

Meeting Date: Wednesday, May 4, 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)

7:04 pm Call to Order & Introduce Guests: Emily Rich, President

Emily Rich, Village Child; Adam McGill, City of Novato; Jon Ballack, Orange Theory Fitness; Rob Sundberg, Avenue Salon; Vincent Cheung, Angie's Steam Foot Spa; Andy Podshadley, Trek Wines; Liz Podshadley, Trek Wines; Mary Price, Village Child; Katherine Anderson, Copperfield's; Peter Serchia, All Season Soccer; Steve Jordan, Creekside Bakery; Stephanie Koehler, DNBA; Will Morat, City of Novato; Jeannie Jarnot, Beauty Heroes; Mr. Jarnot, Beauty Heroes; Dan Maher, Sustainable Exchange; Henry Hautau, Finnegan's & Compass Realty; Helen Saenz, Alice Becker; Ginger Sheets, Accents.

Living Streets Program

City Manager, Adam McGill shared some feedback on the Living Streets program as it stands (Friday, Saturday, Sunday from 5-midnight). He indicated they are considering drastic cuts to the program. Every person in the room was given 3 minutes to share their thoughts about the success of or concerns about the program as it stands. Below are ideas that arose from the discussion:

- City should set up a committee to program the space during living streets – to include activities for teens.
- The program has not been given time to grow and succeed.
- Closing only one day each month is too severe.
- Perhaps keep current days but reduce hours – start at 6pm
- Sundays are not working and can go away.
- Only close from Sherman to Machin.
- First Fridays is popular and well received.
- Street Closure signs are too severe and are unwelcoming and uninviting.
- Families like having the option even if it is not busy all the time.
- The program should be done away with completely.
- Perhaps every Friday.
- Perhaps one Friday and Saturday each month
- Friday all the way through Saturday once per month.
- People need to step up and participate.
- Need to give it more time so we can gather data.
- City needs to do more to market the program.
- The program has been very successful for some businesses who actively engaged.

City of Novato Update – Will Morat

- Now that the Parket Program and Guidelines have been passed by Council, as of September 30 the temporary parklets and tents will need to be removed.
- Need more people to sign up for the Novato Notes Gift Card Program
- Council has entered into an exclusive negotiating agreement with SF Brewing to consider their plans to develop the Historic Depot site.

Sponsorship Opportunities for DNBA Events

Rock the Block & Nostalgia Days. See the DNBA website.

Treasurer's Report – Mike Kuimelis

Other Business

- Cinco De Micro Beer Festival at Trek on May 7th
- First Fridays is in full force May 6

8:35pm Membership Meeting Adjourned

Regular Board of Directors Meeting
(closed meeting)

8:40pm Call to Order: Emily Rich, President

Roll Call: Katherine Anderson, Vincent Cheung, Jon Ballack, Steve Jordan, Andy Podshadley, Emily Rich, Peter Serchia, Rob Sundberg, (Stephanie Koehler, Executive Director)

Associate Membership Policy Discussion

After considerable discussion, the decision was made to keep the policy as it is – where each requests for an Associate Membership would be considered on a case by case basis.

General Update – Stephanie Koehler

- An initial meeting was held with the Executive Committee and Executive Directors of the DNBA and Novato Chamber to discuss how to satisfy the City Council's request to give the DNBA a more expanded role in the committee. This role is to be outlined in the revised contract with the City. The meeting yielded no official results but a sub-committee is set to meet and iron out a plan.

- Still working to find a contractor to manage the planter maintenance.
- Working with Pini Hardware for plants and daffodils.
- RTB Sponsorship down from previous years.

Approve Meeting Minutes from April 6, 2022

Rob Sundberg moved to accept the meeting minutes as written. Steve Jordan seconded the motion.

Vote: 7 in favor. None opposed. 1 Abstention.

Other Business + Open Discussion

None.

9:05pm Board Meeting Adjourned