

Meeting Date: Wednesday, July 10, 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)

7:03pm Call to Order & Introduce Guests: Barbara Slack, President

Went around the room so everyone could share something they are proud of or struggling with in their business.

In Attendance: Meghan Evans, Buttercup Home; Maureen Gallagher, Avenue Salon; Tief Gibbs, Vintage Vehicles; Jeannie Jarnot, Beauty Heroes; Steve Jordan, Creekside Bakery; Andy Podshadley, Trek Winery; Barbara Slack, CWS Construction; Shannon Wood-Gallegos, B12 Love; Michael Crespo, CrossFit Novato; Sullina Smith, City of Novato; Mohamed, Nisha's Jewelry; Stephanie Koehler, DNBA

Visitor + Member Comments

This was the first meeting for Nisha's Jewelry located at 1500 Grant Ave Suite 248. He told us about the store, and thanked the DNBA for their support of social media.

AB 2011 Development Project Update

- Update on June 11 City Council Meeting. Thanked all of those who came out to support the DNBA and spoke against the 3rd & Grant project.

- Update on Call with Senator Maguire + Alexis Gevorgian of AMG. The Senator was on hand to set expectations but then left the meeting. The DNBA sub-committee spoke with Alexis for about an hour. He indicated he would see if he can find some solutions to address our parking and building height concerns. He asked us to propose alternative sites in Novato. We submitted 5 sites – 4 of which he claims are outside the census track that allows him to get the state entitlements/allowances. After acknowledging he had not visited the sites and was not really familiar with Downtown Novato, the Senator indicated he would do a walk-through of the proposed sites over the summer to see the impact first-hand.

- Next Steps: Stephanie has remained in communication with AMG to track progress and keep lines of communications open. Stephanie has followed up with the Senate scheduling office attempting to secure a walk-through date with no success yet.

General Update – Stephanie Koehler

- Marin Magazine Ads. While the partnership is a really wonderful opportunity for businesses to get an ad in Marin Magazine for only \$550 (half of the total cost to be covered by the DNBA) – it has been hard get enough buy-in. There is one more scheduled for November – but if pre-payment isn't secured from the 4 businesses by the art deadline, the DNBA will pull the ad.

- 2024 Event Sponsorship Needs: Sept Rock the Block and Nostalgia Days. We are not at 2023 levels of sponsorship so Stephanie needs more support from the Board in securing sponsorships. There was discussion about ways to possibly improve the fundraising portion of Rock the Block: 3 for \$x ticket deal; offering a ticketed non-alcoholic drink; have a DJ at the far end of the street to draw kids; band from MSA to draw kids and families.

- Mid-Season Farmers' Market Meeting – set for August 26. Businesses need to submit feedback.

- City Sponsorship for White Lights. The City gave the DNBA \$5,000 from their unused 2023 Sponsorship Fund to help kickstart the Community Sponsorship Program to offset the cost of the white lights on the Grant Ave trees. Stephanie will launch the program in July.

- August 20 BID Advisory Board Meeting: Tax Initiative Q & A w/ Tim O'Connor + Jessica Deakyne

City of Novato Update – Sullina Smith

- July 23 is the City Council public hearing about putting the tax initiative on the ballot.

- "Meet Your City Council Member" pop-ups are continuing.

- Community feedback survey about the Farmers' Market launching next week.

Treasurer's Report – Andy Podshadley, Treasurer

8:06pm Close DNBA General Membership Meeting

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Regular Board of Directors Meeting
(closed meeting)

8:11pm Call to Order: Barbara Slack, President

Roll Call: Meghan Evans, Maureen Gallagher, Tief Gibbs, Jeannie Jarnot, Steve Jordan, Andy Podshadley, Barbara Slack, Shannon Wood-Gallegos (Stephanie Koehler, Executive Director)

Farmers' Market Feedback Plan + Response Letter

A draft letter from the DNBA Board to City Manager, Amy Cunningham about some concerns related to the managers of the Farmers' Market was reviewed. Steve Jordan made a motion to have Barbara send the letter as drafted. Barbara Slack seconded the motion. Discussion was held. *Vote: All In Favor. None Opposed. No Abstentions.*

Follow Up About the AB2011 Meeting

Additional discussion about the update Stephanie gave in the Membership portion of the meeting.

Approve Meeting Minutes from June 5, 2024

Tief Gibbs made a motion to adopt the meeting minutes as written. Steve Jordan seconded the motion. Discussion. *Vote: Seven In Favor. None Opposed. One Abstention.*

Other Business + Open Discussion

- Stephanie shared the news of Kathy Nickel's passing. Kathy was a long-time and critical volunteer to many of our Downtown events, most notable the president of the July 4th Parade and Tree-Lighting. There was discussions about ways to honor her at the Tree Lighting.
- Stephanie has been invited by the Marin IJ write an opinion piece about the impacts of AB2011 on businesses.
- Discussion about the impacts of First Fridays on business and if the DNBA should support the City program in 2025. Consideration of moving the format away having the street closed – but rather promote it as a night to come down to shop and dine – much like "Not So Silent Night"
- August meeting is important because the 2025 budget proposal will be discussed. Final budget approval will happen at the August 20 BID Advisory Board meeting to align with City Assessment rules.

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. Remaining meetings in 2024: **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. Remaining Meetings in 2023: **Aug. 20**, Oct. 15.

8:45pm Close DNBA Board Meeting

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