

Meeting Date: Wednesday, August 3, 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

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

7:19pm Call to Order, Introduce Members & Guests Present - Emily Rich, President

Katherine Anderson, Copperfield's Books; Jon Ballack, Orange Theory Fitness; Katie Chase, State Farm; Tief Gibbs, Vintage Vehicles; Steve Jordan, Creekside Bakery; Andy Podshadley, Trek Wine; Emily Rich, Village Child; Peter Serchia, All Season Soccer; Stephanie Koehler, DNBA; Michael Atchison, Novato CrossFit; Mr. Jarrot, Beauty Heroes; Jeannie Jarrot, Beauty Heroes; Mondy Safa, Novato Square Cleaners; Jessica Deakyne, City of Novato; Mary Price, Village Child; Liz Podshadley, Trek Winery

Visitor + Member Comments

- Andy let the group know there is now a Friday night cornhole league (open to the public) at Trek winery starting this month.

City of Novato Update – Jessica Deakyne

- Economic Development has been moved back to the Asst. City Manager's office so she will be our contact at the City
- City Council will hold an information session on August 23rd to discuss the possibility and impact of adopting the Marin County single use plastic ordinance.
- The City has posted a job opening for an Economic Development Analyst

Update On 2022 Events

First Fridays on Grant | August 5 & September 2 | 5-10pm
Rock the Block | September 15 | 6-9pm
Nostalgia Days Cruise & Show | October 7 & 8
Safe Trick or Treat | October 29 | 11am-2pm
Small Business Saturday | November 26
Tree Lighting Festival | December 3

Dia De Los Muertos Festival 2023 Discussion

- Stephanie has been wanting to bring a Dia De Los Muertos Festival to Downtown Novato for several years. She has spoken with several Mexican restaurant owners who have expressed interest in helping. She plans to start the planning process with them soon – hoping to do a festival in 2023.

Treasurer's Report

Other Business

- Jeannie Jarrot, owner of Beauty Heroes, asked to be considered for a board position. She let the group know August 29th is the 3 year anniversary of their location on Grant Ave.

7:39pm Close DNBA General Membership Meeting

Regular Board of Directors Meeting
(closed meeting)

8:47pm Call to Order: Emily Rich, President

Roll Call:

Katherine Anderson, Jon Ballack, Katie Chase, Tief Gibbs, Steve Jordan, Andy Podshadley, Emily Rich, Peter Serchia, (Stephanie Koehler, Executive Director)

BID Assessment Proposal Follow Up Discussion

The sub-committee (Steve, Tief & Emily) charged with evaluating the BID Fee structure and making a recommendation to the Board shared their proposal which included adjustments in BID Zones and categories. The proposal will be presented to the Membership at the September 7th meeting.

Tourism Committee Update

Emily and Stephanie had a meeting with Coy Smith and Coree Cameron of the Chamber as well as City Manager Adam McGill and Councilmember Lucan to determine the course of action for the representation on the Tourism Committee. The DNBA had been looking for more business representation on the committee. A resolution was reached.

Initial Review of Survey Results

The board reviewed the 38 responses to the Information Survey sent to all DNBA Member businesses. The survey was sent out 10 times over a 3-month period, with the hope of getting a strong response. There was discussion about whether to include the DNBA board member responses in the survey results. Many board members felt their opinions were important – as business owners in the BID. They indicated that they responded to the survey honestly – with both positive and negative input. The decision was to keep their responses in the data and indicate how many responses in the data set are from business owners currently serving on the DNAB Board.

Approve Meeting Minutes from June 1, 2022 & July 6, 2022 Meetings

Emily Rich made a motion to approve the June meeting minutes as submitted. Katherine Anderson seconded the motion.
Vote: Seven in favor. None opposed. One Abstention.

Teif Gibbs made a motion to approve the July meeting minutes as submitted. Steve Jordan seconded the motion.
Vote: Seven in favor. None opposed. One Abstention.

Other Business + Open Discussion

The Board directed the ED to reach out to Jeannie Jarnot to let her know she will be listed on the ballot for the upcoming election in December. As always, a call will go out to all DNBA members in September seeking interest for the 5 positions up in 2022.

8:53pm Close DNBA Board Meeting