

Meeting Date: Wednesday, January 5, 2022

Time: 7pm DNBA Membership Meeting (DNBA/BID Members Only)
Board of Directors Meeting (immediately following – Closed Meeting)

Location: Creekside Bakery, 1719 Grant Ave, Novato
Please note face coverings are mandated for the meeting.

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

7:07pm Call to Order & Introduce Guests: Emily Rich, President

Emily Rich, Village Child; Steve Jordan, Creekside Bakery; Mike Kuimelis, Mantra Wines; Katie Chase, State Farm; Katherine Anderson, Copperfield's Books; Vincent Cheung, Angie's Steam Foot Spa; Tief Gibbs, Vintage Vehicles; Andy Podshadley, Trek Wines; Peter Serchia, All Season Soccer; Stephanie Koehler, DNBA; Dan Maher, Sustainable Exchange

Visitor + Member Comments

None

Meet Your DNBA Board Members

Each board member briefly explained why they are serving on the board.

Emily Rich, Village Child, *President*; Steve Jordan, Creekside Bakery, *DNBA Vice President & BID Advisory Board Chair*; Mike Kuimelis, Mantra Wines, *Treasurer*; Katie Chase, State Farm, *Secretary*; Katherine Anderson, Copperfield's Books; Jon Ballack, Orange Theory Fitness; Vincent Cheung, Angie's Steam Foot Spa; Tief Gibbs, Vintage Vehicles; Andy Podshadley, Trek Wines; Peter Serchia, All Season Soccer

The Role of the DNBA & BID Advisory Board:

Steve Jordan gave a brief history of the BID and why it was established. He explained some of the challenges it has faced in its history and outlined why it is doing well now...accomplishing exactly what it is intended to accomplish.

Member Feedback: What would you like to see from the DNBA in 2022

Ideas:

- Hold "social mixers" to foster relationships with other business owners.
- Encourage busking on downtown streets – especially during Living Streets
- Conduct a survey of businesses to collect information from business owners
- A "Where's Waldo" event collaboration with businesses
- Interested in data from the 2016 Community Image Survey
- Clearly define "common interests"
- Fill Board Vacancies
- Improve Parking
- Have events include a "social good" component
- Youth Events

2022 DNBA Membership Meeting Schedule:

Membership Meetings are open to DNBA members only and are held the first Wednesday of each month at 7pm. A postcard with the location will be mailed to your business address the week prior to the meeting.

In 2022: Jan. 5, Feb. 2, March 2, April 6, May 4, June 1, July 13 (note date change due to holiday), Aug. 3, Sept. 7, Oct. 5, Nov. 2, Dec. 7

BID Advisory Board Meetings are open to the public and are held the 3rd Tuesday of February, May, August and October at 7pm. In 2022: Feb. 15, May 17, Aug. 15, Oct. 18.

City of Novato Update – Will Morat

Will shared information about a city-wide gift card program in the works.

Treasurer's Report – Mike Kuimelis

8:15pm Close DNBA General Membership Meeting

Regular Board of Directors Meeting
(closed meeting)

8:19pm Call to Order: Emily Rich, President

Roll Call: Emily Rich, Steve Jordan, Mike Kuimelis, Katie Chase, Katherine Anderson, Vincent Cheung, Tief Gibbs, Andy Podshadley, Peter Serchia, (Stephanie Koehler, Executive Director)

Expectations of Board Members

A brief discussion outlining the following expectations was held:

- The role of the board is to support the BID as a whole and all the businesses in it.
- Confidentiality is expected.
- While there is no formal policy – regular attendance at meetings is critical to the success.
- We hope board members will volunteer at events
- Only the individual elected to the board can represent at board meetings.

Discuss Board Vacancies for Open One-Year Term

Steve made a motion to put out a call to the membership looking for candidates who might be interested in being appointed to one of the two vacancies in the current term – ending December 31, 2022. Katie seconded the motion. The discussion included the reasons why this is important as well as acknowledging the act that some members have asked us to have fewer vacancies. *Vote: 8 In Favor / 1 Opposed / No Abstentions*

Instructions to the ED to send an email to membership calling for candidates requesting a statement of intent as well as why they want to serve with a deadline of January 26th so board members would have time to review their statements.

General Update – Stephanie Koehler

2022 Event Dates

- Rock The Block: June 23 & Sept 15
- Nostalgia Days: TBD
- Tree Lighting: December 3
- Bouncy Ball New Year: December 31

Approve Meeting Minutes from November 3, 2021, December 1, 2021 & December 7, 2021

Emily made a motion to approve as a slate as submitted. Steve seconded the motion.

Vote: 5 In Favor / 0 Opposed / 4 Abstentions

Other Business + Open Discussion

None

8:49pm Close DNBA Board Meeting