Board of Directors Meeting Minutes

Thursday, September 10th @ 9:00am

Location: Zoom Meeting

1. Welcome / Roll Call
   a. Board: Kevin Wan, Nate Yungvanitsait, Brett Maresca, Donbi Kim, Paul Takushi, Marcus Marino, Nu Yung, Dr. Earlyn Noll. Absent: Heather Caswell.
   b. Staff: Brett Lee, Heather Logan, Autum Foss, Richard Jia, and Shaylee Marr

2. Review of Minutes & Agenda
   a. August meeting minutes. (Approved).
   b. September meeting agenda. (Approved).

3. Public Comment
   a. Randi shared that a local pressure washing company from Dixon (believed to be DPW Exterior Cleaning) was pressure washing Central Park that day. He recommended them highly for downtown cleanliness efforts as reasonably priced, high-quality, and offering better rates with increased frequency. Randy will share the company name in the chat.
   b. Jason White introduced himself as the owner of Campus Burgers, opening on Second Street in the former Falafel Corner space. The concept started near San Jose State and focuses on low prices for students ($1.99 hamburger, $2.99 cheeseburger) by sourcing directly from vendors such as Harris Ranch. Additional locations in Berkeley and near San Diego State. The board welcomed Jason to the downtown.

4. Financial Report
   a. First Northern Checking: ~ $4,283.48
   b. Reserves: ~ $140,075.93
   c. Chase Account: ~ $7,443.06
   d. Net: $11,053.22
   e. No unexpected expenses to report.
   f. Brett Lee noted that the majority of DDBA revenue comes in late spring, and monthly expenses run approximately $25,000 to $28,000, so reserves must last until the following spring.
   g. Financial report approved.

5. Partner Updates
    a. City of Davis – Katie Yancey
        i. 1st and F Street Garage Cleanup Permit: Permit for the garage closure and cleanup is under final review and expected to be issued shortly. Katie thanked the DDBA, Chamber, Presidio, and other partners for their work on the permit.
        ii. Revenue Recapture Strategy: City is developing a strategy to collect business license and DBID fees in a fair, equitable, and professional manner. Selection of a consulting firm is nearing conclusion, with an item expected to go to City Council in October. Once the initial discovery audit is complete, Katie will meet with Donbi to share projected new revenue for next year's budget.
        iii. Resolution of Intent to Levy: Going to City Council on October 6th. Sets the public hearing for the annual DBID assessment, which will occur in November.
        iv. No downtown construction of note.
        v. City will post on social media to notify the community of the garage closure.
    b. Chamber of Commerce – Carrie
        i. Carrie provided updates on the following topics:
            a. 1st and F Street Garage Cleanup: Volunteers with pickers, buckets, and PPE on September 11th, 7:30–9:30am, followed by power washing on September 14th.
            b. First Northern Social: September 24th, 5:30–7pm. Featuring the Hey Bales polka band, with food and beer by Tommy J's.
            c. Economic Development Series: Third session on business development, Tuesday, September 29th, 9–10:30am at the Recology conference room. Free and open to all. Joe D'Annunzio confirmed as a panelist. Previous sessions available on the Chamber YouTube channel.
            d. Smith Funeral Home Social: October 15th, 5:30–7pm.
            e. Ribbon Cutting: Inspire Martial Arts (South Davis, near Target), Saturday at noon.
            f. Two-by-Two-by-Two meeting (City, Chamber, and DDBA) next week.
    c. Davis Police Department – Matt Muscardini
        i. No major updates to report.
        ii. Confirmed attendance at the Safety Matters Mixer on October 26th, 5–7pm at The Pence patio, with Jennifer Crowell expected to attend as well.
        iii. The recent DUI checkpoint resulted in four arrests, which is higher than typical for a single evening at one location.

6. Board Committee Updates
    a. Safety Committee: Heather Caswell (absent; update provided by Patrick Curzon and Matt Muscardini)

i. Host/Ambassador Program: Working with the police department to relaunch the downtown host ambassador program. The PD has a job description that will be shared with the board and possibly included in the next newsletter. A new name for the program is being considered.

ii. Ambassadors will primarily serve as knowledgeable information resources downtown. They will receive PD training on being good observers, carry police radios, and help create a safer, more family-friendly atmosphere.

iii. Volunteers can contribute any amount of time (one hour a week or one hour a day). Another volunteer is about to sign on.

iv. Recruitment: DDBA will host a booth at Movies in the Park (Lion King this Saturday at dusk, plus the following two Saturdays), co-hosted by the Davis Police Officers Association and Rotary.

v. Paul Takushi and Carrie asked how businesses and the Chamber can help promote recruitment. Matt will send the program flyer to Brett Lee for distribution. Heather Logan will coordinate with Matt on print and online marketing materials.

vi. "Ask Matt" newsletter feature: A document of common questions will be compiled for Matt to answer at once, to be pulled from for future newsletters.

b. Marketing Committee: Heather Logan

i. Main focus: Dive into Downtown and Aggie Deals. Aggie Deals is live on the DDBA website, with larger "Super Aggie Deals" being coordinated for event week to encourage students to explore downtown.

ii. Businesses are encouraged to provide flyers, coupons, or promotional materials for distribution at the DDBA table. Brett Lee and Patrick Curzon will be tabling all three days.

iii. October programming: Planning to support Brett Maresca's (Bohem) activation of the former Union Bank space for approximately half of October with promotions. Details are not yet finalized; Heather Logan and Brett Maresca will connect early next week.

iv. Halloween Treat Trail partnering with the Zombie Parade.

v. Continuing golden ticket hunts with gift card giveaways to drive engagement.

vi. With the help of an intern, will begin highlighting new businesses during their opening week.

7. Social Media Update with Richard Jia & Event Updates with Autum Foss

a. Social Media Update – Richard Jia

i. Facebook: Views continue trending upward for July 1st through August 31st compared to the previous period, though likely tapering after the World Cup.

ii. Instagram: Slight drop in views, attributed to World Cup content tapering off.

iii. Dive into Downtown video (August 28th) received 75.9K views, showing strong interest in new students arriving in Davis.

iv. TikTok: Account is relatively new; resharing Facebook and Instagram content with the goal of reaching the 18–24 demographic, which is underrepresented on Facebook.

v. Businesses encouraged to use this busy season to start their own social media or run deals.

b. Event Updates – Autum Foss

i. 1st and F Street Garage Cleanup (partnership with Hilton Garden Inn owner Ganit, the City, PD, and Chamber):
    a. September 11th, 7:30–9:30am: General cleanup and landscaping.
    b. September 14th and 15th, 7am–3pm: Pressure washing of stairwells and walls, plus graffiti removal.
    c. Garage will be closed all three days.
ii. Dive into Downtown: September 16th, 18th, and 19th.
    a. DDBA booth in E Street Plaza with giveaways, prize wheels, Farmers Market stickers, and a photo booth on Saturday.
    b. 35 Aggie Deals businesses signed up, eligible to offer Super Deals during the three days (e.g. free books at Logos, free socks at Avid Reader).
    c. Approximately 7,000 students expected downtown over the three days.
iii. Treat Trail: October 31st, 3–5pm. Princess Pals in E Street Plaza, a photo booth, and possibly Aggie Bats (student organization).
iv. Day in Downtown: September 27th and October 25th.
v. Neighborhood Market: October 11th and November 22nd.
vi. Discussion: Board recommended businesses staff up for the Wednesday of Dive into Downtown (3–6pm, transfer students), which coincides with freshman move-in and the Farmers Market. Saturday (2:30–6:30pm) is expected to be the busiest day. Students tend to arrive about an hour before the advertised start.

8. Executive Director Updates with Brett Lee & President Updates with Kevin Wan
    a. Brett Lee (Executive Director):
        i. Downtown Power Washing:
            a. Background: About a year ago, the City committed to quarterly power washing but faced budget cuts. The City set aside $10,000 per year for downtown cleanliness, to be used in partnership with the DDBA.
            b. The current vendor quote is $5,000 per occurrence ($20,000 per year for quarterly service), and quarterly has proven insufficient.
            c. Working with the City on a plan for PRIDE Industries to provide a weekly team for trash and power washing, piecing together several funding sources. A workable solution is expected this fall, with a goal of approximately nine power washings per year.
            d. Public Works' last communication indicated the DDBA would be taking over power washing. The last City power washing was in June.
            e. Brett Lee will reach out to and visit the pressure washing contractor recommended by Randy.
        ii. 1st and F Street Parking Garage:

a. Ganit (Hilton Garden Inn) is funding the majority of the power washing, graffiti abatement, and related efforts. The Chamber and Davis Picks It Up are coordinating volunteers for trash pickup.

b. For ongoing upkeep, Brett Lee is working with the Solano County Office of Education to have an adult program (developmentally disabled adults over 18) provide trash collection twice a week, starting at the garage. This is a free job-training service; the coordinator was very positive.

iii. Cleanliness Responsibility Discussion:

a. Brett Maresca raised concerns that a recent City response to a member business suggested downtown cleanliness is now the DDBA's responsibility, directing the business to DDBA contact information.

b. Brett Lee clarified that basic downtown cleanliness and safety are the City's responsibility ("the City is the cake, the DDBA is the icing"), while businesses and property owners handle spot cleaning.

c. Brett Maresca suggested developing template responses with the City so responsibilities are communicated consistently to the public and members.

iv. Board Retreat: Monday, October 5th, 5–7pm at the Regency building (houses Golden 1 Credit Union). In person for board members, with a Zoom option for those unable to attend.

v. Board Elections: Board elections will be held in January. Board members should let Kevin Wan and Brett Lee know whether they plan to seek re-election. Recommendations for new board members are welcome, with the goal of having a slate prepared by October/November. Jason White was invited to consider getting involved.

vi. Safety Matters Mixer reminder: October 26th at The Penns patio.

b. Kevin Wan (President):

i. Kevin thanked Nate Yungvanitsait for covering while he was on vacation, and noted a busy end of September ahead with students returning after a quiet summer.

9. Adjournment

a. Next Regular Board of Directors Meeting: Thursday, October 8, 2026, at 9am.

b. Board Retreat: Monday, October 5th, 5–7pm.

c. Downtown Safety Matters Mixer: October 26th, 5–7pm.

d. Meeting Adjourned.