v. Working on increasing evening and weekend downtown police coverage.

b. Marketing Committee: Heather Logan

- i. July saw strong results across social media with positive community feedback.
- ii. Main focus: Making it easier for businesses to participate in promoting downtown events by providing ready-to-use materials (flyers, social media posts, stories, templates).
- iii. Goal: Create a repeatable marketing kit and promotion timeline for every major downtown event.
- iv. Discussed entertainment zone potential for 2027 Women’s World Cup.
- v. Reaching out to member businesses to promote Aggie Deals for Dive into Downtown and Day in Downtown.
- vi. Facebook group for business owners being promoted via email for easier access to event sign-ups and opportunities.

8. Social Media Updates with Heather Logan & Event Updates with Autum Foss

a. Social Media Update – Heather Logan

- i. Facebook: 12,900 followers. Instagram: 11,300 followers. 72% of audience are women.
- ii. 1.7 million Facebook views and nearly 3 million Instagram views since January 2025.
- iii. 2026 (January through early July): 1.67 million views, up 52%.
- iv. TikTok: 6,100 views. Growing platform; views are the key metric over followers.
- v. Top-performing content: Soccer Fest/World Cup events, community-focused posts, and “what it feels like to be downtown” content. Will continue prioritizing people-focused content.

b. Event Updates – Autumn Foss

- i. Dive into Downtown (UC Davis Partnership, 5th year):
- ii. September 16th – Transfer Student Day: 3–6pm, 3,000+ students expected.
- iii. September 18th: 3–4pm.
- iv. September 19th (Saturday): 2:30–6:30pm, approximately 7,000 students expected.
- v. Photo booth, activities, and giveaways in E Street Plaza. Working with Aggie Deals for student offers. Tabling opportunities available for DDBA members at E Street Plaza.
- vi. Day in Downtown: September 27th and October 25th.
- vii. Neighborhood Market: October 11th and November 22nd.
- viii. Treat Trail: October 31st (Saturday), 3–5pm.
- ix. Partnering with the Zombie Bike Parade this year.
- x. Discussion: With more adults downtown due to the bike parade, board discussed emphasizing that Treat Trail is a kids-focused event to manage candy costs for participating businesses.

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

a. Brett Lee (Executive Director):

- i. 1st and F Street Parking Garage:
 - a. September 11th and 14th: Cleanup event including pressure washing, graffiti abatement, and painting. City to replace broken lights. Partners: Chamber of Commerce, Davis Picks It Up, and DDBA.
 - b. Met with city manager about partnering with Hilton Garden Inn for an ongoing presence at the garage to maintain safety and cleanliness.
 - c. Ganit (Hilton Garden Inn owner) is supportive and open to solutions.
 - d. Completed a walkthrough with Katie Yancey, Antonia Diaz, Carrie, Bobby (Chamber), and Ganit/staff. Documented condition issues.
 - e. Presenting actionable, bite-sized solutions within city's power and budget. Follow-up meeting planned with city manager.
- ii. Dr. Noll shared concerns about the top floor being used as a late-night hangout (cars, parties, especially Thursday and Friday nights). Broken windows, trash, and skid marks observed. City is aware but action is needed.
- iii. Possible solution discussed: Closing off top floor access at 10pm.

b. Kevin Wan (President):

- i. Kevin was absent; no president updates.

10. Adjournment

- a. Next Regular Board of Directors Meeting: September 10, 2026, at 9am.
- b. Special in-person board meeting: October 5th, 5–7pm.
- c. Downtown Safety Matters Mixer: October 26th, 5–7pm.
- d. Meeting Adjourned.