

Meeting Date: Wednesday, November 2, 2022
Time: DNBA Membership Meeting (DNBA/BID Members Only)
Board of Directors Meeting (immediately following – Closed Meeting)
Location: Creekside Bakery, 1719 Grant Ave, Novato

DNBA/BID Membership Meeting
(Open to DNBA/BID Members Only)

7:06pm Call to Order, Introduce Members & Guests - Emily Rich, President
Katherine Anderson, Copperfield's Books; Jon Christman, TOPO Chiropractic; Katie Chase, State Farm; Vincent Cheung, Angie's Steam Foot Spa; Tief Gibbs, Vintage Vehicles; Steve Jordan, Creekside Bakery; Andy Podshadley, Trek Wine; Emily Rich, Village Child; Peter Serchia, All Season Soccer; Stephanie Koehler, DNBA; Jessica Deakyne, City of Novato; Sullina Sanchez, City of Novato; Liz Podshadley, Trek Winery; Rob Sundberg, Avenue Salon; Tien Lam, Bacon; Mondy Safa, Novato Square Cleaners; Crystal Redding, Katie Chase: State Farm; Brandon Henslee, Five Little Monkeys

Visitor + Member Comments

- Mondy Safa let everyone know what a wonderful time she had during Safe Trick or Treat. Katie Chase and Brandon Henslee both indicated the same. There was discussion about the huge turn out and very happy families. Emily Rich indicated their sales were up 30% over the last time we did Safe Trick or Treat in 2019 indicating it has a positive economic impact.

Meet Board of Directors Candidates for the 5 Open Seats – Election December 7, 2022

Vincent Cheung, Angie's Steam Foot Spa
Jeannie Jarnot, Beauty Heroes
Emily Rich, Village Child
Crystal Redding, Katie Chase State Farm
Barbara Slack, CWS Construction

City of Novato Update – Jessica Deakyne & Sullina Sanchez

- Jessica introduced Sullina Sanchez, the new Economic Development Analyst for the City.
- The Tenant Improvement Grant application will not be live until the Spring of 2023.
- The Audit of the BID List is still in progress.
- City Council will be presenting a proclamation to the DNBA, Chamber and SBDC on November 15th – declaring November 26th Small Business Saturday. She invited everyone to come support the effort.
- Stephanie will be presenting an update to the Economic Development Commission on November 3rd.
- 15 Minute Parking Signs are being re-worked and 12 are being made permanent. Stephanie worked with Public Works and the businesses to determine the new map.
- Temporary Parklets need to be removed by December 31. All businesses have been notified.

General Update – Stephanie Koehler

- New Store Openings: Wild Fennel and Coming Soon....Brother's Farmers' Market
- SMART Train Ads are installed on platforms in San Rafael and Petaluma.
- Events – Small Business Saturday, Nov 26; Tree Lighting, Dec 3; Bouncy Ball New Year, Dec 31
- The DNBA launched their Annual Storefront Decorating Contest. Winners announced December 14th
- The final vote on the assessment will be held November 1th at City Council
- The Stephanie will be presenting an update Nov 3rd at EDAC (also mentioned above)

Treasurer's Report – Stephanie Koehler

8:10pm Adjourn Meeting

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Regular Board of Directors Meeting
(closed meeting)

8:13pm Call to Order: Emily Rich, President

Roll Call:

Katherine Anderson, Katie Chase, Vincent Cheung, Tief Gibbs, Steve Jordan, Andy Podshadley, Emily Rich, Peter Serchia, Rob Sundberg, (Stephanie Koehler, Executive Director)

Wayfinding Maps – Stephanie Koehler

There was discussion about moving forward with a digital version of the wayfinding maps for Downtown – siting the challenges with keeping the printed version accurate and the costs of frequent printing.

General Update – Stephanie Koehler

Nothing in addition to the items discussed in the Membership Meeting.

Approve Meeting Minutes from October 5, 2022

Steve Jordan made a motion to approve the minutes as written. Katie Chase seconded the motion.
Vote: 7 In Favor. None Opposed. 2 Abstentions.

Other Business + Open Discussion

None.

8:36pm Close DNBA Board Meeting