

Meeting Date: Wednesday, May 1, 2024
Time: DNBA Membership Meeting (DNBA/BID Members Only)
Board of Directors Meeting (immediately following – Closed Meeting)
Location: Trek Winery, 1026 Machin Ave, Novato

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

7pm Call to Order & Introduce Guests: Barbara Slack, *President*
Went around the room offering every business an opportunity to say a positive thing that is happening in their business.

Barbara Slack, CWS Construction; Rob Sundberg, Avenue Salon; Cindy Sundberg, Avenue Salon; Tief Gibbs, Vintage Vehicles; Meghan Evans, Buttercup Home; Steve Jordan, Creekside; John Christman, TOPO Chiropractic; Andy Podshadley, Trek; Tom Young, Pini Hardware; Denise & George Athas, Athas & Associates Realty; Vincent Cheung, Angie's Steam Foot Spa; Maureen Gallagher, Avenue Salon; Ginger Sheets, Accents; Andrew Holzbaur, UPS Store; Michael Atkinson, Novato CrossFit; Stephanie Koehler, DNBA

Visitor + Member Comments

Tom Young wanted the group to know what a great marketing presentation Stephanie had made at the City's Small Business Networking event the night before. He said it was amazing to see her in a different setting sharing such valuable information in an engaging way.

Meet & Greet with Police Chief, Jim Naugle

The new Police Chief introduced himself, sharing his background and long-time connections with Novato where he started his policing career. There was discussion about homelessness and how it is impacting Downtown Businesses. The Chief indicated they had made some strides in improving it and it remains one of the highest priorities. He shared that he has started a cadet program where we will start having 4 officer cadets enforcing timed parking in downtown. This was very well received – as this has been a challenge for businesses since the enforcement program stopped over 10 years ago. There was concern expressed about how many kids ride E-Bikes fast down the middle of Grant and E-Scooters down the sidewalks endangering pedestrians. The DNBA is looking forward to working with Chief Naugle in the coming years.

General Update – Stephanie Koehler

1. *First Fridays.* Inquired to see if any merchants had stepped forward to program anything for First Fridays. There seemed to be no organized plan. Merchants were reminded they have to provide the DNBA/City with proper certificates of insurance (COI) naming the City of Novato additional insured if they want to extend beyond their business. Any pop-up vendors must also provide the same COI.
2. *May 11: Sparkling Saturday for Moms.* Hoping to get merchants to offer specials on the Saturday before Mother's Day to promote Shopping. Merchants need to let Stephanie know if anything is planned and she will promote on the DNBA social channels.
3. 2024 Event Sponsorship Update. Rock the Block Sponsors: Kiosk, Game Fortress, Bank of Marin, Hennessy Funds, CWS Construction Group, Crossfit Novato, B12Love, Athas & Assoc., Avenue Salon.
4. Event Volunteer Sign Up

BID Advisory Board Meeting Reminder – May 21

City of Novato Update

- They want to thank the DNBA for their partnership on the Small Business Week event – follow-up surveys are out, and City staff is considering adding another event this fall with the success of last night's small business event where Stephanie did a marketing presentation to small business owners
- First Fridays is good to go with no parking signage up and the NPD street closure in order
- Please join us for a Ribbon Cutting Ceremony on Tuesday, May 7 at 4pm to celebrate the farmers market grand opening
- There are still some opportunities to engage in the City's budget process, please visit novato.org/budget for more information on upcoming meetings

Treasurer's Report – Andy Podshadley, Treasurer

2024 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. The agenda is posted on DowntownNovato.com at least 3 days prior to the meeting. Remaining meetings in 2024: **June 5**, July 10 (note date change due to holiday), Aug. 7, Sept. 4, Oct. 2, Nov. 6, Dec. 4

BID Advisory Board Meetings are open to the public and are held the 3rd Tuesday of February, May, August and October at 7pm. A postcard with the location will be mailed to your business address the week prior to the meeting. The agenda is posted on DowntownNovato.com at least 7 days prior to the meeting. Remaining meetings in 2024: **May 21**, Aug. 20, Oct. 15.

8:17pm Close DNBA General Membership Meeting

Regular Board of Directors Meeting
(closed meeting)

8:29pm Call to Order: Barbara Slack, *President*

Roll Call: Vincent Cheung, John Christman, Meghan Evans, Maureen Gallagher, Tief Gibbs, Steve Jordan, Andy Podshadley, Barbara Slack, Rob Sundberg, (Stephanie Koehler, Executive Director)

Board Changes – Barbara Slack

Barbara announced that Jon Ballack has resigned from the board citing concerns with some of the recent issues facing the DNBA board. There was some discussion about the impacts of board conduct.

Farmers' Market Feedback Plan – Stephanie

The board was asked to volunteer to take one Farmer's Market date to go and see how things are going with logistics and parking so we can offer constructive feedback. They discussed areas of feedback so there would be some consistency. Only Barbara volunteered. Stephanie indicated that Jeannie had also offered.

Approve Meeting Minutes from April 3, 2024

Other Business + Open Discussion

None.

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Close DNBA Board Meeting