

Meeting Date: Wednesday, March 6, 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  
Barbara Slack, CWS Construction; Shannon Gallegos, B12 Love; Jeannie Jarnot, Beauty Heroes; Voytek Jarnot, Beauty Heroes; Rob Sundberg, Avenue Salon; Tief Gibbs, Vintage Vehicles; Meghan Evans, Buttercup Home; Steve Jordan, Creekside; John Christman, TOPO Chiropractic; Andy Podshadley, Trek; Liz Podshadley, Trek; Jon Ballack, Orange Theory Fitness; Tom Young, Pini Hardware; Denise & George Athas, Athas & Associates Realty; Aaron Thompson, Bicycle Brüstop; Abe Hamimi, Grazi; Vincent Cheung, Angie's Steam Foot Spa; Sullina Smith, City of Novato; Stephanie Koehler, DNBA

**Visitor + Member Comments**

Everyone at the meeting shared some good things that are happening at their business.

**First Fridays Update**

Stephanie asked for an update on the creation of a merchant led committee to organize and program First Fridays. Meghan said she had spoken with Emily of Village Child but has not yet formulated a plan. The decision needs to be made by April so there can be proper marketing of the event.

**Farmer's Market Relocation Update & Discussion**

- Steve Jordan gave an update on the meeting held with him, Barbara, Stephanie, the City Manager, Assistant City Manager and Sullina Smith. Representatives didn't feel good about the progress that was made in the meeting. It was clear at that point the City had no intention of making substantive changes to the plans – even after hearing our concerns. Stephanie was in the process of following up with Council member Tim O'Connor to see if any additional progress could be made.
- There was an impassioned discussion on the issue. Feedback from members in the room was as follows:
  - Biz 1: Historically people shopping at the Farmer's Market do not shop at stores. They get their items, eat food at the market and go home.
  - Biz 2: Suggestions to have the Farmer's Market held at the Square Shopping Center or in the parking lot of the former Pini Hardware building at 1<sup>st</sup> & Grant.
  - Biz 3: It is troubling that the DNBA has historically been intimately involved in the decisions surrounding the Farmers' Market from negotiations to signing the MOU.
  - Biz 4: It's hard to measure the positive impact of the market because they may see a store that night and come back.
  - Biz 5: The lack of inclusion is the biggest issue.

**BID Advisory Board Meeting Update** – Steve Jordan, Chair

- Clare Hartman the new Community Development Director came to speak about her visions for the departments, including changes to the permitting and planning departments. She was very well received and the members were hopeful about her plans.
- He reported on the second "snafu" with the business license renewal process for BID members leading to more incorrect charges.

**2024 Event Dates & Sponsorship Forms**

- Rock The Block: June 20 & September 12 – Sponsorship forms were handed out.
- Nostalgia Days: October 11 & 12 - Sponsorship forms were handed out.
- Small Business Saturday: November 30
- Tree Lighting: December 7 - Sponsorship forms were handed out.
- Bouncy Ball New Year: December 31 - Sponsorship forms were handed out.

**City of Novato Update** – Sullina Smith

- SF Brewery has submitted a letter of intent and proposal for the Depot site.
- Check cashing business ordinance change is on 3/26 council agenda.
- State of the City is on 3/19.
- March 28 is the deadline for public input on the budget.
- March 31 is the deadline to submit commission applications.

**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: **April 3**, May 1, 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 3<sup>rd</sup> 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.

**8:26pm Close DNBA General Membership Meeting**

**Regular Board of Directors Meeting**  
(closed meeting)

**8:31pm Call to Order:** Barbara Slack, President

**Roll Call:** Jon Ballack, Vincent Cheung, John Christman, Meghan Evans, Tief Gibbs, Jeannie Jarnot, Steve Jordan, Andy Podshadley, Barbara Slack, Rob Sundberg, Shannon Wood-Gallegos (Stephanie Koehler, Executive Director)

**Farmer's Market Relocation Update**

There was another impassioned discussion about the steps for moving forward. Stephanie was asked to reach out to the market manager to see her feelings on the location. Board directed the follow up communications with the City need to include:

- The location is unacceptable
- Building owners as well as business owners need to have input
- We want the market to be successful and are fans of the market. However, this location undermines the success of the market as well as negatively impacts the businesses.
- The Board stands unanimously against the location.
- Concerns the City is spending \$60k+ to install gates, etc. when they are in a fiscal crisis.
- How will the parking plan be enforced.
- No money should be invested in the first year

**Select Novato Tourism Committee Representative**

Steve nominated Barbara to serve as the DNBA Board representative to the Novato Tourism Committee. Tief seconded the motion. Discussion. *Vote: All in favor. None opposed. No abstentions.*

**General Update** – Stephanie Koehler

- a. White Tree Lights Update. Still working to get bid and plans for fixing and maintaining the tree lights.
- b. Farmers Market. Already discussed in both membership and Board meeting.
- c. Business License Renewals. Already discussed in membership meeting.
- d. Event Sponsorship Packets. Board was encouraged to help get sponsors for events.

**Approve Meeting Minutes from February 7, 2024**

Steve made a motion to accept the minutes as written. John seconded the motion. Discussion. *Vote: Nine in favor. None opposed. Two abstentions.*

**Other Business + Open Discussion** - None

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**9:24pm Close DNBA Board Meeting**