

Meeting Date: Wednesday, August 7, 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)

7:04pm 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: Maureen Gallagher, Avenue Salon; Tief Gibbs, Vintage Vehicles; Jeannie Jarnot, Beauty Heroes; Steve Jordan, Creekside Bakery; Andy Podshadley, Trek Winery; Barbara Slack, CWS Construction; Michael Crespo, CrossFit Novato; Amy Stricklin, Nara Aesthetics; John Christman, TOPO Chiropractic; Marilyn Jaeger, Marilyn Jaeger Skincare; Denise & George Athas, Athas & Associates; Rob Sundberg, Avenue Salon; Vincnet Cheung, Angie's Steam Foot Spa; Sullina Smith, City of Novato; Stephanie Koehler, DNBA

Visitor + Member Comments

None.

AB 2011 Development Project Update

This is an important public hearing at the August 27 City Council Meeting at 6pm. This will be the public's last opportunity to speak about the projects where the developers are present. Stephanie has been in regular communications with Alexis Gevorgian of AMG discussing ways to increase parking and lowering the height of the projects. Some positive inroads seem to be made however, no formal changes to the plans have been submitted.

General Update – Stephanie Koehler

- 2024 Event Sponsorship for RTB and Nostalgia Days is not meeting the goals. She asked members and board members to please speak to businesses who they think might be interested. It was suggested to add Venmo to a form of payment at events.
- The DNBA, City and Market Management will be holding the Mid-Season Farmers' Market check in on August 26th to discuss feedback from surveys and make adjustments as determined. A member requested we add "after market clean up" to our discussion – siting there is a lot of vegetable and fruit waste left behind on Tuesdays.
- Community Sponsorship of White Lights is going well. Most of the response has been from citizens and businesses not located in downtown which is nice. We will continue to push. There was a request for the City to consider using their communications channels to let people know about the campaign. Stephanie will follow up with the City.
- At the August 20 BID Advisory Board Meeting there will be a Q&A about the Tax Initiative w/ Mayor Pro Tem Tim O'Connor and Assistant City Manager Jessica Deakyne

City of Novato Update – Sullina Smith

Her updates were covered in the General Update above.

Treasurer's Report

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: **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: **Aug. 20**, Oct. 15.

7:58pm Close DNBA General Membership Meeting

Regular Board of Directors Meeting
(closed meeting)

8:08pm Call to Order: Barbara Slack, *President*

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

Farmers' Market Update

Reviewed and discussed the letter from the City Manager in response to the Board's letter sent last month.

Initial 2024 Budget Review

Reviewed the draft 2025 budget. Discussion about getting a report from HDL quarterly to let us know who is delinquent on their BID fees to be sure a collections process is in place. Discussion about the cost of Associate Membership dues. Discussion about giving the executive director a 4% cost of living raise. Discussion about other fundraising ideas to increase revenue – to offset the increase costs. Steve Jordan made a motion to accept the budget as written and amended. John Christman seconded the motion. Discussion. *Vote: Eight in favor. None opposed. One abstention.*

John Christman made a motion to add a fundraising idea/brainstorm discussion to the DNBA meeting agendas for January, April and June annually. Tief Gibbs amended the motion to include September. Steve Jordan seconded the motion. Discussion. *Vote: Eight in favor. None opposed. One abstention.*

Approve Meeting Minutes from July 10, 2024

Rob Sundberg made a motion to accept the minutes as submitted. Steve Jordan seconded the motion. *Vote: Six in favor. None opposed. Three abstentions.*

Other Business + Open Discussion

- Stephanie had some additional updates:

- Reminder to Steve to submit the draft BID Advisory Report for approval on August 20.
- She continues to reach out to Senator McGuire's office to have him do a walk-through of downtown
- Pointed out the letter the editor she wrote about the impacts of AB2011 in the Marin IJ on August 16, 2024
- The City has suspended negotiations with SF Brewing Company about the Historic Depot. Council is looking at it as a possible parking lot instead.
- Reached out to the Police Chief about the timeline for parking enforcement. He indicated it will be a few months.

- Andy Podshadley let the board know he is officially resigning his DNBA Board position to pursue other endeavors.

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: **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.

9:37pm Close DNBA Board Meeting