

Meeting Date: Wednesday, February 1, 2023
Time: DNBA Membership Meeting (DNBA/BID Members Only)
Board of Directors Meeting (immediately following – Closed Meeting)
Location: Creekside Bakery, 1719 Grant Ave, Novato

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

7:02pm Call to Order & Introduce Guests: Emily Rich, President
Katherine Anderson, Copperfield's Books; Jon Ballack, Orange Theory Fitness; Vincent Cheung, Angie's Steam Foot Spa; Tief Gibbs, Vintage Vehicles; Steve Jordan, Creekside Bakery; Andy Podshadley, Trek Wine; Emily Rich, Village Child; Stephanie Koehler, DNBA; Crystal Redding, State Farm; Mary Price, Village Child; Barbara Slack, CWS Construction; Jeannie Jarnot, Beauty Heroes; Mr. Jarnot, Beauty Heroes; John Christman, TOPO Chiropractic; Mondy Saffa, Novato Square Cleaners; Rob Sundburg, Avenue Salon; Sullina Sanchez, City of Novato

Visitor + Member Comments

- Andy announced the dates for the 2023 Festivals at Trek. Cinco De Micro on May 6th and the Harvest Festival on September 30. He said there are sponsorship and vendor opportunities available if anyone is interested.
- Emily announced the Village Collective will be opening in February – featuring local artisans and apothecary.
- Stephanie gave an update on items being addressed by Public Works including tree wells, trash cans, newspaper racks, traffic boxes, and the ongoing issue of vandalism to the white tree lights.

Welcome DNBA Board Members

Katherine Anderson, *Copperfield's Books*; Jon Ballack, *Orange Theory Fitness*; Vincent Cheung, *Angie's Steam Foot Spa*; Tief Gibbs, *Vintage Vehicles*; Jeannie Jarnot, *Beauty Heroes*; Steve Jordan, *Creekside Bakery*; Crystal Redding, *Katie Chase State Farm*; Emily Rich, *Village Child*; Andy Podshadley, *Trek Wines*; Barbara Slack, *CWS Construction Group*; Rob Sundberg, *Avenue Salon*

The Role of the DNBA & BID Advisory Board: Emily Rich + Steve Jordan

Steve outlined differences between the role of the Board when serving as the DNBA Board (at monthly meetings) versus the BID Advisory Board (at quarterly meetings).

Member Feedback: What would you like to see from the DNBA in 2023

Ideas:

- Interview businesses when they leave Downtown to get an understanding of why they left.
- Identify empty spaces and get the word out
- Offer sponsorship space in the newsletter
- More events
- More activities on the Redwood Blvd to 7th Street side of Grant
- Promote shop local
- Promote tourism

2023 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 2023: Jan. 4, Feb. 1, March 1, April 5, May 3, June 7, July 12 (note date change due to holiday), Aug. 2, Sept. 6, Oct. 4, Nov. 1, Dec. 6

BID Advisory Board Meetings are open to the public and are held the 3rd Tuesday of February, May, August and October at 7pm. In 2023: **Feb. 21**, May 16, Aug. 15, Oct. 17.

City of Novato Update – Sullina Sanchez

- Tenant Improvement Grant application should go live in March. Applications accepted through April. Hopefully will have the fund distribution in May.
- The DNBA members expressed concern over the “roaming vendors” with food carts selling in front of Downtown restaurants. Particularly one who sells tacos on the corner by Carmen's La Hacienda. Additionally, they there was concern for the same vendors walking through and selling at events (Nostalgia Days and Tree Lighting) where people are paying to be vendors. When asked to leave...the frequently refuse. They asked what the City rules were about this and asked for support in handling it.

Treasurer's Report – Stephanie Koehler

8:23pm Close DNBA General Membership Meeting

DNBA Board of Directors Meeting
(closed meeting)

8:25pm Call to Order: Emily Rich, President

Roll Call: Katherine Anderson, Jon Ballack, Vincent Cheung, Tief Gibbs, Jeannie Jarrot, Steve Jordan, Crystal Redding, Emily Rich, Andy Podshadley, Barbara Slack, Rob Sundberg, (Stephanie Koehler, Executive Director)

Expectations of Board Members

There was discussion about the roles and responsibilities of board members. Also discussion about the importance of supporting the BID as a whole and all the businesses in it; confidentiality; meeting attendance, and event volunteering. There was a clarification that nobody can act as a proxy for a Board member.

Board Officer Elections – The following names were put forth as the 2023 officers: Emily Rich, President; Steve Jordan, Vice-President; Andy Podshadley, Treasurer; Katherine Anderson, Secretary. Emily made a motion to vote them in as a slate. Rob seconded the motion. Discussion ensued. *Vote: All in favor. None opposed. No abstentions.*

General Update – Stephanie Koehler

- 2023 Event Dates

First Fridays: May 5; June 2; July 7; Aug 4; Sept 1

Rock The Block: June 22 & September 14

Nostalgia Days: October 7 & 8

Small Business Saturday: November 25

Tree Lighting: December 2

Bouncy Ball New Year: December 31

- Local Kitchens has opened in the location previously holding Chipotle.

- The planter project is in full force. There have been challenges with the City getting all the irrigation worked out. We don't plan to plant until those issues are solved. Plant designs are completed – 3 designs alternating the length of Grant. 2 variations for planters getting shade & sun.

- Stephanie will have a meeting with the City on Thursday to review the audit of the BID membership list.

- Additional discussion about the concerns related to the "roaming vendors"

- Traci Prado has sold The Village Restaurant to two of her chefs. There should be no change in the concept – just ownership change. Her family moved to Sacramento. She and her husband will still own the building and the adjacent office building.

- Addressed social media rumors that Henhouse is not coming to Novato. They are hoping for a late spring or early summer opening. And construction is underway.

- New Businesses: Vildblum; Matt's Board Shop ; and Local Kitchens

- February BID Advisory Board meeting with address the Housing Element proposed in Downtown.

- We're hoping to start a reusable aluminum cup program at events – if we can find additional sponsorship to offset the cost.

Approve Meeting Minutes from November 2 & December 7, 2022

Emily made a motion to approve as written. Steve seconded the motion. Discussion ensued. *Vote: 6 in favor. None opposed. 5 abstentions.*

Other Business + Open Discussion

- It was suggested we have a strategic planning session about the DNBA's focus this year and upcoming years. Steve explained that is challenging because we are an assessment that is approved by City County annually so it is hard to plan too far ahead. Everyone agreed it was something that can be further discussed in the future.

9:04pm Close DNBA Board Meeting